Workshop & Webinar Conversion Formula: Fill Your Workshops & Webinars and Convert Attendees into Clients

Workshop University® Free Gift

By Jean M. DiGiovanna, Founder Workshop University (www.workshopuniversity.com)

You have expert knowledge, great content to share and valuable services to offer, but how do you package your expertise into money-making workshops and webinars that not only create immediate value for your attendees, but inspire them to purchase from you, hire you and refer you to others?

This Quickstart Guide will show you the exact steps you need to fill your workshops and webinars and have them convert attendees to clients every time.

So, let's **DIVE IN**!

3-Step Formula for Filling Your Workshops

Can you relate to this scenario? "I ran a workshop and only 3 people registered…so I decided not to run it again". When we don't fill our workshops, it's natural to automatically jump to a conclusion that it was a flop. But, when clients come to me distraught with this scenario, when we did a little deeper, we can always identify exactly why and it's often a few small things that need tweaking. So, if you've had a workshop flop, here's my request – keep an "open-mind". Do **NOT** to give up right away and jump to conclusions. Check out below the **3-Step Formula** to filling your workshops every single time and take charge of your success!

You may be surprised that so many of these **steps** need to be in place before you even market it. Be sure to read to the end for the secret to filling them without having to do any marketing. Yes you hear it right!

Following the Formula are the 3 critical steps you need to have in place to convert attendees into clients (and all the templates you need to get started).

STEP 1: Have the Right Topic at the Right Time with the Right Price

> **Topic must Meet Immediate Need:** If your target market does not need your topic right NOW, they won't sign up. They will say, "That's nice to attend someday". Urgency is created when they see that your topic alleviates a specific pain or challenge they are feeling right NOW or they see your topic can take them to the level they have been craving for! (Check out the **Topic Launcher Template** at the end of this report to ensure you have the right topic at the right time)

Right Price: If it's priced too high and beyond what your market can bear, people won't sign up. Give payment options, early-bird rates and promotions to entice people to sign up. If it's priced too low, people don't take the value seriously. Either charge $35 or make it free, but don't undervalue it

STEP 2: Narrow Your Market and Create Compelling Marketing Copy

Narrow Target Market: When your target market is too broad (e.g. Professional Women, Athletes, Men), they are much harder to market to because there are so many. It's counter-intuitive, but when you narrow your niche, they will be faster and easier to locate. (E.g. Professional Women in the Biotech industry in an Executive Position, Newly divorced Dads with kids at home)

Compelling Title: Catchy, short & sweet and results oriented. Title and subtitle are great but don't create one that people respond "What?" You want them to respond, "Cool…Interesting…I wonder what that's about? That's right up my alley!"

Marketing Copy that Draws your Target Audience in: Your marketing copy can make or break your target market's desire to sign up. They will either be drawn in or sent away because it doesn't speak directly to them. Always write copy as if you were your audience reading it.

STEP 3: Align Your Heart with your Head

If you are running a workshop because you need the money or you are in a bind or doing it for the wrong reasons, it will be driven from a head or ego place and not from a genuine desire to serve. You won't fill it as much as when it's coming from your true essence and purpose. Seek what's in your heart and reconnect to that if necessary before marketing it. You will surely see a difference in the number of seats that are filled.

SECRET TO FILLING YOUR WORKSHOPS FAST WITHOUT HAVING TO MARKET IT!

When you don't have a large list and not sure how you are going to fill your workshops, the fastest way to get in front of your market is to find out where your target market already meets. Where do they already gather? For example, Meetup groups, Associations and Organizations, Mom's Clubs, Book Clubs, Facebook groups that meet in person. If they already meet on a regular basis, offer to speak to their group for free. Provide them the marketing copy to help promote it and, in exchange, you can offer them a free gift at the end and ask them to stay connected to you by signing up for your list. Viola! They do all the marketing. You just show up and do what you do best!

Ready to Design & Develop your own Workshop or Webinar? Get all the juicy details at: http://www.workshopuniversity.com/successprogram

3 Critical Steps to Convert Attendees into Clients

1. **Fill with Ideal Target Market – Right Topic, Right Time, Right Audience, Right Price**
   Before designing your workshop or webinar, it is critical to follow Workshop University®'s first *Purchasing Principle* that gets your ideal target clients: You must have the right topic at the right time to the right audience for the right price. Your topic must meet an immediate need in the marketplace. Your market must be very clear, narrow and targeted so you can find them quickly and you must articulate the value so when your audience sees the price, they say "YES!" If any one of these factors is not present, people will not sign up.

