

# MEDIA kit



STEPHEN  
SCOGGINS

**Stephen Scoggins**

SPEAKER & ENTREPRENEUR





**From  
Homelessness**



## **to Heartfelt Industry Leader**

Stephen Scoggins is an 8 figure serial entrepreneur of multiple businesses who has dedicated himself to serving the person he used to be. Through his proprietary curriculum of Transform U Life Mastery Systems, he guides others towards their ultimate potential in order to elevate their possibilities. Stephen is also an author and the host of the syndicated, top-rated, hit podcast Stuck to Unstoppable, where he speaks to world-class thought leaders on what it takes to break free and create unstoppable possibilities.”

Stephen has taken over three decades of setbacks, failures, breakdowns, losses, successes, and comebacks and transparently uses them to provide simple yet effective step-by-step lessons to help each of his clients to accelerate their progress.

Stephen has helped Fortune 500 leaders, professional athletes, entertainers, hardworking individuals, and everyone in between to exceed their wildest expectations in their life, business, and career.

And to that end, Stephen is now dedicated to the relentless pursuit of giving others the same breakthroughs he was able to experience by offering a practical and empowering education for anyone looking for a second chance to make their dreams a reality.

His thought leadership has been featured all over the country in notable outlets such as EO Fire, Forbes, Entrepreneur, Thrive Global, Grit Daily, New York Wire, PR News Wire, Haughty Living, NBC, ABC, Evan Carmichael’s Top 10, and so many more.



A full-page background image of Stephen Scoggins, a bald man with a goatee, wearing a blue button-down shirt, speaking passionately with his mouth wide open. The background is dark and out of focus, suggesting a stage setting.

# **EXHILARATING. PRACTICAL. TRANSFORMING.**

## **Signature Talk's You Have To Experience**

Stephen's heart drives everything he does and his goal is simple: To give your audience the tools, strategies, principles that actually get results and help them become higher performers, stronger leaders, better family members, and help them build meaningful legacy's that outlive them.



**STEPHEN SCOGGINS**



# From Surviving to Thriving

Remove Frustration, Reclaim Your  
Hope, and Level Up Your Life

 [CLICK TO WATCH MY DEMO VIDEO](#)

## Program Bio

When you have a powerful plan, opportunities flock to you, those around you become a trusted tribe and crusaders for life, and your plan has enough momentum to withstand challenges and setbacks.

But, if you have a weak plan, it's hard to gain traction in a sea of life's adversities, you'll struggle to attract and keep great relationships, and even the smallest misstep or lack of follow through can bring you and your opportunities crashing down. The real purposes in life come from inside of you, not outside of you. Freedom is found in knowing how to uncover it, how to apply it, and how to leverage it for your ultimate success.

Yet when people find themselves unraveling, they have virtually no strategy to focus on, nor process to get them out. This leaves them stuck, feeling the affects of the challenges rather than the opportunities that truly lay before them.

**It doesn't have to be that way!**

## TAKEAWAYS

### Leaving this presentation your audience will:

- Develop an awareness for what strengthens and weakens a personal identity.
- Learn a simple formula for establishing and expanding their personal opportunities.
- Understand the power of having clarity, direction, and a proven plan to keep the promises you make to yourself.
- Adopt a business-minded approach to creating a winning strategy for your life.
- Know how to establish a rock-solid foundation that stands up to the test of adversity and use it to your advantage.



# 4 Triggers of Transformation

Remove Roadblocks, Transform Your Life, & Discover Your Potential

 [CLICK TO WATCH MY DEMO VIDEO](#)

## Program Bio

You want to live a life full of excitement, purpose, and confidence. The problem is that most of us feel stuck in our day-to-day life without any way out. It seems like we are always taking one step forward, but three steps back. We end up giving up on our dreams and always wondering what could have been.

The truth is, dreams and aspirations don't have to be pipe dreams, in fact they can become very attainable once you understand what triggers roadblocks to form and when you understand what drives consistent success.

