

Topic Launcher Template

Did you know you can provide more value and double your book of business by expanding the topics on which you can offer workshops? The **Topic Launcher** Template will help you uncover even more topics that your target market needs. Imagine how many more gigs you could be booking as a result.

The first section will help uncover potential topics. The next section will ensure your topics meet an immediate need of your target market. To get started, fill in the template below.

1. What expertise, experience and natural gifts and talents do you bring to the world? Think of what your clients or previous workshop/webinar participants would say?
2. What audience(s) or niche(s) do you most enjoy serving? List them even if you are not serving them today. Be as specific as possible. The more targeted and specific you are, the faster it will be to find them.
3. If you had the opportunity to get your message out to the audience you want to serve, what would that message be? This is often the driver that motivated you to start your business – the message at the core of why you do what you do (E.g. "Your self-worth is not your net-worth", "The world needs to hear what you have to say", "The most important brand is YOU", "Balance is a process, not a place to get to", "Every person has unique brilliance")
4. If you could translate that message into potential workshop topics, what topics might you come up with that utilizes your expertise and talents and lights you up?

Ensure your topic meets an immediate need

Now that you have several topics, the questions below will determine which topics **meet an immediate need** of your target market. Your target market will not purchase when there is no immediate need (and they won't attend a public workshop for the same reason). **Note:** When I refer to target market, I am referring to existing and potential clients.

1. Think about what your target market is struggling with right now. What areas of pain are they challenged with? What do they want more of or less of?

2. Here are other ways you can find out what your target market most needs:
 - a. Ask "**The 6 Key Questions to Uncover Workshop Needs**" from the Special Report that you received.
 - b. Look back at the clients you've worked with in the last 6 months. What are they challenged with? What areas of pain/perceived pain would they like resolved? (Remember if they perceive it, it's real to them). What themes do you notice?
 - c. What are the trends happening in your target market?
 - d. What is the media/news saying about your target market?

3. Based on what your target market's greatest need/area of pain is **RIGHT NOW**, which of the topics you defined from the previous page most meet that need or solve that area of pain? (If necessary, you may need to tweak the topic so that it meets an immediate need more fully.) Only choose topics that your target market needs **RIGHT NOW** and stick with 1-3 topics total) Do not worry about titles yet – that will be determined later.

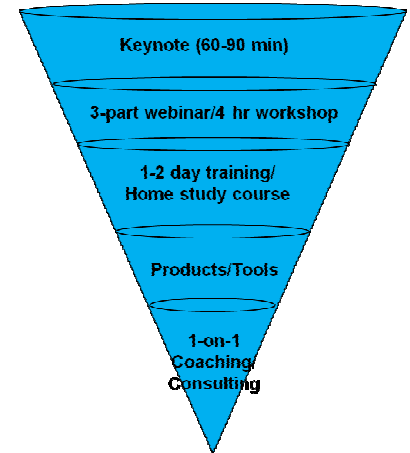
Final topic(s):

Offerings Strategy Template

Once you have several topics that meet an immediate need, the next step is laying your strategy of offerings out so that you continue to meet the needs of your market as they experience your services.

The Offerings Strategy is the sequence of services that you take your clients through. The top of that strategy is generally your Keynote or Signature talk. From there, your goal is to build a sequence of service offerings that provide high value and high impact while creating the hunger for more. As clients move through your strategy (or funnel), the investment (\$\$) increases and so does their level of access to you.

Don't leave your attendees hanging at the end of your keynote. Unless you know where you are taking them next, you are not only leaving them at a loss but you are losing out on business. Step through the questions to create your Offerings Strategy so you can begin to double your bookings today!



