

Workshop Builder

What is your Topic

Determine Your Topic

Remember to consider:

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

Ask Yourself:

What are they struggling with that you can give them tools or insight for?
What would make a difference in their goals today?
What do you love teaching people?
What topic/tool have people loved learning about or had "aha" moments with you?

Your Workshop Name

Remember to consider:

Clear, Relevant, Catchy, Obvious benefit, Consistent with brand, researched.
Refer to Naming frameworks in Workshop Workbook

The length of your workshop

Remember to consider:

Time commitment for you and others, the complexity of your topic, attention span and engagement, and what the delivery format allows

What is your success metric?

It could be: Sign up, show ups, Sales, Non-Monetary Conversions, Feedback

Workshop Location

Examples: Zoom, Microsoft Meet, Eventbrite, Facebook Live, LinkedIn, Physical Location

Workshop Date

Consider your preparation time for Logistics, Show Up Optimization, Delivery Preparation, Promotion, Post Workshop Promotion.

What is your Workshop Date?

What is your Preparation start Date?



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LOGISTICS

What tool/platform will you use for Registration Page?

Examples: Wordpress, LeadPages, Landing Page builder built into your EMS, Eventbrite, LinkedIn Events, Facebook Events, etc.

What will be your Thank You Upsell?

Example: Book a Call, VIP package, product bundle, follow us, Bonus offer, etc.

What will be in your Registration confirmation Email?

Example: Expectations, date/time, details of workshop, preparation needed, next steps, bonus information

SHOW UP OPTIMIZATION

Example: Anticipation emails, Materials, Loom videos, Reminder Emails, It's Today Emails.

What date(s) will you send your reminder emails?

What date and time will your "It's Today" email be?

What date and time will your "It's happening now" email be?

Will you include additional emails inbetween registration & the event?

If yes, what will the content be?

If yes, how many emails will you send?



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DELIVERY PREPARATION

Choose Your First Delivery Preparation Time Slot

When will you Write the Workshop, Practice Your Presentation, Create Slides, Create Materials?

PROMOTION PROCESS

What date will you announce it to your email list/Audience?

*This answer tells you when you need to have your promotional copy, materials, registration page, etc. ready to go.

MARKETING CONTENT

What will you teach your audience leading up to announcing the workshop?

What points would be important for your audience to understand and agree with before the workshop?

CALL TO ACTION

What is your Workshop Call to Action?

Example: Product Offer, Special Bonus, Sign up, Book A Call, etc.

What email will you send Post Workshop:

Example: Here's what you missed, Here's the replay, Offer details, last chance, next steps, etc.



RUNNING THE WORKSHOP

What are your 3 Permissions?

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Topic 1:

What is the topic:

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Points to cover:

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Main Takeaway (Bottom Line)

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Action for them:

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RUNNING THE WORKSHOP

Topic 2:

What is the topic:

Points to cover:

Main Takeaway (Bottom Line)

Action for them:

Topic 3:

What is the topic:

Points to cover:

Main Takeaway (Bottom Line)

Action for them:

