

# PRESS KIT

# Steven Aitchison

creator

Your Digital Formula  
Your Digital Formula LIVE Events  
Positive Life Affirmations  
The Magic





## About Steven

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Steven has amassed an online following of over 3.3 million. Originally starting his business in personal development, his expertise in social media, blogging, coaching, and growing an online business was highly sought after, leading him to create *Your Digital Formula* a program for online entrepreneurs looking to live their passion, share their message and grow a business.

## Web Stats

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# The Entrepreneur for Entrepreneurs

## BUSINESS & SOCIAL MEDIA

After experiencing solid business growth using the power of social media, Steven (who's **Facebook fans exceed 3.2 million and who's 2 daily Facebook LIVE shows have over 100K viewers a week**) poured his knowledge into a program he created especially for heart centered entrepreneurs, *Your Digital Formula* (YDF).

*“Business is no longer about CEO’s hiding in ivory towers. It’s about being social, about being genuine, authentic and speaking to customers. What I teach is social entrepreneurship, and that is sharing your knowledge using the power of social media.”*

## ENTREPRENEURS

Entrepreneurs and members of YDF (especially in the industries of personal development, coaching, authors/writers, teachers and service providers) have grown their businesses by expanding their client base to reach global audiences with the use of Social Media.

## GIVING BACK

Not only is social media a powerful tool to growing your business, Steven says that the entrepreneurs he’s helping are also giving back to the world in expansive and healing ways which ignites his commitment, *even more*.

Steven is bringing a YDF LIVE event to Scotland in the hopes of welcoming Scotland’s entrepreneurs into the fold with him.

## LIVE EVENTS

Steven’s first event held in London 2016 led to entrepreneurs wanting more and Steven is set to bring it to them **annually** in Scotland and across the United States.



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Combined, Your Digital Formula Members reach over 100 Million people across the globe.

# Thought Leader

Not accustomed to fancy titles, Steven is often described as a thought leader by his following.

Pouring his heart and soul into every project and product he creates, and turning them each into unique masterpieces helping people around the world heal their lives and design brighter more fulfilling futures doing what they naturally love to do.

**Scotland's most followed person on Facebook and yet hardly anybody knows him!**

*It's funny, yes...but in the online world, Steven is very well respected.*

- Steven is the #1 blogger in the U.K. with over 77,000 subscribers and over 200,000 page views per month.
- SUCCESS Magazine recognized Steven as one of the most influential personal-improvement bloggers on the web for 2016.
- Social Bakers listed Steven's Facebook page as one of the top 20 Facebook communities for the U.K.
- Steven has authored 4 books and has created over 11 programs including *Your Digital Formula*, *Positive Life Affirmations*, *The Magic*, and more...
- Combined, members of Steven's *Your Digital Formula* program reach over 100 million people across the globe.
- Popular Podcast guest on *Hello Freedom*, *Work Alchemy*, and more.





## What People Are Saying

“Not only is Steve an insightful blogger and writer, he's also a truly remarkable and caring human being. His generosity and honesty shine through in everything he does.”

*Jonathan Wells, Human Potential Expert*

*".. my admiration for the way Steven Aitchison goes about everything he does; there is a ring of authenticity about him that shines through all his work. He is business minded for sure, and not only does he know his way round online entrepreneurship but he is excellent at sharing his knowledge and modelling what he teaches*

*Keith Wells, Expert Trainer & Teacher*

*"...I can't thank Steven enough for the incredible work he has done..."*

*Maria McMahon, CogniFusion*

## PROGRAMS & EVENTS

[Your Digital Formula](#)

[Your Digital Formula 2017 - SCOTLAND](#)

[CYT Facebook LIVE Show](#) (Personal Development)

[YDF Facebook LIVE Show](#) (Entrepreneurs)

## GET IN TOUCH

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