

WORKSHOP CHECKLIST

- Topic**
- Length**
- Location**
- Name**
- Date**
- Workshop Description (copy)**
- Successful Outcome**
- Conversion Goal**
- Promotional Locations**
- Registration page**
 - Workshop Title
 - Date/Time
 - Registration Form
 - Workshop Description
 - Recording/Replay Availability
 - Speaker/Presenter information
 - Tech Requirements
 - Registration Deadline
 - Bonus Details
 - Cost/Payment
 - Confirmation &
 - Communication info
 - Contact Information
- Thank You/Upsell page**
- Registration Confirmation Email**
- Show Up Optimization Plan**
- Reminder Emails**
 - Day of
 - Minutes before
 - Other
- Delivery Preparation**
 - Write the Workshop Content
 - Practice
 - Create Slides
 - Create Materials
- Promotion**
 - Promotional copy
 - Announcement/Invites
 - Subscribers
 - Online Channels
 - Ads
 - Reach Outs
 - Promotional Images
 - Marketing Calendar Plan
 - Marketing Content
- Post Workshop**
 - Thank You Email
 - Recap Email
 - Replay Email
 - Replay ending email
 - Special Offer Email
 - Additional sequence email



WORKSHOP BRAINSTORM

Core Workshop Topic	Length of Workshop	Who is this for	What is this about

Three Things they'll learn	Possible Workshop Names	Successful Workshop Outcome
		(Registrations, Attendance, Conversion, Other)
Benefit of Learning/Doing that		

Content Topics Overview	Conversion Objective
	(Sell on the Webinar, Book a Call, Other)

Potential Objections to the conversion/program/sell	Promotional Copy:
Brainstorm any objections that the client might have to your final "sell" What ways can you address those objections in your training. What examples of social proof can you provide:	Example: This quick crash training in creating your wealth, business growth and personal success is for anyone, but especially for entrepreneurs and business owners that don't want to wait until some magical time in the future to live their dreams and best life.



WORKSHOP OUTLINE Opening (10 minutes)

The Welcome

Initial Fill In (Hello, tech check, type in the chat)

What will they learn?

What will they be able to do/know at the end?

What it's about.

How long will it take

Who Am I?

(Tell them who you are, what you do, why you love this etc. Something brief)

Engagement Question

Permissions

Permission 1:

Permission 2:

Permission 3: For the SALE

The Stick

(What makes them stay until the end? Ask them to stay or offer an incentive/seed to stay. [Slides, Free offer, Giveaway, Hotseat])



Content Topic #1 (10 Minutes) 20 minutes in

TOPIC

What/Why

Core Points

ACTION

QUESTION/Engagement

CASE STUDY/EXAMPLE

The Sell

The Takeaway



Content Topic #2 (10 Minutes) 30 minutes in

TOPIC

Why

ACTION

QUESTION/Engagement

CASE STUDY/EXAMPLE

The Sell

Takeaway



Content Topic #3 (10 Minutes) 40 minutes in

TOPIC

Why

ACTION

QUESTION/Engagement

CASE STUDY/EXAMPLE

The Sell

Takeaway



CLOSING (10 minutes) 50 minutes in

TRANSITION:

So I told you in the beginning that I'd give you everything I have, and at the end I'd let you know where to go to dive deeper and get more help if you need it.

PITCH/CTA

Q&A

STICK

PARTY

CLOSE

BUFFER (10 minutes) 60 minutes