**Don't Get To The End Of Your Life And Wonder What Could Have Been.**

## TAKEAWAYS

**Leaving this presentation your audience will:**

- Discover a 4-step process that offers predictable results toward their ultimate outcomes.
- Eliminate needless fear and aggravation that comes with trying to figure out on their own.
- Understand the power of purpose and how to make work it for you rather than against you.
- Gain valuable insight into what must be done today, tomorrow, and everyday after that.
- Uncover the very things that have been holding you back from leveling up your life and how to remove it.



**STEPHEN  
SCOGGINS**



# The Bootstrap Blueprint

Amplify Your Vision, Become a Market Place Leader & Never Go Broke



CLICK TO WATCH MY DEMO VIDEO

**90 Minute Program Only**

## Program Bio

According to the U.S. Bureau of Labor, Statistics Data from the BLS shows that approximately 20% of new businesses fail during the first two years of being open, 45% during the first five years, and 65% during the first 10 years. Only 25% of new businesses make it to 15 years or more.

### But it doesn't have to be this way!

Building a business doesn't have to take you out simply because you don't know any better. In fact, there are two ways to learn; by your own mistakes or by the mistakes of others who have gone before you.

Yet most people and most companies have virtually no idea on where they're headed, how they will get there, and how to avoid growing broke in the process.

**"The Boot Strap Blueprint"** provides you with a step-by-step framework to move from an idea to an empire with an educational seminar to help you remove roadblocks and accelerate growth.

## TAKEAWAYS

### Leaving this presentation your audience will:

- Acquire, keep, and develop a customer base that needs what you have to offer.
- Obtain practical principles that help over leveraging yourself and risking a catastrophic failure.
- Understand the power of platform in claiming and proclaiming your expertise.
- Discover how to build a business with limited resources and become a market leader.
- Know how to establish a rock-solid reputation that stands up to the test of criticism and skepticism in an ever-changing marketplace.



**STEPHEN  
SCOGGINS**



A full-page photograph of Stephen Scoggins, a bald man with a light beard, wearing a light blue and dark blue zip-up jacket, dark blue jeans, and white sneakers. He is standing outdoors, leaning against a yellow cylindrical post, looking off to the side. In the background is a brick building with a white-framed porch and stairs.

# REAL. RAW. RELATABLE.

## **Stephen's Real-Life Stories Breed Real Life Hope for Others**

There's a reason why Stephen Scoggins is rapidly becoming one of the most-booked speakers in the world: he creates a powerful, bold, authentically real, and inspirationally charged experience to bring out the best in others. He merges the mastery of storytelling with highly actionable principles to get immediate results.



**STEPHEN SCOGGINS**





"Stephen Scoggins is one of the many entrepreneurs who've managed to come through failure to the other side. The founder of a successful construction company, Custom Home Exteriors, and a highly sought-after motivational speaker, Scoggins has faced multiple challenges, setbacks, and failures throughout his life—including homelessness and destitution. "

- Shama Hyder

## In the Media

**Inc.** NEW YORK **WIRE** **INFLUENCIVE**

**Entrepreneur** **Forbes** **SAN FRANCISCO POST**

**yahoo! finance** **GRITDAILY** **THRIVE** **GLOBAL**





# FAITH BASED INTERVIEWS

## From Homeless to Multi-Millionaire: Stephen Scoggins Shares How God Transformed His Life, Encourages Others to Pursue Faith & Purpose

RALEIGH-DURHAM, N.C., June 2021—An award-winning entrepreneur and the owner of numerous businesses with consolidated revenues approaching nine figures, Stephen Scoggins's success didn't come overnight. Rather, his story is a long one, filled with ups and downs, regrets and mistakes, success and heartbreak, trauma and loss, but most notably—grace and redemption.

An engaging, passionate, high-energy communicator, Scoggins transparently shares his three decades of setbacks, failures, breakdowns, losses, successes, and comebacks to provide step-by-step lessons to help guide others to discover a life of purpose and passion. Through live and virtual events, guest speaking, master classes, and more, he shares his life-changing encounters with God, his near suicide attempt, the grace that led to the founding of his flagship business, and how God orchestrated his story, every step of the way.

