



EFFORTLESS WORKSHOPS

A Blueprint for Planning,
Promoting and Running
Seminars, Workshops & Retreats



effortless marketing

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www.EffortlessMarketing.co.uk

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SO YOU PLAN TO RUN WORKSHOPS, EH?

You've decided to create a workshop, seminar or retreat. You've selected your topic, chosen your dates and booked the venue. Now all you need to do is print up some flyers, get the word out there and wait for the bookings to come rolling in. Right?

Er, well no, actually. Not unless you want to struggle to break even, or even worse, make a loss. If your goal is to run really effective workshops, make a profit, and create a sustainable long term business, you'll have to rewind several steps.

In this blueprint you're going to discover what those steps are. You're about to learn a process for planning and promoting events that will guarantee you make profits. It will also help you to structure your workshops to be more effective so that your students get the best possible outcomes. And as a result, it will help you build a long term, sustainable business doing something you LOVE. Finally you'll have some comprehensive checklists you can follow when preparing, running and follow up your workshops, making the whole event as effortless as possible. Sound good?

Here's how you can get the most from this guide.

This blueprint may challenge the way you currently think about organising events.

You probably can't wait to jump ahead and get started. **But please read the manual in its entirety first.** I promise you will gain valuable insights and an understanding of how everything fits together. If you rush ahead and try to implement each step without fully understanding the reasons behind it, you simply won't be as successful as you could be.

I've spent nearly 20 years running talks, seminars, workshops and retreats of all kinds. There is no single perfect way to run an event. But this blueprint is as close as I can get to a step-by-step plan that guarantees success.

WHO AM I TO TELL YOU HOW TO RUN YOUR EVENTS?

I've been promoting a wide range of events since 1999 both for myself and in partnership with authors, teachers and coaches.

In that time I've made money...and I've lost money. In fact, I think it's not just the money I've made, but the money I've lost that qualifies me to write about this subject and you can benefit from the mistakes I've made and the costly pitfalls to avoid, as well as learn some of the techniques I've helped develop to make events successful.

In 1999, full of enthusiasm, I launched my consulting business. I was effectively thrown in the deep end, winning a contract to deliver internet training seminars for the Department of Trade & Industry. It was a baptism of fire! Fifteen events around the UK over a 12 month period, to audiences of up to 100 people at a time, on my own! But it gave me the 'bug' for live events and I've been running my own events, as well as helping others, ever since.

In the early days, I promoted my events offline using leaflets and mailshots. Now, depending on the event I'm promoting, I use a combination of online and offline marketing techniques. I've revised and updated my approach each year, incorporating new opportunities (like the now mighty Facebook) and new techniques that I've discovered that have helped me boost profits even further. And over time, I've kept adding to my checklists when something new or unexpected comes along.

I have personally promoted more than 100 public seminars, workshops or retreats and generated more than £750,000 of revenue so you could say that I've learned a thing or two about making money organising live events.

All of the essential techniques that you need are included in this Blueprint. Of course, you'll need to do much of the research and groundwork for your situation and there will be some technical work needed and choices you'll have to make about issues like design and marketing. There isn't enough time or space to share every detail of what I've learned, and, of course, every event is different, but in this Blueprint you'll find the foundation of principles and practices that have been proven to work time and time again.

WHO IS THIS BLUEPRINT FOR?

Not everyone will benefit from this guide.

This Blueprint assumes that you have some expertise that you want to share with others. You may consider yourself to be one of the following:

- | | |
|---|--|
| <input type="checkbox"/> Author or Writer | <input type="checkbox"/> Public Speaker |
| <input type="checkbox"/> Coach or Mentor | <input type="checkbox"/> Teacher, Tutor or Facilitator |
| <input type="checkbox"/> Experienced Practitioner | <input type="checkbox"/> Subject Expert |
| <input type="checkbox"/> Lecturer | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Retired Professional | |

If you're one of these and have a desire to guide, teach, motivate or facilitate learning and growth for other people, this is for YOU!

If you feel you DON'T fit any of these descriptions, then take a look at these questions:

- Do you work with others either giving talks, as a teaching assistant, practitioner, coach or mentor, in any capacity whatsoever?
- Do you have a field of expertise or skills you want to share with others?
- Do have ideas (even vague ones) about how you can help people using your knowledge?

If you haven't answered YES to at least one of those questions you may not be quite ready to start organising your own seminars or workshops. That doesn't mean you're not capable of doing so, it simply means you should perhaps do some thinking before you get started on this Blueprint.

If that's the case, I strongly recommend you seek guidance and you are welcome to set up a free Discovery Call with me at my website: www.EffortlessMarketing.co.uk/mentoring where we can discuss your thoughts and ideas.

THE SINGLE BIGGEST MISTAKE THAT THE MAJORITY OF TEACHERS MAKE, AND HOW IT LOSES THEM MONEY EVERY TIME!

The majority of teachers do this: they come up with an idea for a workshop and then they go out and find people to shoehorn into their event. This is a massive mistake! If you've tried marketing workshops this way, then you know how exhausting, time-consuming and frustrating it can be. Not to mention that feeling of fear that grips you as you start to wonder whether you will even cover your costs, let alone make a profit.

This method of trying to make money marketing workshops can work if you have an unlimited capacity for spending money, wasting time, and have no concern for risk. But, if you're like most of us who want to do things, shall we say, a little more safely and cheaply, then you need to change your thinking. Because the reverse of the mistake I just told you about is absolutely, positively, the best way there is to make money marketing public seminars, workshops and training courses:

UNDERSTAND YOUR CUSTOMERS' NEEDS FIRST, FIND OUT WHAT THEY WANT TO LEARN, AND THEN... HELP THEM LEARN WHAT THEY'VE TOLD YOU THEY WANT!

Make sense? I hope so, because you mustn't spend any time thinking about your training course, workshop or seminar until you've discovered the **MARKET** – and that means the **AUDIENCE** for your events. You may call them 'prospects', 'delegates', 'attendees', 'students', 'clients' or 'customers'. Essentially, they are all the same. I use a variety of those terms, but I am talking about the same people:

...individuals with a burning desire to solve a problem.

Whatever your personal experience or field of expertise, your first job is to find out about people's **PROBLEMS** before you even begin to think about the workshop, seminar or training course they might buy from you.

Pick an audience you deeply, thoroughly understand, share passions with, share a language with, and have empathy and credibility with. Find out what their biggest problems are, and then build your seminar, training course or workshop to help them solve those problems.

In this blueprint, I'll give you an exercise to help you do exactly that. It's actually Step 3 of the process. And I'll explain why it's step three and not Step 1 as we go through it.

Once you 'fix' this single big mistake, the next challenge is to follow a structured plan of action to ensure each and every event is a success. Whenever I set up a new event I work my way through this blueprint. It means I have an accurate picture of what I'm doing, and I don't miss any essential steps.

- I know that the format of my event will be viable and profitable with a very high degree of certainty.
- I know WHO my potential attendees are and WHERE to find them. Most importantly I know they will be excited about my event.
- I know that my marketing campaigns will reach my audience with a high degree of accuracy and will begin generating bookings quickly.
- I know what to pack in preparation for my event, how and when to communicate with delegates, what to do on the day and how to follow up after the event is over.
- I know I can massively increase my income and profits on the day itself.
- And I know that each event adds to a community of loyal followers, which continues to grow into a long term sustainable, lucrative business.

12 STEPS FOR EFFORTLESS EVENTS

The blueprint consists of 12 steps, split into 5 phases, which are listed below. I recommend these are done in the order they're listed, especially for your first event, although some steps will overlap, especially in the early stages of planning and preparation. Each step covers an ESSENTIAL element in the process. Miss any of these elements and you will be in danger of either failing to run an effective event, failing to create a profit, or failing to build a sustainable business for the long term.

