

Benefits of Workshops

- Impact more people at once
- Revenue generator
- Become known as an expert
- Expand list & follow-on business
- It can be extremely fun!

and...Webinars

- Reach a global market
- Great for introverts
- Easily leveraged
- Rapid & cost effective marketing



Critical Success Factors to Creating High Impact

High Impact = E_____ + V_____ + A_____

- Highly **experiential** and **interactive**
- Information is **customized, valuable** and **practical**
- **Actionable** and **results-driven**

5 (½) Biggest Mistakes to Avoid

1. **Not meeting an immediate need** – Right topic, right time, right price –all are critical
 2. **Giving it all away** – Start small, less is more, exceed expectations every time
 3. **Diving into details too soon** – Set the direction before designing/developing content
 4. **Lack of Engagement** - Keep it highly experiential whether off-line or on-line
 5. **Leaving your attendees hanging** – Support them in the next step to their success
- ½ **Fearing the technology** – Test out on small scale w/ PC/Mac Users, phone/computer

Step 1: Topic Launcher

What expertise and gifts do you bring to the world? Think of what your clients or previous workshop/webinar participants would say?

What audience(s) or niche(s) of people do you most enjoy serving?



If you had the opportunity to get your message out to more of the audience you enjoy serving, what would that message be?

If you could translate that message into a potential workshop/webinar topic, what topic might you come up with that utilizes your expertise and gifts? What topic most energizes you and lights you up?

Which topic meets an immediate need your target market has today?

