

# Workshop Wizardry

Unleashing the Power of Workshops to  
Grow Your Audience

## Part 1: Foundations



# WORKSHOPS



## OLD WAY

**Holds Back Information**  
**Focused on You & Your Product**  
**Just a ruse for a sales pitch**



## NEW WAY

**Imparts wisdom & skills**  
**Attendee leaves with actionable tools**  
**Focused on getting to know them**  
**Offers to serve**

# WHAT IS IT?

Seminar, Training, Workshop,  
Webinar, in person, online  
...ALL THE SAME

A gathering where a bunch of  
people come together to learn  
and explore a specific topic.

It's a hands-on, interactive  
session where you get to dive  
deep into something that  
interests you.



**IT'S A  
MARKETING  
TOOL**



# But Why Tho'?

Consider how the author reveals the personality of a character in your novel. Use your characterization chart to take notes on examples of direct and indirect characterization.



# Benefits of Workshops

Workshops as a Marketing  
Tool

**I**mmediate Feedback

**E**stablish Expertise

**A**udience Engagement

**B**uild a Subscriber list

**M**arket Research

**U**pselling,

**C**ross-selling, Selling



# Name Matters

THE NAME OF YOUR  
WORKSHOP MUST CONVEY  
RESULTS

The name of your workshop needs to  
connect with what they want.  
There can be no mystery

# CREATING YOUR WORKSHOP TITLE:

Picking a name for your workshop is a big deal, but not complicated.

It's a big deal because of the power it has, but simple to create. It's about CLEAR over CLEVER.

Instead of being fun, cute or catchy...simply tell them exactly what they're gonna get out of it.

Name the workshop the RESULT.

Just tell them exactly what they are going to get out of it.

The name needs to be a result that is attractive to them regardless of who you are or whether they know you, your product or process.

Think of the name as a filter, like a secret handshake that only the right folks will understand. You wanna attract those who are genuinely interested in the specific thing you're offering. You don't want just anyone showing up, right?

It's like fishing - you want the right fish to bite, not some random one that doesn't even belong in your pond!

Keep in mind that the workshop name is part of your marketing game, not just a catchy phrase. You want it to draw in people who actually need your expertise and the support you can provide. It's a win-win situation! So, make sure the name clearly tells people what they'll get out of it and filters out the ones who aren't a good fit. Let's make it count and attract the perfect crowd who will benefit from your amazing skills!

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# POINTS TO CONSIDER WHEN NAMING




**Clarity:** Make sure the name clearly conveys what the workshop is about. It should provide a clear indication of the topic, the result, solution, or problem solved. Avoid vague or ambiguous names that leave potential participants scratching their heads.

**Relevance:** Ensure that the name aligns with the content and purpose of the workshop. It should resonate with your target audience and attract those who are genuinely interested in the topic. A relevant name helps set the right expectations and attracts the right participants.

**Catchiness:** Aim for a name that grabs attention and sticks in people's minds. It should be memorable and have a certain "wow" factor that makes it stand out.

**Obvious Benefit:** Make sure it answers the question "what's in it for me?"

**Brand Consistency:** Reflect on your brand's style, tone, and personality in the workshop name. It should align with your overall brand image and messaging. Consistency helps reinforce your brand identity and creates a sense of familiarity for your existing audience.



**Researched:** Make sure your workshop name doesn't have different meanings or use the name of a wildly popular event



# Learn CHAT GPT





# Learn the M-GPT FORMULA





Build Your  
Marketing Plan  
WITH CHAT GPT

# Your Marketing Plan

IN 30 MINUTES  
WITH CHAT GPT



# 30 Minute Marketing Plan

FOR BUSY  
SOLOPRENEURS



# The Busy Mom Gardening Plan



FRESH FOOD IN 15 MINUTES A DAY

# Interior Design For Busy Families

AND TIRED MOMS

**QUICK TIPS FOR A  
MESS PROOF &  
PRETTY HOME**







Better Communication,  
Relationships and Business  
with one tool

*Uncover your  
God Given Genius*

# *How to talk to your teen*

for a peace in the  
home and in your  
heart





*Clear*  
OVER CLEVER



# the Next Step

YOUR WORKSHOP SHOULD  
NATURALLY CONNECT TO  
YOUR PRODUCT





*How to*  
WORKSHOP



1



# DETERMINE YOUR TOPIC

- Relevancy
- Expertise
- Demand
- Uniqueness
- Problem-Solving
- Impact
- Interactivity
- Scalability
- Passion & Enjoyment



