MEDIA KIT

STEVE J LARSEN

SPEAKER · AUTHOR · PODCAST HOST
FOUNDER · CAPITALIST PIG

GET RICH. GIVE BACK. DAILY SALES IS A MESSAGING, POSITIONING AND VOLUME FORMULA.

SHORT BIO

Steve J Larsen is a career entrepreneur, speaker, and unapologetic Capitalist Pig. He began as the behind-the-scenes lead funnel builder at ClickFunnels. Since then, he has built hundreds of sales funnels and launched offers for 7-8 figure entrepreneurs with his strategic formulas. He has spoken on over 100 stages, built his own million-dollar event studio, and co-founded Pursuit of Profit Publishing and Titans of Industry.

AS SEEN ON

PEOPLE · CBS MORNINGS · DAILY MAIL · IHEARTRADIO · ABC NEWS RADIO
THE MORNING SHOW · BUZZFEED · THE SOCIAL

BY THE NUMBERS

~100 STAGES SPOKEN ON	**300+** INTERVIEWS	**2M+** PODCAST DOWNLOADS	**~700** EPISODES HOSTED
7 PODCASTS HOSTED	**200+** 5-STAR APPLE REVIEWS	**Hundreds** OF SALES FUNNELS BUILT	**1** EVENT STUDIO HE BUILT

As of October 2026.

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FULL BIO

Steve J Larsen is a career entrepreneur, speaker, and unapologetic Capitalist Pig. He began as the behind-the-scenes lead funnel builder at ClickFunnels. Since then, he has built hundreds of sales funnels and launched offers for 7-8 figure entrepreneurs with his strategic formulas.

He has spoken on over 100 stages (and built his own million-dollar event studio), built multiple 7-figure businesses, and rejected the idea that success requires hype. Steve has proved that daily sales is a messaging, positioning, and volume formula.

His work challenges the cultural lie that ambition should be quiet and profit should feel guilty. He believes capitalism is a tool for progress, and the people who win are the ones willing to think independently, build publicly, and do what others won't.

SUGGESTED INTRODUCTION

> *"Steve J Larsen started as the behind-the-scenes lead funnel builder at ClickFunnels. Since then, he has built hundreds of sales funnels and launched offers for 7-8 figure entrepreneurs. He has spoken on about 100 stages, built his own event studio, hosts Sales Funnel Radio and The Wealthy Author, and co-founded Pursuit of Profit Publishing. Please welcome Steve J Larsen."*
>
> ABOUT 30 SECONDS. READ AS WRITTEN, OR INTRO STEVE HOWEVER YOU LIKE.

HIGHLIGHTS

Host of Sales Funnel Radio, The Wealthy Author, The Capitalist Pig, Launch For Profit and Rare Things

Co-founder of Pursuit of Profit Publishing and Titans of Industry

Author of The StageBook. OfferLaunch coming soon

INTERVIEW TOPICS

LAUNCH ANY OFFER
The 7-step OfferLaunch formula behind 7-8 figure launches.

DAILY SALES, NOT HYPE
Why steady sales is a messaging, positioning and volume formula.

WRITE YOUR BOOK FROM STAGE
The StageBook: a book written live in 2 days, then sold for years.

GET RICH, GIVE BACK
Capitalism as a tool for progress, and why profit shouldn't feel guilty.

SAMPLE INTERVIEW QUESTIONS

01 You were the lead funnel builder at ClickFunnels. What did building other people's funnels teach you that most founders never learn?

02 You say daily sales is a messaging, positioning and volume formula. What does that mean for someone with a great offer and no sales?

03 What is the StageBook, and how does someone write a book in 2 days in front of a live audience?

04 Why do most experts' books sit in a drawer, and what makes a book actually sell for its author?

05 What's the biggest mistake you see people make when they launch an offer?

06 You call yourself a Capitalist Pig. What does "get rich, give back" mean to you?

07 Why did you build your own event studio instead of renting stages?

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Book Steve: stevejlarsen.com

PODCASTS HOSTED BY STEVE

THE WEALTHY AUTHOR
thewealthyauthor.com

THE CAPITALIST PIG
thecapitalistpig.com

SALES FUNNEL RADIO
salesfunnelradio.com

LAUNCH FOR PROFIT
launchforprofit.com

RARE THINGS
with Marley Jaxx

WHAT OTHERS SAY ABOUT STEVE

4,000 COPIES, WEEK ONE

"The StageBook methodology helped me sell about 4,000 copies of my new book... in the first week."

RYAN D. LEE · WEALTH OUTSIDE WALL STREET

10X LAUNCHES

"...my clients, for whom I have helped nail several product launches in the last few months, 10x what I had previously been able to accomplish."

RICH BOWDLER · APPLE PODCASTS REVIEW

1 IN 100 MILLION

"He is one in 100 million in terms of raw talent and teaching ability... Each episode is worth a college degree in marketing."

ERIC SPIEGEL · APPLE PODCASTS REVIEW

FOLLOW STEVE

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BOOKING + CONTACT

PRESS	steve@pursuitofprofit.com
SPEAKING	stevejlarsen.com, "Book Steve on Stage"
INTERVIEWS	stevejlarsen.com, "Interview Steve"
FORMATS	Keynotes, breakouts, workshops, podcasts, streams, summits
BASED IN	Boise, Idaho

LOGOS

STEVE J LARSEN

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CAPITALIST PIG

DOWNLOAD HI-RES PRESS ASSETS

Headshots, full stage photos, logos and podcast art in one ZIP.

stevejlarsen.com/media/steve-j-larsen-press-assets.zip

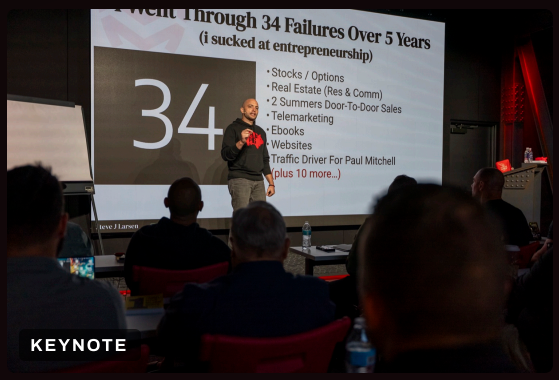
PRESS PHOTOS · FULL FRAMES, FREE TO USE WITH CREDIT

STAGE WALK-OUT

KEYNOTE, PURSUIT OF PROFIT STUDIO

KEYNOTE

KEYNOTE



KEYNOTE

HEADSHOTS

SMILING

SERIOUS

LAUGHING

All files in hi-res: stevejlarsen.com/media/steve-j-larsen-press-assets.zip

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