"Though I had been around the church my entire life, I was a stout atheist and wanted nothing to do with God," said Scoggins. "But God found me. He made himself real to me in undeniable ways, and when I committed to living my life for Him and His purposes, the pieces started to fall together. Did it still require hard work? Absolutely. Did it still take time? Of course. But when my perspective shifted from striving for myself to striving for God, life became purposeful. It had meaning. And meaning and purpose change everything."

**Scoggins is available for interviews and can speak to a variety of topics, including:**

- How Stephen Scoggins found faith at a litter box
- Calling and purpose: they're not as mysterious as they seem
- Calling and purpose: they're not as mysterious as they seem
- Hope for the suicidal, from someone who's been there
- Purpose changes everything—here's how to find yours
- The God of second chances
- How to find a spiritual mentor
- Faith in business: why it matters
- Paying it forward: what's success if you can't help others?



**STEPHEN  
SCOGGINS**



# FAITH BASED INTERVIEWS

## Scoggins Lost it All—Twice—Before Committing His Life and Businesses to God; Now He Helps Others Journey from Pain to Purpose, from Hurt to Hope

At the tender age of nine years old, Stephen was forced to grow up overnight, as he became the primary caregiver for his ailing grandmother and his younger brother. When his parents came back into his life, Stephen's brother went to live with his mother, and he joined his father in North Carolina and began working on construction sites at the age of 12. When his father lost his business, life spiraled out of control—they were evicted, had little to eat, didn't own a car to go buy groceries or run errands, and their utilities were constantly being turned off.

Stephen decided to drop out of high school in order to help stabilize his family and went to work full-time for his father's new employer. But after a quick rise to success, young and foolish Stephen betrayed his boss and squandered it all. Angry, depressed, and dejected, and while getting paid to clean his brother's cat's litter box, he called out to a God he didn't believe in and experienced an encounter so real that it shook him to his core.

A homeless and suicidal high school dropout, Stephen's life changed through a remarkable series of events. Determined to make changes and resolved to live a life of purpose, Stephen approached his mentor and former employer and asked for a second chance. Shockingly, it was granted, and that second chance became his multi-million-dollar flagship business, Custom Home Exteriors.

Now a much wiser and experienced owner of a thriving, successful company, Stephen felt called to create a business that could help the young man he once was and the countless others who felt stuck in their circumstances. He created his proprietary framework, Transform U, and launched The Journey Principles Institute to share with anyone who will listen that his or her life has a purpose and that living out that purpose is the key to discovering a life they love.

"My personal purpose is to help others discover that God has a plan and a purpose for their life. I firmly believe that everyone was created for a purpose. Understanding your identity is key to unlocking your purpose, and I help guide people to their 'a-ha' moment where it all comes together."

Today, Stephen is continuing to serve and inspire others through his engaging and transformative keynote presentations, live events and conversations with guests on the Stuck to Unstoppable podcast. The next Transform U live event will be held in the greater Raleigh-Durham area in October 2021. For more information, visit [stephenscoggins.com](http://stephenscoggins.com)





# SUGGESTED INTERVIEW QUESTIONS

## Stephen Scoggins

1. Your childhood was tumultuous, to put it lightly. Tell us a little bit about your childhood, and the role faith played in your life from a young age.
2. As a child, when you faced adversity—whether it was going through your parents’ divorce, your grandmother’s illness, your father’s job loss, being homeless—did you ever question God?
3. At one point, you found yourself standing on the edge of a bridge overlooking a freeway. What led you to that point, and what kept you from jumping that day?
4. After experiencing success, you blew it and lost it all. Hitting rock bottom led you to a God encounter at a very unlikely place. Tell us that story.
5. Your mentor and employer, Steve Myrick, gave you a very undeserved second chance that led to the launch of your flagship company, Custom Home Exteriors. Talk to us about that second chance story and how you capitalized on that opportunity to find success.
6. A business’s culture can make or break its success. How has your faith helped you to create sustainable cultures in the workplace?
7. At what point did you realize that your calling was more than Custom Home Exteriors? How did you discover your life’s calling, and what is it?
8. What role would you say that your faith and prayer have played in your businesses becoming successful?
9. You’re a big believer in paying it forward. What does that look like for you?
10. You’re hard at work preparing for the next Transform U event. Tell us about that event and how our listeners will benefit from attending Transform U.
11. Where can we learn more and connect with you online?



