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

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

“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

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
- How to Overcome the COVID Hangover
- 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

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 was living in a car and 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. For more information, visit <https://stephenscoggins.com/transformulive/>.

For media inquiries, contact Shanon Stowe at shanon@iconmediagroup.com.
To book Stephen for your next event, contact hannah@2marketmedia.com.

Stephen Scoggins is an award-winning serial entrepreneur who owns seven businesses with their consolidated revenues approaching nine figures. Most notably recognized for his journey from homelessness to owning multiple multi-million dollar producing businesses, Stephen uses the power of his past to help people discover who they are, why they are here, and what to do about it. He is the founder of The Journey Principles Institute, host of the Stuck to Unstoppable podcast, and the creator of Transform U, a proprietary process to help people from all walks of life level up and catapult forward. He has been featured in notable media outlets including Forbes, Entrepreneur, Thrive Global, NBC, ABC, and more.



Stephen and his wife, Karen, spend as much time as possible with their three children and grandchild, and reside in the greater Raleigh-Durham area of North Carolina. To learn more, visit www.StephenScoggins.com.

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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?