

PLAYBOOK

Own the Stage. Fill Your Program. Scale Your Impact.

**ROCK
YOUR
GIFT**

Presents


SPEAK TO SCALE
3-DAY EXPERIENCE

October 16-18, 2025

With

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www.SpeakToScaleEvent.com



EVENT PLAYBOOK

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

[DAY 1: OFFER UP-LEVEL](#)

[DAY 2: SPEAK TO SCALE](#)

[DAY 3: 1-TO-MANY SALES](#)

1. My Intentions for Amplify

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

- 1.
- 2.
- 3.

2. What mindsets resonated with you the most?

3. What's your #1 challenge?

4. What's your 6-12 month goal?



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DAY 1: OFFER UP-LEVEL

Segment 1. 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?)



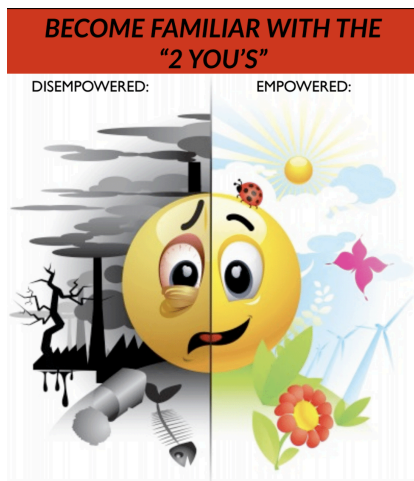
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- Have you felt that emotion before? Is it a pattern?
- Are you willing to acknowledge that the emotion is the “culprit” for why you don’t have what you said you want?
- What’s the cost of this pattern? Past/present/future
- What’s the pay off (aka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

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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

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7 STEP TO MANIFEST ABUNDANCE EVERY DAY

1. Get clear on what you want
2. Define WHY you want that
3. Notice / write down your limiting beliefs about that
4. Dismantle the belief ("Is it true?")
5. Reframe/revise those beliefs
6. Vibe with it/ integrate it in
7. Take inspired action

OLD BELIEF	T/F?	NEW BELIEF

EVENT THEME

I'M A ROCKSTAR SPEAKER
 I'M THE LEADER OF MY SPACE
 MY BUSINESS IS MY MASTERPIECE
 IT'S TIME TO CLAIM MY STAGE

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Segment 2. Masterpiece Offer

Input Your Stand Out Statement

<u>THE STAND OUT STATEMENT</u>
You know how _____ (ideal client)
Struggle with _____ (#1 problem)
Well what I do is _____ (#1 solution)
So that _____ (Long term aspiration)

(USE THE [STAND OUT STATEMENT GENERATOR HERE](#))

Clarify your signature system

• Step 1: • Step 2: • Step 3: • Step 4: • Step 5: • Step 6: • Step 7:

(USE THE [SIGNATURE SYSTEM BUILDER GPT HERE](#))

Define your 2 tier offers.

Step 1: Define Your **CORE OFFER** logistics.

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Level	Group/ 1-1
Length/ commitment	
Amount of 1-1 calls	
Amount of group calls	
Additional deliverables	
Bonus #1	
Bonus #2	
Urgency	IE...50% off (Pilot version)
Scarcity	XYZ Bonus (or 2) will never be offered again
Guarantee	(ie... 30 day money back)

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Step 2: DEFINE Your Pricing

METRIC	PLATINUM	PREMIUM
ACTUAL PRICE		
FAST ACTION PRICE (PAYMENT PLAN)		
FULL PAY PRICE		

X-Factor Formula

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

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

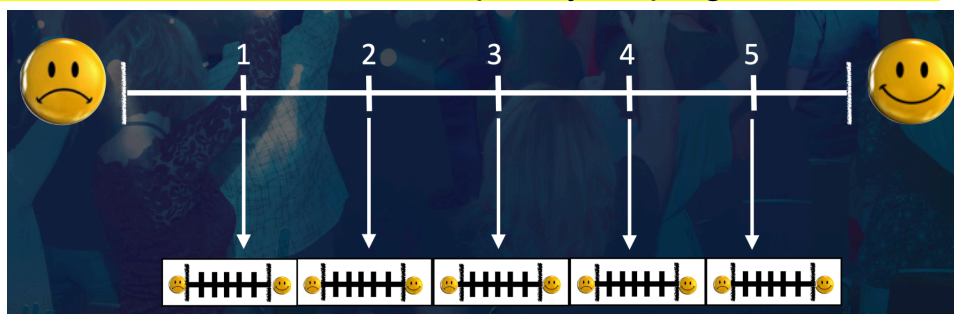
USE THE [X-FACTOR FORMULA GPT HERE](#)

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Segment 3. Profit Center Group

- Clarify new price point of your group program
- Brainstorm some of the sub steps of your program modules



(1) Module 1	step 1	Action item A
		Action item B
	step 2	Action item A
		Action item B
	step 3	Action item A
		Action item B
(2) Module 2	step 1	Action item A
		Action item B
	step 2	Action item A
		Action item B
	step 3	Action item A
		Action item B
(3) Module 3	step 1	Action item A
		Action item B
	step 2	Action item A
		Action item B
	step 3	Action item A

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- Make some structure choices of your group program

INEVITABLE RESULTS

- What are the different ways clients can get support in your program?
- Will you offer accountability, DWY or DFY solutions?
- How will you track client results (milestones, surveys?) and what's your plan if people are not on track?
- What gamification (if any) will you add to your program?

WINNING CULTURE

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

Best Customer Characteristics & Qualities	Worst Customer Characteristics & Qualities



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COACH FULFILLMENT

- Clarify below your roles as the coach in this program. What are your responsibilities? What IS NOT your role or NOT your responsibility?
- What are boundaries you want to hold, and make sure do not get stepped on in the program?
- What hours are you available/ off?
- How will you deal with clients who create problems or are draining your energy?

● WHAT'S THE START DATE OF YOUR PROGRAM?

DAY 1 TAKEAWAYS

- 1.
- 2.
- 3.

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DAY 2: SPEAK TO SCALE

Segment 1. Soul Signature Talk

- WHAT THE TOPIC/TITLE OF YOUR TALK?

--

USE THE TOPIC AND TITLE GENERATOR GPT [HERE](#)
(**Purpose:** Define your talk topic and generate benefit-driven titles)

- SHARE YOUR FIRST DRAFT OF YOUR ORIGIN STORY

Use the six-part origin story structure to brainstorm your story:

○ The Okay Place ○ The Struggle ○ The Dark Night of the Soul ○ The Breakthrough ○ The Mentor Emerges ○ The Resolution	
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USE THE ORIGIN STORY ALCHEMIST GPT [HERE](#) (**Purpose:** Build the speaker's compelling origin story in 6 parts.).



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- **WHAT'S YOUR FIRST DRAFT OF YOUR 3 TEACHING POINTS?**

- Teaching point 1:
- Teaching point 2:
- Teaching point 3:

- **WHAT 3 BELIEFS WILL YOUR TALK SHIFT?**

- Shift 1:
- Shift 2:
- Shift 3:

USE THE BELIEF SHIFT FINDER GPT [HERE](#) (**Purpose:** Clarify the limiting and empowering belief behind each teaching point.)

Segment 2. JV Webinar Tour

- **WHAT IS THE DATE(S) OF YOUR NEXT WORKSHOP?**

Segment 3. JV JV MASTERY

- **WHAT ARE SOME THE WAYS YOU CAN BRING VALUE TO A JV PARTNER?**



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- NAME 3-5 PEOPLE YOU KNOW WHO WOULD MAKE VALUABLE INTRODUCTIONS FOR A JV PARTNER
- NAME 3 PEOPLE YOU BELIEVE WOULD MAKE GOOD JV PARTNERS FOR YOU
- SEND THE BELOW MESSAGE TO THEM

Hi [Name],

My name is [Your Name].

I found your information [where ever you found it], and I love what you are doing with [something you admire in them]!

I'd love to learn more about what you are launching or promoting this year ways I can share your work with my community.

Would you be open to a connection call one of these days?

Let me know if you have a calendar link that I can use or I have included my own link below if that is easier

Best
[Your Name]



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- **PRACTICE THE 5-STEP JV PARTNER SCRIPT**

1. Rapport - connect and be real.
2. Learn about them. Ask them what they are looking for.
3. Share about yourself / Share about what you are looking for
 - a. Be specific - what and when
 - b. Have alternative date options
4. Workout a deal
5. Take thorough notes and enter each critical piece of data into the form

[Use this form](#) to take notes when you have your JV partner call

DAY 2 TAKEAWAYS

- 1.
- 2.
- 3.

SPEAK TO SCALE

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DAY 3: 1-TO-MANY SALES

SEGMENT 1: EVER-READY ENROLLER

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

Sales 1.0:

Sales 2.0:

Sales 3.0:

20K ENROLLMENT SCRIPT OUTLINE

- What inspired you to join me?
- Set the frame
- Current Situation [Snapshot]
- The Challenge
- The Cost
- The Commitment
- Vision Goals
- WHY

=====

- Invitation
- Program/ Needs Merge
- Pre-qualification
- Logistics
- Objection Clearing Question

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- Reveal Investment

I. 1-TO-MANY SALES OUTLINE

- Transition Sentence (from your talk to your offer)
- Connect them to problem that still exists
- That's why I created... name of program
- Permission to share
- Introduce your offer
 1. Modules
 2. Share WHY you created it (what makes it diff)
- **STACK 1**
 - Share bonuses (+ value)
- **STACK 2**
 - Investment Reveal + CTA
 - This is for you if/ not for you if + CTA
 - Guarantee



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- FINAL STACK + CTA
- Handle Objections + CTA
- Share an inspiring story + CTA

SEGMENT 2: 90 DAY GAMEPLAN

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

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AMPLIFY TAKEWAYS

- 1.
- 2.
- 3.

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)

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[STAND OUT STATEMENT GENERATOR](#)



STAND OUT STATEMENT GENERATOR

[DM MASTERY BOT \(NEO\)](#)



DM MASTERY BOT (NEO)

[OFFER CLARITY WIZARD](#)



OFFER CLARITY WIZARD

[ORIGIN STORY ALCHEMIST](#)



ORIGIN STORY ALCHEMIST

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[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

[90 DAY PLANNER GPT](#)



90 DAY PLANNER GPT