A photograph of Stephen Scoggins, a bald man with a beard, wearing a black button-down shirt and blue jeans. He is standing on a stage, looking off to the side with a thoughtful expression. A small microphone is clipped to his shirt. The background is blurred, showing other people on stage.

# **STEPHEN SERVES EVERYDAY ENTREPRENEURS**

**Teaching Entrepreneurs From the Trenches**

You don't build a multi-million-dollar business from the trash piles of a construction site, without learning how to lead, learn, and grow. Stephen gives entrepreneurs hope, direction, and the confidence to dominate their market.



**STEPHEN SCOGGINS**



# Award-Winning Entrepreneur Shares Principles that Guided Him from Homelessness to \$100 Million Dollar Success, Guides Leaders from Stuck to Unstoppable

RALEIGH-DURHAM, N.C., June 2021— Stephen Scoggins owns seven businesses, ranging from construction and content creation, to live events and real estate. His companies currently employ 400 team members across multiple states, with their consolidated revenues approaching nine figures. Upon meeting him today, one might be surprised to learn of his broken beginnings, former arrogant choices, and his dramatic journey to rock bottom and back. But Scoggins owes his current success to the mistakes of his youth and is determined to share the principles that guided him to success with anyone who will listen.

An engaging, interactive, passionate, high-energy communicator, Scoggins transparently shares his three decades of setbacks, failures, breakdowns, losses, successes, and comebacks to provide step-by-step lessons that help business leaders go from stuck to unstoppable. Through live and virtual events, master classes, speaking engagements, and conference keynotes, Stephen shares practical principles to guide others and their businesses to be the best they can possibly be.

“The biggest mistake I see from business owners and leaders is that they build a business without building themselves first,” said Scoggins. “Your business will only go as far as your maturity will take you. That’s exactly why I failed the first time I tasted success. But with the right mindset and guiding principles, your personal maturity will take your business further than you could ever imagine.”

**Scoggins is available for interviews and can speak to a variety of topics, including:**

- The top mistake every business owner makes
- The best predictor of how far your business will go
- Guide vs. Guru—who you need on your side
- What every entrepreneur must do before they build their business
- The four types of mentors
- The key to building a great business: hint, it’s not you
- Pay it forward: what’s success if you can’t help others?
- 4 steps to getting unstuck
- If you’re not doing this, you’re not leading well



# The Ultimate Underdog Story, Stephen Scoggins Lost it All—Twice—Before a Second Chance & Sheer Determination Led to Massive Success

At the tender age of nine years old, Stephen was forced to grow up overnight, as he became the primary caregiver for his ailing grandmother and his younger brother. When his parents came back into his life, Stephen's brother went to live with his mother, and he joined his father in North Carolina and began working on construction sites at the age of 12. When his father lost his business, life spiraled out of control—they were evicted, had little to eat, didn't own a car to go buy groceries or run errands, and their utilities were constantly being turned off.

Stephen decided to drop out of high school in order to help stabilize his family, and went to work full-time for his father's new employer. But after a quick rise to success, young and foolish Stephen betrayed his boss and squandered it all. Angry, depressed, and dejected, and while getting paid to clean his brother's cat's litter box, he called out to a God he didn't believe in and experienced an encounter so real that it shook him to his core.

A homeless and suicidal high school dropout, Stephen's life changed through a remarkable series of events. Determined to make changes and resolved to live a life of purpose, Stephen approached his mentor and former employer and asked for a second chance. Shockingly, it was granted, and that second chance became his multi-million-dollar flagship business, Custom Home Exteriors.

Now a much wiser and experienced owner of a thriving, successful company, Stephen felt called to create a business that could help the young man he once was and the countless others who felt stuck in their circumstances. He created his proprietary framework, Transform U, and launched The Journey Principles Institute to share with anyone who will listen that his or her life has a purpose and that living out that purpose is the key to discovering a life they love.