# 2

## CHOOSE YOUR WORKSHOP NAME

- CLEAR
- RELEVANT
- CATCHY
- OBVIOUS BENEFIT
- CONSISTENT WITH BRAND
- RESEARCHED



# FRAMEWORKS





# RESULT ORIENTED ✨

- **[Achievement] Masterclass:** Unlocking [Desired Result]
- **[Outcome] Workshop:** How to [Action] for [Specific Result]
- **[Goal] Bootcamp:** Your Path to [Desired Outcome]



# PROBLEM-SOLUTION ✨



- **[Challenge] Solutions Workshop:** Strategies to Overcome [Specific Problem]
- **[Pain Point] Buster Workshop:** Conquering [Specific Pain Point]
- **[Issue] Fixer Seminar:** Solving [Specific Issue] Like a Pro



# ACTION-DRIVEN



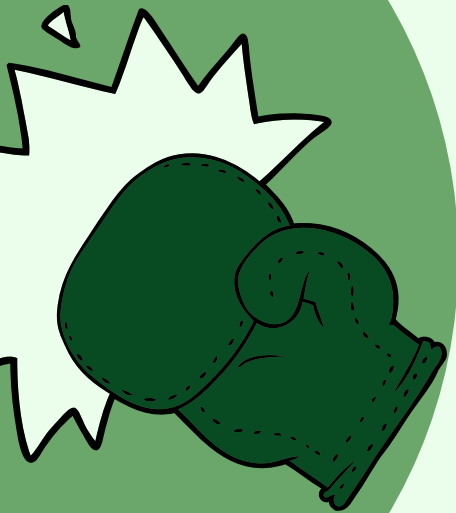
- **[Action Verb] Your Way to [Desired Result]:** A Hands-On Workshop
- **[Verb] Mastery Workshop:** Level Up Your [Skill or Knowledge]
- 
- **[Skill] Crash Course:** Practical Techniques for [Specific Skill]



# CATCHY AND MEMORABLE



- **[Creative Phrase] Intensive:** Ignite Your [Passion or Skill]
- **[Punchy Phrase] Workshop:** Turbocharge Your [Specific Area]
- **[Descriptive Adjective] Success Workshop:** Nailing [Goal or Outcome]



# BENEFIT-FOCUSED



- **[Benefit] Workshop:** Maximizing [Specific Advantage]
- **[Desired Result] Secrets Revealed:** Unleashing Your [Result]
- **[Outcome] Insider Workshop:** Insider Tips for [Specific Result]





# [VERB] YOUR [NOUN]

- Crush Your Goals
- Master Your Marketing
- Activate Your Confidence
- Beautify Your Home
- Mess Proof Your Home
- Uncover Your Life Gift
- Grow Your Own Food
- High Power Your Team
- Simplify Your Management
- Demystify Your Teen
- Preload Your Marketing





# [VERB] YOUR [NOUN] WITHOUT [PAIN]

- Crush Your Goals Without Blood, sweat & tears
- Master Your Marketing without social media
- Activate Your Confidence without walking on coals
- Beautify Your Home without breaking the bank
- Kid Proof Your Home without sacrificing style
- Uncover Your Life Gift without effort
- Grow Your Own Food without investing time
- High Power Your Team without a team trainer
- Simplify Your Management without complicated systems
- Demystify Your Teen without difficulty
- Preload Your Marketing without hours of writing
- Be a food activist without leaving your couch