   This is where **The Topic Launcher** template comes into play (see next section). The template provides an easy-to-use process for identifying workshop/webinar topics that align your talents and gifts with an immediate need in the marketplace. Take a few minutes to answer the questions in the template so you can identify the right topic your target market needs right now.

2. **Design Your Offerings Strategy** – If you do not provide your attendees a way to get to the next level, you are doing a disservice to them. And, you are missing a huge opportunity to get business. This is not about "selling". It's about serving your attendees. Determine the next best step for them and offer a service/product/ subscription that is of high value at the right price. When you deliver a high value workshop or webinar, they are more likely to buy the next service. Don't leave your attendees hanging! Take some time to review **The Offerings Strategy Template** and follow the easy-to-use process to identify the most appropriate offer that your attendees need so they absolutely say YES! Sign me up!

3. **Design & Develop for High Impact –** It is critical your workshops and webinars provide high impact. There are good workshop and webinars. Then there are GREAT ones that create lasting impact.

   Here is the **secret formula** for creating high impact workshops and webinars:

   High Impact = Experience + Value + Action (EVA)

   - **Experience - Content is Engaging and Interactive** – People retain a lot more of what ***THEY*** say and do, than what you say or do. This is backed by adult learning theory, which says we retain a lot more of what we experience than what we hear or see. It is critical then, that your workshop contain 70% interaction and engaging hands-on exercises vs. 30% presentation or "talking-head". And, for webinars, while the mix may be reversed, engaging your audience through visuals, your own energy and utilizing polls is critical. When they get the learning in their bones, they remember the experience, they purchase from you and they refer you to others. Remember, greater impact means more business.

- **Value - Information is Relevant and Immediately Applicable** – Stay away from "theory". If you are introducing a model, framework or theory, show examples of how it directly applies to their business or life. The more "real" it is for your attendees; the more engaged they will be. Conduct "real" plays not role-plays. The more your content can translate into their business, the greater the impact.
- **Action - Actionable and Results-driven** – Leave your workshop/webinar with a call to action. Have each person identify one action they are willing to take on. Remind them to only choose an action they are *willing* to achieve; otherwise, it's a waste of their time and energy. Remember, success is measured by the actions and results that happen ***after*** the workshop or webinar not the smiley faces on the feedback forms ☺.
- **Design Modularly** – We teach you how to take your content and create design modules you can plug and pull for any future workshop, webinar or product. When you design in a modular way, you design for the highest leveragability.

Take the actions in this Free Gift so you can fill your workshops every single time and make the difference you came here to make. Let me know how it goes and if you have any questions, call me at 303-413-8001 or email me at jean@workshopuniversity.com.

The world needs to hear what you have to say! The time is NOW. All the best to your success!

Jean DiGiovanna, President Workshop University®

P.S. Ready to dive in and Design & Develop your own Workshop or Webinar? Get all the juicy details at: http://www.workshopuniversity.com/successprogram

P.P.S. Tired of doing it all on your own? Fill out this form to setup a short discovery session to explore what 1-on-1 Workshop or Webinar Design coaching looks like: http://www.workshopuniversity.com/coaching/1-on-1-vip-coaching/

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. 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?
   b. What are the trends happening in your target market?
   c. What is the media/news saying about your target market?

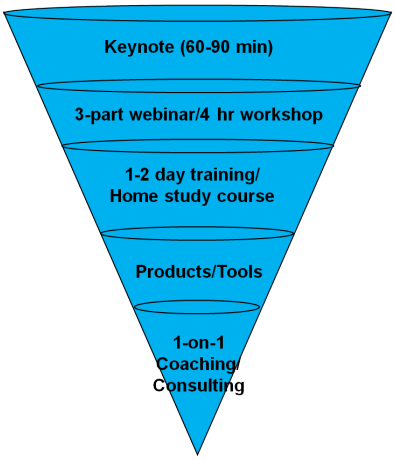
3. Based on what your target market's greatest need/area of pain is RIGHT NOW, which of the topics you defined from the previous page most meets that need or solve that area of pain? (If necessary, you may need to tweak the topic so that it meets an immediate need more fully.) Only choose topics that 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):

Would you rather get 1-on-1 support to complete this? Call Jean at 303-413-8001 or go to http://www.workshopuniversity.com/coaching/1-on-1-vip-coaching/

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)