"My personal purpose is to help others discover that God has a plan and a purpose for their life. I firmly believe that everyone was created for a purpose. Understanding your identity is key to unlocking your purpose, and I help guide people to their 'a-ha' moment where it all comes together."

Today, Stephen is continuing to serve and inspire others through his engaging and transformative keynote presentations, live events and conversations with guests on the Stuck to Unstoppable podcast. The next Transform U live event will be held in the greater Raleigh-Durham area in October 2021. For more information, visit [stephenscoggins.com](http://stephenscoggins.com)







# EVERY DAY ENTREPRENEURS INTERVIEWS

“When you connect with Stephen, he is going to pull you to become a better human. You can’t spend time around him without becoming more of who you want to be.”

- Evan Carmichael, Bestselling Author & Top YouTube Personality

Facing a plethora of traumatic and challenging circumstances in his childhood years, Stephen’s professional career began at the young age of 12 in the construction industry as he framed homes alongside his father and grandfather. Having been evicted from their home due to foreclosure, hungry, and without a car, Stephen decided to drop out of high school to work full-time to stabilize his family. After a quick rise to success with the help of his father’s employer—he betrayed his boss and squandered it all.

A homeless high school dropout, Stephen found himself standing on a bridge, overlooking the freeway, and ready to end it all when what can only be described as a divine encounter changed his life. Determined to make changes and resolved to live a life of purpose, Stephen approached his mentor and former employer and asked for a second chance. Shockingly, it was granted, and that second chance became his multi-million-dollar flagship business, Custom Home Exteriors.

Now a much wiser and experienced owner of a thriving, successful company, Stephen began to conceptualize a business that could help guide the young man he once was to the success and maturity he enjoyed today, without the struggle and heartbreak. He created his proprietary framework, Transform U, and launched The Journey Principles Institute to guide those who feel stuck toward a life of purpose and meaning.

Today, Stephen is continuing to serve and inspire business owners and leaders through his engaging and transformative keynote presentations, live events, and conversations with guests on the Stuck to Unstoppable podcast. The next Transform U live event will be held in the greater Raleigh-Durham area in October 2021.



# SUGGESTED INTERVIEW QUESTIONS

Stephen Scoggins

- 1.** Your childhood was tumultuous, to put it lightly. Tell us a little bit about how you got your start in the construction industry.
- 2.** Your mentor and employer, Steve Myrick, gave you a very undeserved second chance that led to the launch of your flagship company, Custom Home Exteriors. Talk to us about that second chance story and how you capitalized on that opportunity to find success.
- 3.** You say that an entrepreneur can't build a business without first building themselves. What do you mean by that, and on a practical level, what does that look like?
- 4.** What makes you different from other thought leaders in the business and leadership space?
- 5.** A business's culture can make or break its success. How do leaders create a sustainable culture?
- 6.** Your mentor, Steve Myrick, gave you a second chance that drastically changed the trajectory of your life. What value do you place on mentorship today, and what do you want the average person to understand about mentors?
- 7.** Your portfolio today includes construction, content creation, live event, and real estate companies. How did your interests diversify and grow into these different areas?
- 8.** The last couple of years have been tough on businesses across all industries. What changes did you have to make, and how have your companies had to adapt given the challenges presented by the global pandemic?
- 9.** Your companies are all successful on their own, but together, they have combined revenues approaching nine figures. How did you do it? What's the secret to your success?
- 10.** You're a big believer in paying it forward. What does that look like for you?
- 11.** You're hard at work preparing for the next Transform U event. Tell us about that event and how business leaders and owners will benefit from attending Transform U.
- 12.** Where can our listeners connect with you online?





# PODCAST

## Stuck to Unstoppable

With Stephen Scoggins

**4Mil+**

VIEWS

**150K**

MONTHLY  
LISTENERS

This life changing show has Stephen interviewing many of his fellow world class thought leaders on life, business, and relationships, where Stephen and his guests break things down for the audience to gain immediate traction.