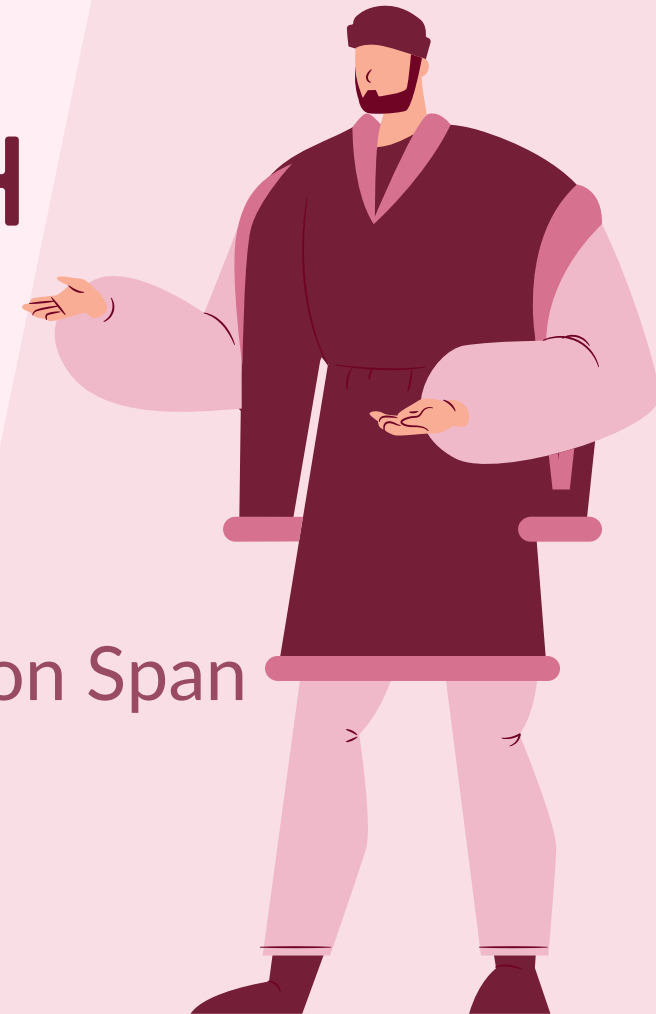


# 3



## DETERMINE THE LENGTH

- Time Commitment
- Content Complexity
- Audience Engagement & Attention Span
- Audience Time Demands
- Delivery Formal

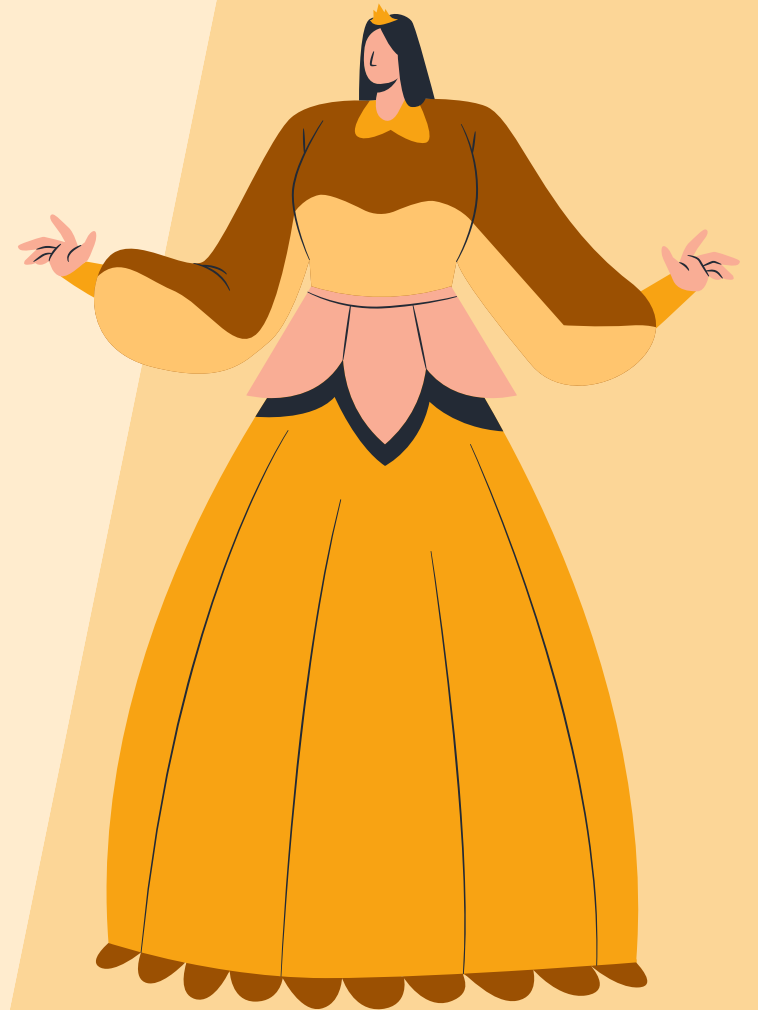




4

# DETERMINE YOUR SUCCESSFUL OUTCOME

- Sign ups
- Show ups
- Sales
- Feedback



# 5



## DETERMINE WHERE

- Zoom
- Microsoft Meetings
- Eventbrite
- LinkedIn
- Facebook
- Physical Location
- Other



# ❖❖ DETERMINE THE DATE

Then work backwards to see how much time you have for:

## **Logistic Preparation:**

- Registration Page
- Registration Thank You/Upsell Page
- Registration Confirmation Email

## **Show Up Optimization**

- Anticipation Emails
- Reminder Emails
- Day of Reminder Emails
- Happening Now Email

## **Delivery Preparation**

- Writing the workshop
- Practicing
- creating slides
- creating additional materials

## **Promotion**

- Announcement to Email List
- Announcement on Social Channels
- Additional Calls to Sign up (email)
- Additional Calls to Sign up (social channels)
- Promotional Images

## **Post Workshop Promotion:**

- What you missed
- Replay Email
- Replay reminder (if limited)
- Sales Promotion, if any





# LOGISTICS PREPARATION

- Registration Page
- Registration Thank You/Upsell Page
- Registration Confirmation Email





# REGISTRATION PAGE NEEDS



REGISTRATION

Here are key factors to include on your registration page:



- Workshop Title
- Date & Time
- Registration Form
- Workshop Description
- Recording & Replay Availability
- Speaker/Presenter Information
- Technical Requirements
- Registration Deadline
- Cost & Payment information
- Confirmation & Communication
- Contact Information

# WORKSHOP REGISTRATION PAGE DETAILS

## ✦✦ Workshop Title

Clearly display the name of the workshop at the top of the registration page to immediately convey what participants are signing up for.

## ✦✦ Date and Time

Specify the date and time of the workshop, including the time zone. This helps participants understand when the event will take place and plan their schedule accordingly.

## ✦✦ Registration Form

Include a registration form where participants can enter their details, such as their name, email address, and any other relevant information you need to collect. Keep the form concise and straightforward, asking for essential information only.

## ✦✦ Workshop Description

Provide a brief yet compelling description of the workshop. Explain what participants will learn, the benefits they can expect, and any key highlights or activities. Make it clear why attending this workshop is valuable.

## ✦✦ Recording and Replay Availability

Clearly communicate whether the online workshop will be recorded and if a replay will be provided to registered participants. If there is an option to access the content at a later time, mention the duration of replay availability and any limitations, if applicable. This information helps participants understand if they can revisit the workshop material or catch up on any missed sessions.



# WORKSHOP REGISTRATION PAGE DETAILS

## ✦✦ Speaker/Presenter Information

If there is a specific speaker or presenter for the workshop, include their name, bio, and credentials.

This helps establish credibility and gives participants an idea of who will be leading the session.

**Technical Requirements:** Clearly outline any technical requirements participants need to meet to attend the online workshop. This may include having a stable internet connection, using specific software or platforms, or any other prerequisites they should be aware of.

## ✦✦ Registration Deadline

If there is a registration deadline or limited availability, communicate this clearly on the registration page.

Encourage participants to secure their spot promptly to avoid missing out.

## ✦✦ Cost and Payment Information

If there is a fee associated with the workshop, clearly state the cost and provide payment options. Include instructions on how participants can make the payment and any relevant deadlines or refund policies.

**Confirmation and Communication:** Assure participants that they will receive a confirmation email after registering. Mention that additional workshop details and any necessary preparation instructions will be communicated to them via email closer to the event date.

## ✦✦ Contact Information

Provide contact details or a support email address where participants can reach out if they have any questions or encounter issues during the registration process.

By including these key items on your registration page, you can provide participants with all the necessary information and create a seamless registration experience for your online workshop.





# REGISTRATION PAGE BUILDER

<b>Image</b>	<b>Title</b>	
	<b>Promise</b>	
	<b>CTA</b>	
<b>Webinar details</b>		
<b>Secret 1</b>	<b>Secret 2</b>	<b>Secret 3</b>



# ✦✦ THANK YOU PAGE/UPSELL ✦✦

- Most forgotten about tool
- You have their full attention
- Use it to direct next steps

**BOOK A CALL**  
**GET VIP ACCESS**  
**SIGN UP FOR BONUS**  
**ADD ON FOR DISCOUNT**





# THANK YOU UPSELL VIDEO SCRIPT



<p>Welcome and buy time</p>	<p>Align with purpose</p>	<p>Offer a faster way</p>
<p>Sell the call</p>	<p>Bullet the benefits</p>	<p>CTA 1</p>
<p>Remove the risk</p>	<p>CTA 2</p>	<p>See you soon</p>

# REGISTRATION CONFIRMATION EMAIL

- You did register!!
- Date & Time
- Details of Workshop
- Preparation needed
- Expectations
- Next steps





# SHOW UP OPTIMIZATION

- Anticipation Emails
- Materials
- Loom Videos
- Reminder Emails
- It's Today email
- Happening Now Email



# ANTICIPATION EMAILS & MATERIALS



These are simply the emails that happen in between registration and the event.

The amount will depend on the amount of time between registrations and the event.

These emails should offer value or shed light on some of the topics or things that will be reviewed during the workshop. They can also be used to deliver materials for the workshop or related materials to use or complete before the event.

These emails should create excitement and confirm the desire to show up.



# REMINDER EMAILS



Reminder Emails are exactly that.

Send emails to remind them that the workshop is in one week, 3 days, 24 hours etc.

They are simple direct and to the point.



# DAY OF REMINDERS



People are unorganized.

People forget.

People lose track of time.

Send two emails the day of your workshop.

TODAY is the day email (4+ hours before)

HAPPENING NOW email (15 minute/exact time)



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## DELIVERY PREPARATION

- Write the Workshop Content
- Practice Your Presentation
- Create Slides
- Create Materials







# WRITE THE WORKSHOP



- Clarify the Core Takeaways
- What is the path to get there
- Outline the core elements
- Add details to each element section





# PRACTICE OUTLOUD



- It never sounds the same in your head as it does outloud.
- Practice your presentation outloud 1-2 times minimal to weed out weird sounding or confusing things.
- Take note of when you need to insert audience interaction and/or additional slides.
- Practice with a listener or record it and listen back.





# CREATE SLIDES & MEDIA

- Less is more
- Limit Text (stick to key points not full explanations)
- Use easy to read fonts
- Keep it visual
- Use transitions sparingly
- Watch "Death By Powerpoint" TEDx Talk
- Test all media (sounds, videos, etc.)
- Practice with your slides





# CREATE MATERIALS



- Make sure you have a material delivery plan
- Be clear what format your materials are in
- Make sure your materials have your branding and contact information.
- Keep things simple
- Include fill in the blank when possible



# ❖❖ PROMOTION PROCESS

- Promotional Copy
- Announcement to Email List
- Announcement on Social Channels
- Additional Calls to Sign up (email/social)
- Last Calls to Sign up (email/social)
- Promotional Images
- Marketing calendar plan
- Marketing Content





# MARKETING CALENDAR PLAN

- Pre Announcement Content
  - prepare the mindset for this workshop
- Announcement Content
- Value Content w/Soft Call to Registration
- Last Call for Registration Content



# MARKETING CALENDAR PLAN



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday





# POST WORKSHOP WORK

- Thank you for coming emails
- What you missed emails
- Recap Email
- Replay Email
- Next Steps Email
- Sales Offer Emails
- Replay availability ending email
- Add participants to sequence (if applicable)



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**RUNNING  
THE  
WORKSHOP**



# 1 HOUR WORKSHOP OUTLINE



**INTRO**

10 Minutes



**TOPIC 1**

10 Minutes



**TOPIC 2**

10 Minutes



**TOPIC 3**

10 Minutes



**CLOSING**

10 Minutes



**BUFFER**

10 Minutes

**60 MIN = 30 MINS TEACHING**

# 1/2 HOUR WORKSHOP OUTLINE



**INTRO**

5 Minutes



**TOPIC 1**

5 Minutes



**TOPIC 2**

5 Minutes



**TOPIC 3**

5 Minutes



**CLOSING**

5 Minutes



**BUFFER**

5 Minutes

**30 MIN = 15 MINS TEACHING**



VS





# OPENING (5-10 MIN)

- Welcome & Call to Engagement
- Housekeeping
- Why You Are Here/What I will tell you
- Who Am I?
- Three Permissions
- The No Sell Sell
- Or the Yes Sell Promise
- The Stick