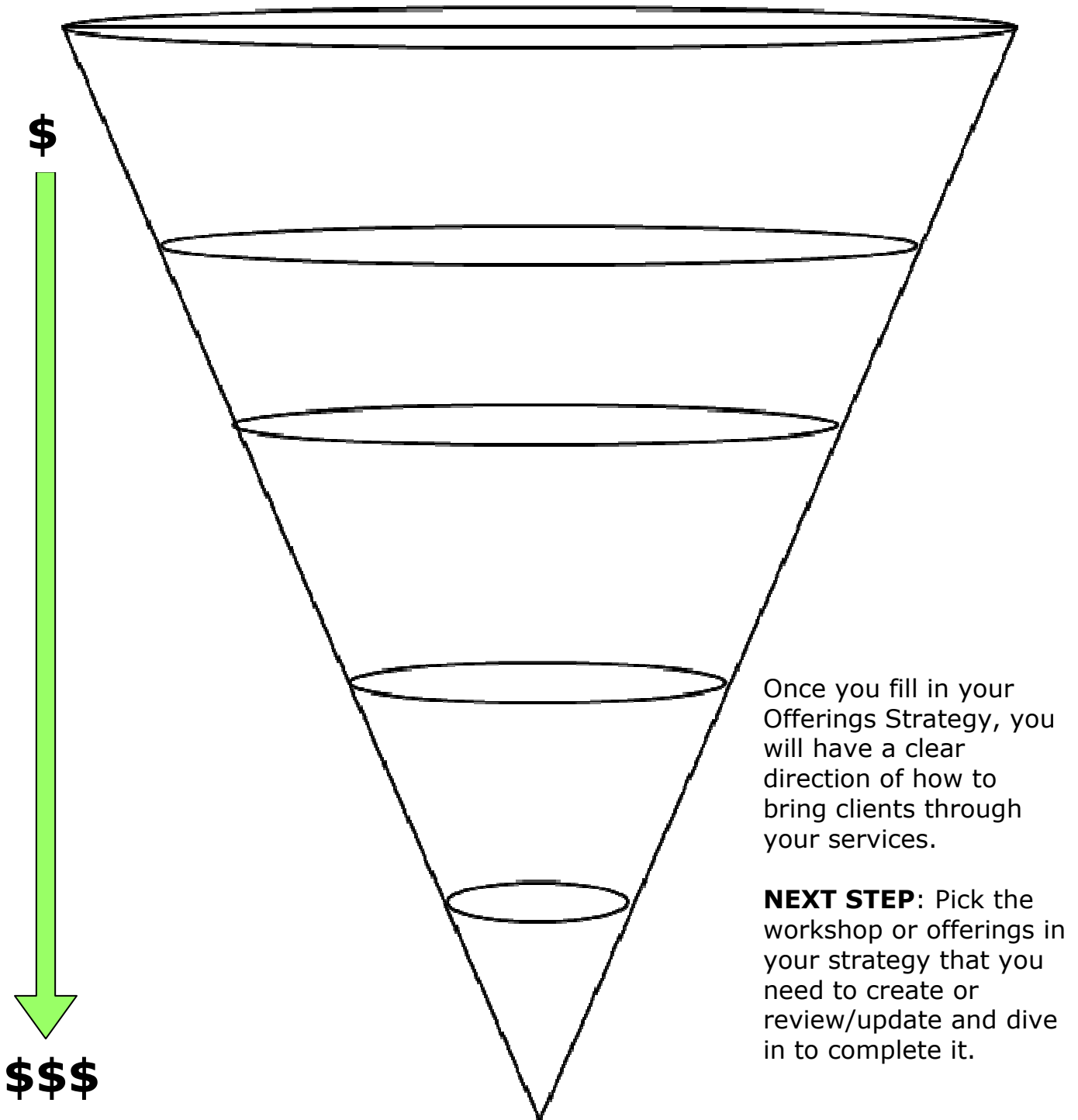
Creating Your Offerings Strategy

At the top of your strategy will be an existing keynote/talk you deliver (as long as it continues to meet an immediate need) or a keynote addressing a topic distinguished from the Topic Launcher exercise above. (Be sure there is an immediate need)

Answer the questions below to help create your next offerings:

1. What are the key learnings or takeaways that attendees get from the keynote/ talk/service? What are they able to do, be or have after attending?
2. If they applied that learning after your talk, what's the problem or challenge they will still have?
3. What workshop or offering (training/webinar/coaching/products) could you then create to overcome that challenge? This will then be the next offering in your funnel.

Fill in the offerings in the template on the next page. Repeat steps #1-3 above using the next offering in your strategy.



Looking for further assistance? Call Jean at 303-413-8001 or go to <http://www.workshopuniversity.com/coaching/1-on-1-vip-coaching/>