PHASE ONE – Planning

Step 1 - Create an EVENT PLAN & BUDGET to check your event is viable

Step 2 - Select a suitable VENUE and commit yourself to a date

Step 3 - Identify your MARKET and create a COMPELLING MESSAGE that will attract students

PHASE TWO - Teaching

Step 4 - Design your TEACHING PLAN with a focus on delivering results

Step 5 - Identify and develop BACK END PRODUCTS you can offer your students

PHASE THREE - Marketing

Step 6 - Create the MARKETING MATERIALS you need

Step 7 - PROMOTE your event

Step 8 - Handle ENQUIRIES & BOOKINGS efficiently

PHASE FOUR - Delivering

Step 9 - PREPARE for your event in plenty of time

Step 10 - Follow a checklist of actions ON THE DAY (or DAYS) so that your event runs as smoothly as possible

Step 11 - FOLLOW UP immediately after the event to reassure your students and get TESTIMONIALS

PHASE FIVE – Community Building

Step 12 - Invite your students to join and actively participate in your COMMUNITY

STEP 1 – PLANNING & BUDGETING

Creating an initial plan and budget has very little to do with what you are going to teach. I say this because so often I've come across teachers who spend countless hours creating their courses down to the smallest detail AND ONLY THEN do they begin to think about how to organise the event, or where to hold it, or what it might cost. And that can lead to considerable frustration and wasted hours if your workshop proves not to be viable. Identifying your audience's needs and creating the teaching that will help them solve their problems is the longest and most difficult part of the process for most teachers, especially when starting out. So, Steps 1 and 2 kick off the process by looking at the format of the event(s) you want to run and provisionally booking a suitable venue.

If this is your first event, this may seem counter-intuitive. Over the many years I've been advising and supporting teachers and facilitators I have learned that many start out wanting to run great workshops, but quickly get bogged down in writing their courses. Potentially you could spend months or years tinkering with ideas, lesson plans and exercises for your future students. You may NEVER get to the point where you ACTUALLY run a training event. This has happened to clients I've worked with! Hundreds of hours of first class teaching buried in a drawer or hidden away on a computer hard drive, and never used. A tragedy.

So, Steps 1 to 3 of the blueprint put your initial event in place, commit you to something on a specific date in the near future, and motivate you to make progress with the remaining steps. It's also fair to say that each course you run only really needs to be written ONCE. You may tinker with it a little after each event, but a successful course should be able to be run time and time again. So, for experienced teachers and facilitators, you may skip several steps but Step 1 is still the starting point for every event.

LENGTH OF TRAINING

It's accurate to say that SHORTER courses are easier to sell than LONGER ones. A half day evening or weekend seminar will fill up faster than a full day or weekend workshop. And that makes sense – people value their time and are often busy. Fitting in a full weekend can be tricky for many people. But just because a workshop is shorter doesn't mean it'll make a profit.

Delegates will almost certainly expect to pay less for a shorter event, if they learn exactly the same lessons. And you will still have costs like venue hire, catering and marketing, regardless of the length of your programme. An initial plan for your event, which considers charges, costs, possible venues and a budget is always the starting point.

Hopefully you'll have a rough idea how much time you need to teach your subject. If you teach an established skill, like massage or Reiki Healing, then you probably have a fairly good idea from your own training. If you're starting completely from scratch then you may need to jot down some ideas for lessons and put an estimate on how much time you need. Don't go into too much detail at this stage though – we'll look further at the subject matter, structure and 'content' of your workshop later in the blueprint.

FORMAT

So, what kind of format do you think will best suit your training?

- | | |
|---|--|
| <input type="checkbox"/> Short seminar (1-4 hours) | <input type="checkbox"/> Full day workshop |
| <input type="checkbox"/> Multi-evening seminar series | <input type="checkbox"/> Weekend workshop |
| <input type="checkbox"/> Retreat | <input type="checkbox"/> Multi-day workshop series |

By 'multi' I mean a sequence of events spread over weeks or months, rather than a single block of time. If you have other ideas jot them down:

Other

ATTENDEES

Roughly how many people do you want to teach? Again, at this stage it's just an estimate. You may already have an idea about the scale of event you'd like to run. A small group of 5-10 in your home? Maybe 10-20 people in your local community centre? Or is your teaching ideal for a conference centre packed with 100+ people?

NUMBER OF ATTENDEES I'M AIMING FOR.....