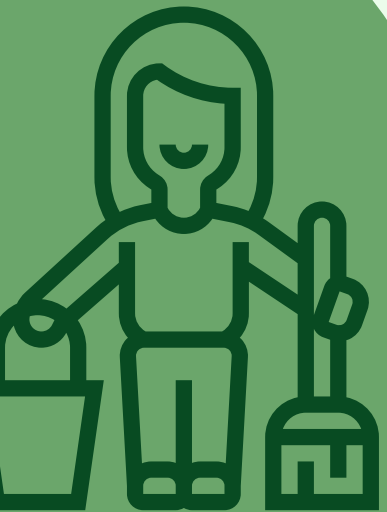
# WELCOME & CALL TO ENGAGEMENT

- Say Hello
- Call them by name
- Invite them to Action
  - Write where you're coming from
  - Write what you hope to get from today
  - Write Your favorite song



# HOUSEKEEPING

- **Platform Controls** (how it works)
- **Rules:** Stay Muted, talk outloud
- **Set Tone:** make the screen big, mute your phone, be present
- **Experience details:** Breaks, Recordings
- **Chat Rules**



# WHY YOU ARE HERE

## Presentation Rule #1

- Tell them what you're about to tell them
- Tell Them
- Tell them what you just told them

You're here today to...

You're here today because you want...








# ❖ WHO AM I?

- Keep It short & Sweet
- Use humor
- Be personal & engaging
- Be Yourself

# WHY SHOULD I LISTEN TO YOU?

- Experience
  - Expertise
  - Personal Results
  - Challenges Overcome
  - Passion for this and/or them
- 



# “WHO AM I?”

## INTRODUCTION FRAMEWORKS

USE THE TEMPLATES BELOW AS A GUIDE TO INFUSE YOUR OWN PERSONALITY AND STYLE.  
THERE IS NO MAGIC IN THE TEMPLATE BELOW WITHOUT YOUR OWN TOUCH.  
CHANGE IT. CUT IT. MAKE IT YOURS.

### VERSION 1: Simple & to the point

"Hi everyone! My name is [Your Name], and I am thrilled to be your host for this [Workshop Topic] workshop.

As a [Your Expertise/Experience], I've had the opportunity to [share a brief accomplishment or experience relevant to the topic]. But more importantly, I understand the challenges [Workshop Topic] can present because I've been there myself.

[Share a personal connection or anecdote].

Today, I'm excited to share practical strategies, insights, and tools that will help you [Workshop Outcome].

Get ready for an engaging and interactive session where we'll [mention a key activity or learning point].

I can't wait to see the incredible transformations and breakthroughs that will unfold during our time together.

So, let's dive in and embark on this journey together!"

## **VERSION 2: Fun & Informal**

Hey there, fabulous folks! I'm [Your Name], your workshop guru extraordinaire! I'm here to guide you through an amazing adventure of [Workshop Topic]. So, picture this: a dynamic mix of learning, laughter, and mind-blowing "aha" moments. As a [Your Fun Title] and [Your Area of Expertise], I've rocked the [Workshop Topic] world and witnessed incredible transformations firsthand. But hey, it hasn't always been smooth sailing! I've had my fair share of hilarious blunders and facepalm-worthy moments along the way. So get ready for a wild ride as we navigate through [Workshop Topic]. Together, we'll unlock the secrets, conquer the challenges, and leave no boring stone unturned! So buckle up, my awesome adventurers, because we're about to embark on a workshop like no other. Let's dive in, have a blast, and unleash our inner [Workshop Topic] rockstars!



## **VERSION 3: Inspirational**

Greetings, champions of growth and greatness! I am [Your Name], your dedicated guide and cheerleader on this transformative journey called [Workshop Topic]. Today, we gather to ignite the fire within, to unleash your true potential, and to soar to heights you've only dreamed of. As a passionate [Your Area of Expertise], I've witnessed countless individuals like you break through barriers, overcome obstacles, and create extraordinary lives. But here's the secret sauce: the power lies within YOU. Yes, you possess untapped brilliance, untamed dreams, and limitless possibilities. This workshop is your launching pad, your catalyst for change. Together, we'll embrace challenges, embrace growth, and embrace the unstoppable force that resides within. Get ready to be inspired, empowered, and equipped with the tools to craft a future that surpasses your wildest aspirations. The journey may not always be easy, but remember, every step forward is a step toward greatness. So, my remarkable trailblazers, let's seize this moment, embrace the challenges, and let your brilliance illuminate the world. Today, we embark on a transformational adventure that will shape your destiny. Get ready to unleash the extraordinary YOU!

# THE THREE PERMISSIONS

*Getting permission to engage a certain way*



## Permission

- **To Challenge**
- **To Sell**
- **To Be Me**



# THE NO-SELL SELL

**I'm not going to sell to you at the end**

**This is what I do**

**This is what I offer**

**If that makes sense for you, I'll tell you  
where to go at the end**



# THE YES-SELL

**I do have a product/service**

**The teaches you exactly this**

**You'll get what you need in this workshop**

**The next steps can be supported by my  
product**

**For those interested, I'll share at the end**



# THE STICK

*Give them a reason to stick through the end*

- **Slides**
- **Freebie**
- **Free Offer**
- **Giveaway**
- **Hotseat**
- **Q&A**





# TOPICS (5-10 MIN EACH)

- **What is the Topic** (what I'm going to tell you)
- **Relevancy:** Why are we talking about it?
- **Action Plan:** What can I do about it?
- **Proof:** Case Studies/Examples, Experience
- **What's Your Role:** Product Connection
- **The Takeaway:** What you just told them
- **Engagement Action:** Planned Interaction







# TOPIC BUILDER

- **What are the top 3 Frustrations in this area?**
- **What is the Ultimate Fear if they don't figure them out?**
- **What are the top 3 things they Want?**
- *(Hint: it's the opposite of the frustrations)*
- **What is the Ultimate Aspiration?**
- *(Hint: It's the opposite of the ultimate fear)*





# TOPIC BUILDER

**In each topic section:**

- **Clarify the Frustration**
- **Identify the Want**
- **Make 1-3 points on how to get what they want**



# WEBINAR BUILDER WORKSHEET

Topic:

Date:

#1 Frustration	#1 Want	Case Study		
#2	#2			
#3	#3			
Fear	Aspiration			
Point 1	Point 2	Point 3	Point 4	Point 5
Model	Worksheet		Prescriptions	



# OUTRO

- Recap What We Just Learned
- What GAP is left?
- The Pitch
- Delivery the "Stick"
- Q&A/Hotseat
- Pitch Reminder
- Thank You & Close



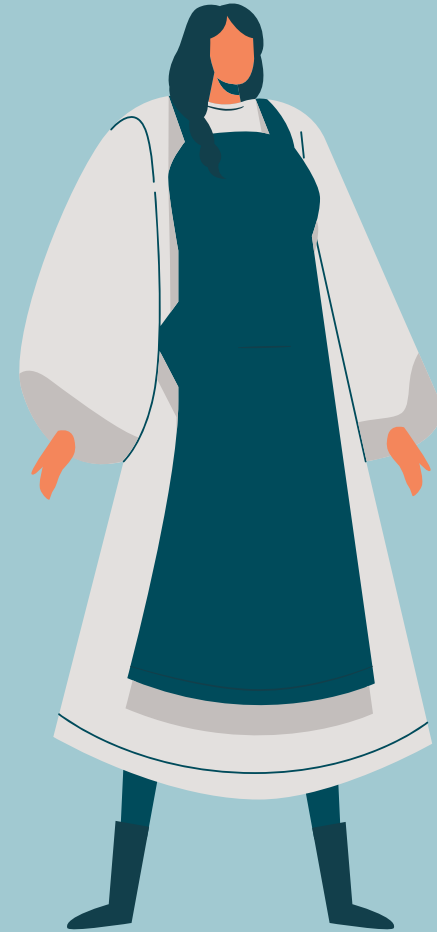
# Deliver On Your Promise

Make sure the workshop delivers what it promised



# Don't Overwhelm

More information does not  
equal more value.



# Have Realistic Attendance Expectations

Typical show up rate is 25%  
1/4 of all sign ups actually  
show



# Get Feedback Mid-Workshop

- Is this making sense so far?
- What's your biggest takeaway at this point?





# Treat Your First Workshop as a Trial Run

- Things will go wrong
- Some things won't work
- Use it all as information for the next one



# Get Assistance

- Can someone manage letting people in?
- Can someone manage the chat?
- Can someone manage polls, participant issues, or in-workshop materials delivery?