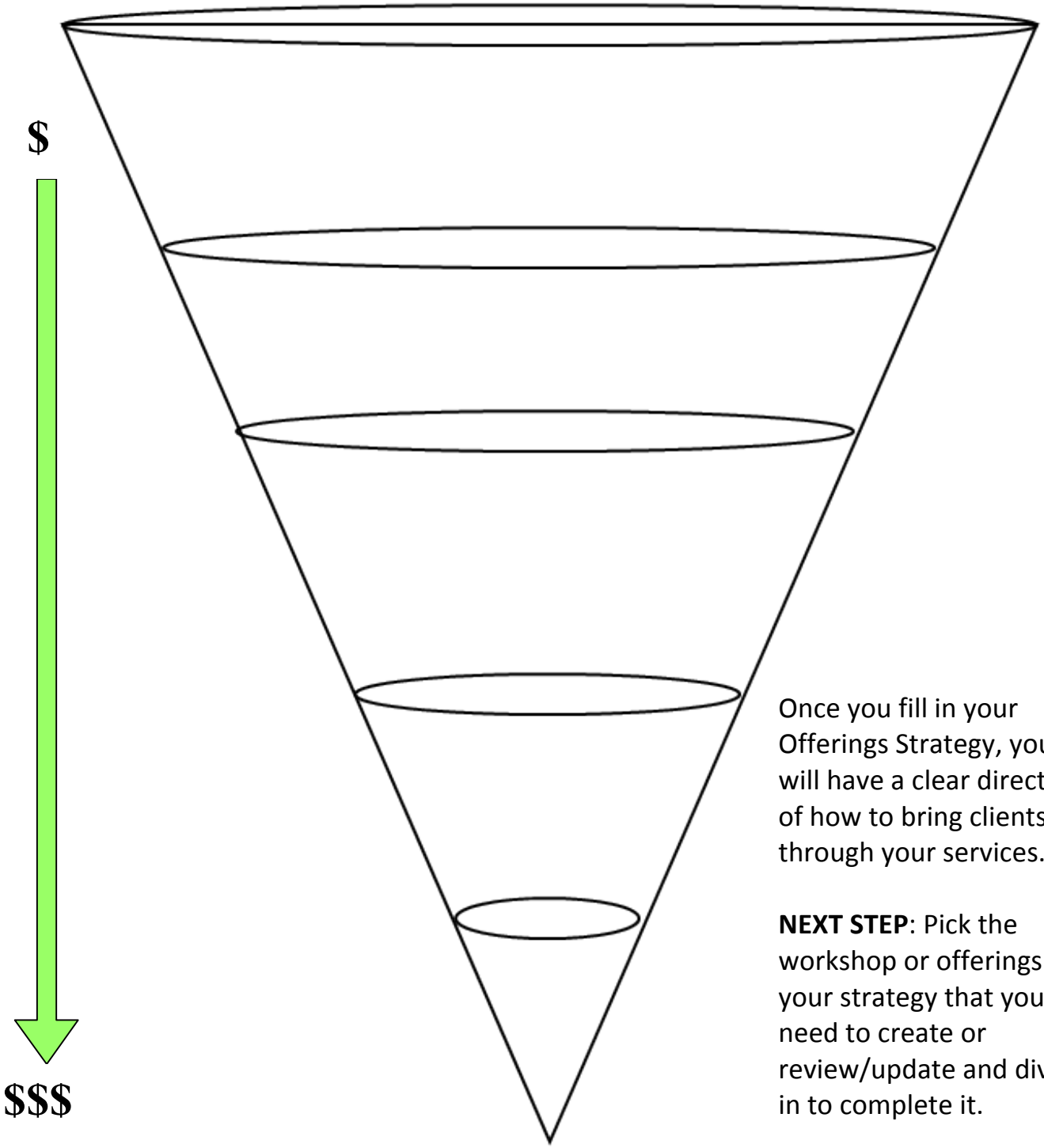
Answer the questions below to help create your next offerings:

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.



Once you fill in your Offerings Strategy, you will have a clear direction of how to bring clients through your services.

NEXT STEP: Pick the workshop or offerings in your strategy that you need to create or review/update and dive in to complete it.

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Set Direction Template

Purpose of your workshop/webinar:

Areas of pain or problem your workshop/webinar addresses:

Audience(s) your workshop/webinar is targeted toward:

LEARNING OBJECTIVES –

By the end of this workshop/webinar, you will discover/leave with…): (3-4 Learning Objectives for 1 hr. workshop/webinar, 5-6 for longer)

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-
-
-

Personal Intentions for your workshop/webinar:

Key Messages for your workshop/webinar:

1.
2.
3.

Title/Sub-Title for your workshop/webinar:

Delivery Format for your workshop/webinar:

Duration of your workshop/webinar:

# of Expected Attendees and Room Setup of your workshop/webinar:

Your Offer: