

PLAYBOOK

Own The Stage. Ignite Your Brand. Scale Your Genius.

**ROCK
YOUR
GIFT**

Presents

AMPLIFY
MONETIZE THE MIC

JUNE 12-14, 2025

With

Sean D. Stewart

The New York Times.



Entrepreneur



AMPLIFY EVENT PLAYBOOK

Welcome to AMPLIFY! Use this workbook to engage deeply, stay aligned, and embody the transformation over the next three days.

[DAY 1: AUTHORITY BREAKTHROUGH](#)

[DAY 2: THE EVENT ENGINE](#)

[DAY 3: AMPLIFIED SALES](#)

My Intentions for Amplify

>> [USE THE INTENTION GENERATOR GPT](#) 

- 1.
- 2.
- 3.
- 4.
- 5.

Partner Prompt:

- What challenges are you currently facing?
- Where do you want to be in 6 months?
- Define what being a "Business Artist" means to you:



DAY 1: AUTHORITY BREAKTHROUGH

Segment 2: Blindspot Breakthrough

What does the phrase “What you want wants you” mean to you?

If Victim energy says “everything is happening _____me

Creator energy is says “everything is happening _____me

The Blindspot breakthrough process:

☐ **Define your desire.**

- Define your 12 month financial goal. Multiply this by two.

☐ **Discover the disbelief**

- What negative beliefs come up about why you can't have it?
- Which beliefs have the most “charge” for you?

☐ **Break the bind**

- Turn your limiting belief into an emotion. (What emotion is it?)
- Have you felt that emotion before? Is it a pattern?

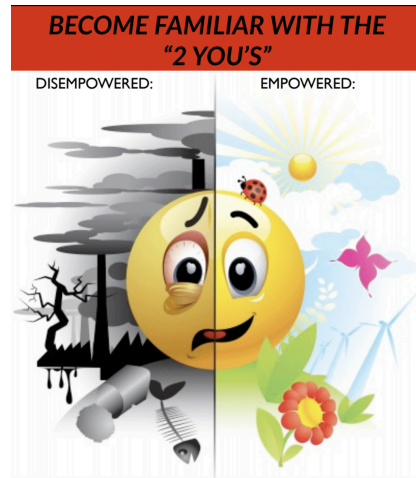
AMPLIFY

MONETIZE THE MIC



- Are you willing to acknowledge that the emotion is the “culprit” for why you don’t have what you said you want?
- What’s the cost of this pattern? Past/present/future
- What’s the pay off (aka blindspot)?
 - Love /connection
 - Certainty/comfort zone
 - Significance/control
 - Variety / freedom
- How much longer are you willing to CAUSE this?
- Notes:

AMPLIFY

MONETIZE THE MIC



THE TWO YOU'S MATRIX:

NAME THE PATTERN (AKA "the frustration pattern"):			
OLD YOU (name):	 	NEW YOU (name):	
BELIEFS/FOCUS		BELIEFS/FOCUS	
PHYSIOLOGY		PHYSIOLOGY	
LANGUAGE		LANGUAGE	



Future Self Activation (success ritual)

- ☐ Step into your power
- ☐ Get to a level 10+ (physiology, beliefs, language)
- ☐ From this state, write down a new belief that is your new truth
- ☐ Fill in the other side of the 2 you's matrix



USE THE FUTURE SELF MANTRA MAKER TO CREATE A 60 SECOND MANTRA THAT YOU WILL LISTEN TO THROUGHOUT THE EVENT

>>[FUTURE SELF MANTRA MAKER](#)



Segment 3: Masterpiece Offer

Use the below info that you fill in to help you define your offer in minutes

- Name of business

- Who you serve

- Core problem your client has

- Core solution you provide

>>USE THE OFFER [CLARITY WIZARD GPT](#) TO CLARIFY YOUR CORE OFFER BEFORE BUILDING YOUR TALK.

Input info about your Ideal Client Avatar

Input Your Stand Out Statement (USE THE [STAND OUT STATEMENT GENERATOR HERE](#))

THE STAND OUT STATEMENT

You know how _____ (ideal client)

Struggle with _____ (#1 problem)

Well what I do is _____ (#1 solution)

So that _____ (Long term aspiration)



Input your Signature system

<ul style="list-style-type: none"> • Step 1: • Step 2: • Step 3: • Step 4: • Step 5: • Step 6: • Step 7:

Input your offer packaging and logistics

Offer price point:

Clarify your ideal client vs. wrong fit client

List Of Top Real-Life Customers To Duplicate	List Of Worst Customers To Avoid

Best Customer Characteristics & Qualities	Worst Customer Characteristics & Qualities



Segment 4: X-Factor Brand Alchemy

Mining for Gold

- What lights you up?
- What puts you in flow?
- What do people thank you for?

My Top 10 favorites things to do	
1. I always love:	
2. I always love:	
3. I always love:	
4. I always love:	
5. I always love:	
6. I always love:	
7. I always love:	
8. I always love:	
9. I always love:	
10. I always love:	



USE THE [X-FACTOR FINDER GPT HERE](#)

My X-Factor is

What I do:

+

Why I do it:

Integration Ideas (What are some ways you can bring your x-factor into your business?)

Messaging:

Marketing:

Delivery:

Visuals:



X-Factor Formula 2:

☐ Create a first draft of your X-Factor Statement Below

USE THE [X-FACTOR FORMULA GPT HERE](#)

In order for _____ A (Ideal Client)
to _____ B (Get result they
want)
_____ C (Status Quo)
doesn't work/is not enough.
Instead you must _____ X (Your unique new
method or process)
Or _____ (problem with
following the old way) will happen

DAY 1 TAKEAWAYS

- 1.
- 2.
- 3.
- 4.
- 5.



DAY 2: THE EVENT ENGINE

Segment 5: The Visibility Flywheel™

Based on the Visibility Flywheel...

- Free offer
- Low ticket paid offers
- Marketing Ecosystem
- Events engine

Which Layer is Strongest?

Which Layer Needs Support?

Define a simple lead magnet you could offer

- ☐ Video
- ☐ Pdf
- ☐ Frame work
- ☐ Audio
- ☐ Other

What is it called?

Create a 'hand raiser' post you can share on social by the end of the event

Example: I just created a video showing exactly how I'm using ChatGPT to create a category defining "Blue Ocean" offer. Lemme know if you want



- Best practices
 - Play into immediate gratification
 - Make your offer benefit driven
 - Make sure it's clear
 - Ask yourself: Is this something people would want to pay for if it weren't free?
-

Segment 6: The Event Engine

Getting speaking gigs

How many speaking gigs are you committed to booking in the next 12 months?

How many is that per month?

How many virtual

How many in person?

What types of Events do you plan to host?

- ☐ Workshops:
- ☐ Webinars
- ☐ Challenges:
- ☐ Multi-Day Events:



What's the date of your next event?

Speaker Game Plan (USE [THE SPEAKER STRATEGY SIMULATOR GPT](#))

- What's your 12 month income goals?
- What's your offer Price:
- How many sales do you need at that price to hit your goal?
- At a closing rate (from stage) of 5% how many attendees do you need to get in front of in the next 12 months to hit your goal?
- How many do you need to get in front of in the next 90 days to be on track?

What's your speaker plan?

Designing your Signature Talk

What are your 3 teaching point pillars?

- 1.
- 2.
- 3.



Share your origin story here (USE [THE ORIGIN STORY ALCHEMIST HERE](#))

BONUS: GET BOOKED SESSION

Ways I can book or support others	Ways I am seeking support (ie stages or partners)



Segment 7: Flagship Event Formula

Event Promise: USE THE [EVENT PROMISE AND TITLE CREATOR HERE](#)

What is your event title or promise?

What are 3 Ways you plan to fill your 3 day event

- 1.
- 2.
- 3.

DAY 2 TAKEAWAYS

- 1.
- 2.
- 3.
- 4.
- 5.



DAY 3: AMPLIFIED SALES

Segment 8: Aligned Enrollment

Based on what Sean taught on sales today, please describe the 3 levels of sales

Sales 1.0:

Sales 2.0:

Sales 3.0:

Which sales mindsets resonated with you the most

>>USE THE [NINJA ENROLLMENT OFFICER](#) TO GET FEEDBACK ON SALES SKILLS



20K ENROLLMENT SCRIPT

Step 1: Rapport

"Hey NAME!

I've been looking forward to connecting with you!

How are you today?

Step 2: Set the frame

Here's what we're gonna do:

1. *Take a look at your business and goals around (workshops and speaking)*
2. *Get a sense of what's working & what's not working*
3. *Get clear on the ultimate vision for your life and business (WHAT YOU REALLY WANT)*
4. *AND If we're the best fit to help you bridge that gap I'll tell you what that would look like and if we're not the right fit, I'll do my best to steer you in a direction that would serve better.*

Incentive

If we ARE a fit ("meaning that it's a match for both of us") (And BTW on our end, we're very selective - we turn down 40% of the people we speak to) we offer an incentive at the end of the call to make it as easy as possible for you to move forward today

Sound good?

Lastly - I may interrupt you from time to time to ensure value. Is that ok?

Step 3: Current Situation

- Length of time in situation (ie...business, relationship)
 - How long have you been doing this?
 - What did you do before this?

AMPLIFY

MONETIZE THE MIC

- What are your current results in _____[Topic]

🤔 Step 4: **Biggest Challenge**

What do you see as the biggest challenge in your business right now?

- Tell me more about that
- What is it about YOU that may be getting in the way?
 - Uncover pattern

🤔 Step 5: **What's the cost?**

- WHAT'S THE IMPACT OF THIS ON YOU?
- WHAT'S THE COST OF THAT IN OTHER AREAS?
- What happens in the next 2-5 years if nothing changes?
- What is the worst thing about that for you?

=====

👉 **Checkpoint:** 0-10 How important is it for you to solve that now?

=====

👁️ **Step 6: What's your vision?** Paint a picture of where you'd like your business and lifestyle to be in 1 years from now

Imagine that it's **12 months from today** and you are on fire with excitement because everything you wanted has come to life.

- Revenue?
- Clients?
- Time freedom/ lifestyle?
- Personal goals
- What's going to make you do the happy dance (What's the **best part of that?**)?

👁️ Step 7: **Elicit their WHY**

- WHY is that important to you? What is the biggest driver for you?

👉 **Checkpoint:** "If you were 100% confident that you had **the right plan** in place to support you to reach that goal, on a scale of 0-10 how valuable would that be to you?"



Segment 9: 90-Day Game Plan

USE THE [90 DAY PLANNER GPT](#)

Pricing Calculator: → [Use this tool](#) <-- to map out how many offers you need to hit your 90 day goals:

1. 90 day financial Goal
2. What are the price points of your offer(s)?
3. How many of which products will you sell to achieve said goal?
4. Based on a 25% closing ratio ($\frac{1}{4}$) multiple the number you got in step 3 by 4 to determine the number of sales calls you need to book to hit your 90 day goal.
5. Divide that number you got in step 4 by 3 to get your 30 day call quota
6. Divide that number you got in step 5 by 4 to get your weekly call quota

AMPLIFY TAKEWAYS

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

AMPLIFY

MONETIZE THE MIC

AHA'S NOTES AND TAKE AWAYS

INTENTION GENERATOR



INTENTION GENERATOR

X-FACTOR FINDER (1)



X-FACTOR FINDER (1)

FUTURE SELF MANTRA MAKER



FUTURE SELF MANTRA MAKER

X-FACTOR FOMULA (2)



X-FACTOR FOMULA (2)

STAND OUT STATEMENT GENERATOR



STAND OUT STATEMENT GENERATOR

DM MASTERY BOT (NEO)



DM MASTERY BOT (NEO)

AMPLIFY

MONETIZE THE MIC

[OFFER CLARITY WIZARD](#)



OFFER CLARITY WIZARD

[ORIGIN STORY ALCHEMIST](#)



ORIGIN STORY ALCHEMIST

[SPEAKER STRATEGY SIMULATOR](#)



SPEAKER STRATEGY SIMULATOR

[EVENT PROMISE AND TITLE CREATOR](#)



EVENT PROMISE AND TITLE CREATOR

[SIGNATURE TALK ARCHITECT](#)



SIGNATURE TALK ARCHITECT

[NINJA ENROLLMENT OFFICER](#)



NINJA ENROLLMENT OFFICER

AMPLIFY

MONETIZE THE MIC

[90 DAY PLANNER GPT](#)



90 DAY PLANNER GPT