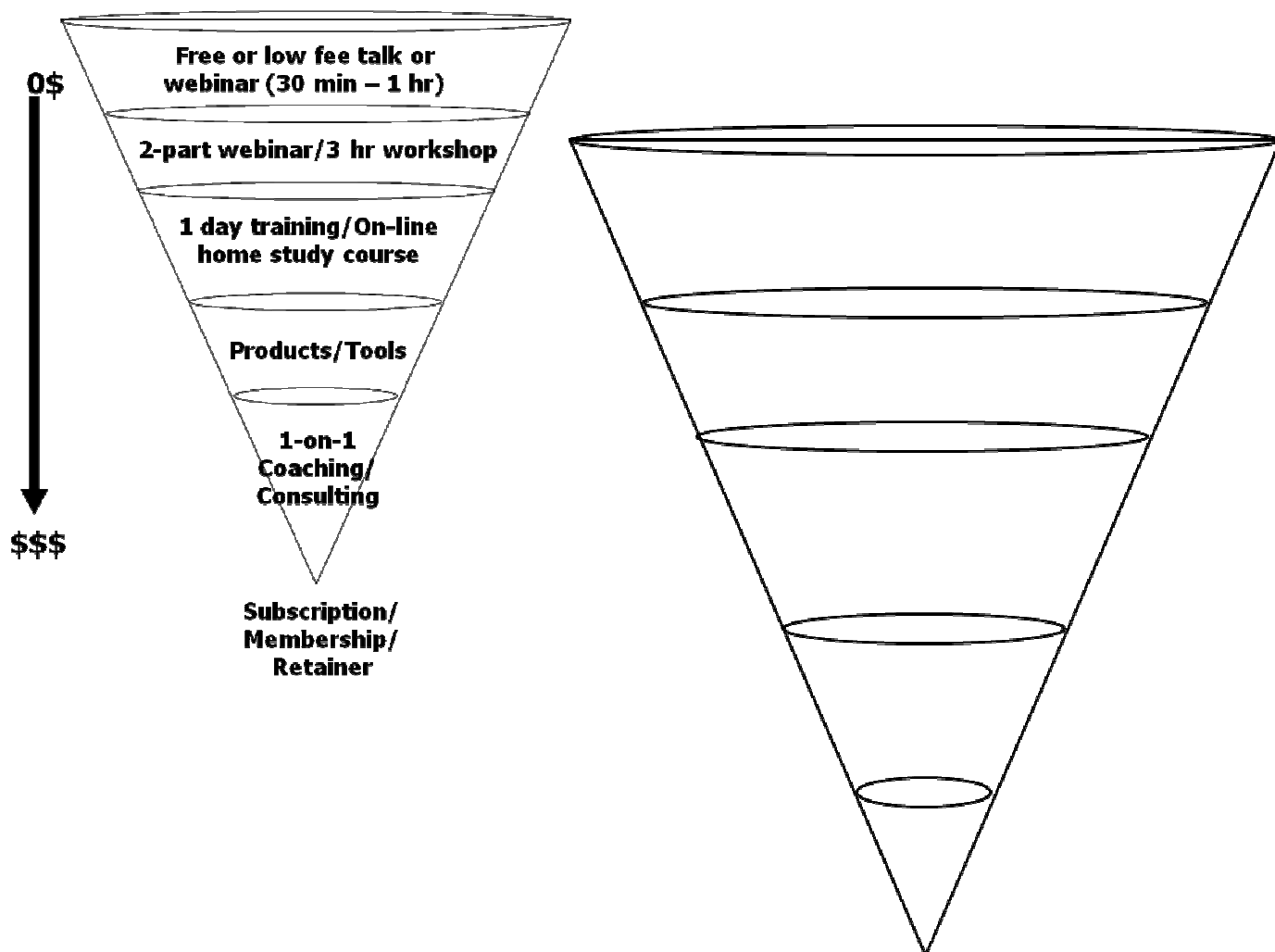
Step 2: Target Audience Narrow Enough

"The tighter the niches, the greater the riches" ~T.Harv Eker

Narrow your audience by: Demographics | Challenge/Pain | Experience | Industry/Role/Dept

Step 3: Offerings Funnel

Design your offerings to attract people into your funnel and continue to provide value to help them grow, develop and succeed.



Step 4: Strong Workshop/Webinar Design

Start with the end in mind. Keep it highly experiential. End with a call to action. Leave them with takeaways and free stuff and an offer to purchase. Follow the Golden Principle:

E_____ E_____ E_____

Adult Learning Styles - Three dimensions that people learn in:

1. **Visual** – learn by looking at images (seeing) _____%
2. **Auditory** – learn by listening (hearing) _____%
3. **Kinesthetic** – learn by experiencing (doing) _____%

The attendees do the work – you're sipping tea!

Experiential Learning – 3 ways to create it

1. **Using Visuals/Multi-Media**
2. **Using Questions** – How can you translate your information into open ended questions?
3. **Using Interactive Exercises** – How could you use an exercise to attain the learning?
 - **Acquire Knowledge** - Popcorn Brainstorm, Paired/Group Share, Games, Polls
 - **Assess Info** - Questionnaire/Assessments, Unscramble, Polls
 - **Build a Skill** - Demos/Fish Bowl, Triads w/ Observer, Tag Team
 - **Shift Behavior** - Visualization, Perspective Exercises, Coaching

Next Steps/Action Plan

Next Major Step	By When

Free Stuff:

- Free Tools & Templates at www.workshopuniversity.com
- www.WorkshopUQuickstartkit.com – Quick start guide & 2 templates

Home Study Course

- www.workshopandwebinarsuccess.com – 8 Modules and supporting templates that teach you the step-by-step process to turn your topic into a powerful workshop or webinar (plus 1.5 hrs of 1-on-1 coaching, Live Q&A calls and lifetime access & updates)

Key Take-aways

- There are plenty of people to go around – come from ABUNDANCE!
- You don't have to be an expert presenter to lead workshops or webinars
- Start small and do something you are comfortable with (less is more)
- Don't go it alone - Seek support and ask for help
- Have fun and follow your energy & passion!!

"That which you set out, deliberately create and believe in will come to you. With steady focus, a clear mind and an active spirit, everything is possible."

~ Jean M. DiGiovanna