**STEPHEN SCOGGINS**



# STAY CONNECTED WITH STEPHEN



@stephenscoggins



@Stephen\_scoggins



@stephenscoggins



@Stephen\_scoggin



@stephenscoggins



STEPHEN  
SCOGGINS



# SOCIAL MEDIA REACH



The graphic features a header image of Stephen Scoggins with the text: **RECLAIM YOUR HOPE. TRANSFORM YOUR LIFE.** and **THE ONLY WAY TO TRULY GO FROM "STUCK TO UNSTOPPABLE"**. Below this is a profile section for Stephen Scoggins, an entrepreneur, with a button to **Edit Learn More**. At the bottom, three blue circles display follower counts: **100K+** for Instagram, **100K+** for Facebook, and **50K+** for YouTube.

**RECLAIM YOUR HOPE. TRANSFORM YOUR LIFE.**  
THE ONLY WAY TO TRULY GO FROM "STUCK TO UNSTOPPABLE"

**Stephen Scoggins** ✓  
@stephenscoggins · Entrepreneur

Edit Learn More

**100K+**  
INSTAGRAM FOLLOWERS

**100K+**  
FACEBOOK FOLLOWERS

**50K+**  
YOUTUBE FOLLOWERS

Stephen Scoggins has a strong social media presence on Instagram, Facebook, and YouTube.

Where he posts to a worldwide audience on a daily basis to a highly diverse and engaged following that includes notable influencers, professional athletes, entertainers, entrepreneurs, C-Suite professionals, and hardworking parents with income levels ranging from 30k to 250k a year.



# WHAT THOUGHT LEADERS ARE SAYING



"People like Stephen are such a gift to the world because he gives them hope that if he did it so can they. And the world needs more people who genuinely care."

**Marisa Peer**

*Best Selling Author & Creator  
of the RTT Method*



"When you connect with Stephen, he is going to pull you to become a better human. You can't spend time around him without becoming more who you want to be."

**Evan Carmichael**

*Best Selling Author &  
YouTube Authority*



"A classic example of someone who is humble, has a great attitude, is constantly learning, is always wanting to get better, is always looking for ways to serve the people around him"

**Rory Vaden**

*New York Times  
Best Selling Author*



"When you are operating in your gift there is simply nothing that can stop you. Passion, Purpose, and Clarity are what you get when spend time with Stephen."

**Les Long**

*Professional Entertainer &  
Comedian*



**STEPHEN  
SCOGGINS**



# BOOK STEPHEN FEE SCHEDULE

## US, CANADA AND MEXICO

60 -90 Minute Keynote	\$ 15,000
Half day (up to 4 hours)	\$ 25,000
Full Day (up to 8 hours)	\$ 40,000
2 Full Days	\$ 70,000

*Half Rate Applies to All Virtual Events*

## EUROPE, ASIA AND AUSTRALIA

60 -90 Minute Keynote	US Rate + Travel
Half day (up to 4 hours)	US Rate + Travel
Full Day (up to 8 hours)	US Rate + Travel
2 Full Days	US Rate + Travel

*Half Rate Applies to All Virtual Events*

## NON-PROFIT AND EDUCATION

60 -90 Minute Keynote	Connect with our team
Half day (up to 4 hours)	Connect with our team

## ADDITIONAL INFORMATION

- Please call for pricing on custom programs.
- Flat 25% discount for all local speaking engagements to where Stephen lives.
- We recommend a \$1,500 travel buyout for airfare, ground, and food for all US speaking engagements. Hotel to be booked and direct billed by client.
- International engagements must include business class airfare, minimum of 2 nights hotel, ground transportation, and food.



**STEPHEN  
SCOGGINS**



**You Are  
Where  
You Are  
Today  
Because  
That's All  
You Have  
Allowed  
Yourself  
to be.**



**STEPHEN SCOGGINS**







# BOOK STEPHEN

**For your next event please contact:**

Kelly Lannaman | Director of Operations

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Address: 1540 Mechanical Blvd | North Carolina, 27529