VENUE

Clearly these two items of information determine the kind of VENUE you'll need to host your event. Once again, this doesn't have to be set in stone at this stage. You may think a church hall is ideal but later switch to a local hotel room. Or vice versa. But make a first guess at what you're aiming for:

- | | |
|--|---|
| <input type="checkbox"/> In my home | <input type="checkbox"/> Budget Hotel |
| <input type="checkbox"/> Church Hall or Community Centre | <input type="checkbox"/> 'Posh' Hotel |
| <input type="checkbox"/> Conference Centre | <input type="checkbox"/> Specialist Training Centre |
| <input type="checkbox"/> Retreat Centre | |
| <input type="checkbox"/> Other | |

Use the following worksheets to create your initial plan and budget. You may need to do a bit of research here, especially if you've never run events before. Call a few suitable venues and get some rough prices. Speak to other workshop facilitators about where they run their events or take a look through local magazines or websites.

The following planning sheets DO NOT have to be accurate to pounds and pennies. At this stage, the most important questions you need to answer are:

- Roughly, how much will this event cost to run?
- How much do I need to charge to break even (ie: cover the costs in full)?
- And then finally, how much can I charge to make a good profit?

This plan and budget can be updated and refined as your project progresses and will become a reference for future events.

DON'T spend weeks on this step, just complete the worksheets as best you can.

PRICING YOUR WORKSHOP – A BUDGET

This is called a BOTTOM UP budget. You work out all your costs, then divide by the estimated number of students you think you can attract. This will give you a break even charge that covers your costs. Finally, you add an extra charge to cover your profit.

Venue: £.....

Catering (coffee/tea/biscuits): £.....

Lunch (if you plan to include it): £.....

Travel costs: £.....

Either your train/flight fares or a mileage charge for your car (eg: 45p per mile to allow for fuel and wear and tear. If in doubt ask an accountant what is a suitable allowance). Google Maps is great for telling you the number of miles you'll need to drive.

Accommodation (if needed): £.....

Materials: £.....

Include any manuals or worksheets you need to provide, consumable materials, and any gifts or giveaways you give your students.

Marketing: £.....

Marketing can vary hugely from zero upwards. But you'll almost certainly need to spend money on things like a website, posters and leaflets and then maybe advertising. Put in what you consider to be a reasonable guess (say, £500).

TOTAL (add all the above figures): £.....

Contingency (add 10%): £.....

Estimated number of students:

Don't make this the capacity of the room. If your proposed venue holds, say, 30 people, use a figure like 20. Then if you don't quite sell out your event you still cover all your costs.

TOTAL COST PER STUDENT: £.....

Add the TOTAL + CONTINGENCY and then divide by the number of STUDENTS.

PROFIT PER STUDENT: £.....

Now decide a fee per student for your profit. It might be, say, £50 per person.

ESTIMATED TICKET PRICE: £.....

Simply add the Total Cost Per Student to the Profit Per Student

Now you have a guide price for your workshop. Does it feel about right? How does it compare with other similar courses that you know of?

The advantage of doing this exercise as your first step is that it will give you an idea of just how feasible your event will be. If you find the estimated ticket price is vastly more than you imagined, or than other similar teachers charge, then you may need to re-think. (Clearly there are several variables such as the number of students and your profit figure. Adjust these to see how it affects your ticket price.)

If, on the other hand, it feels about right, or is lower than others charge, then you have a potentially successful format.

To create an even more accurate budget, take a look at the following possible costs that you can include next time you do the exercise.

VENUE

VENUE HIRE: Room rate (per day) or Delegate rate (per delegate, which often include refreshments and/or lunch)

PARKING CHARGES

REFRESHMENTS: Per serving or unlimited per delegate?

AUDIO VISUAL: Do you need projector or TV screen, microphone and speakers etc?

PADS & PENS (if not included)

FLOWERS FOR THE ROOM

TRAVEL COSTS: Tickets or Mileage Charge?

LUNCH/REFRESHMENTS WHILE TRAVELLING

ROAD TOLLS or CHARGES

BUSINESS COSTS & OVERHEADS

ALLOWANCE for heat/light/broadband

RENT – if you have an office

INSURANCE

PROFESSIONAL MEMBERSHIP FEES

TOOLS/EQUIPMENT YOU NEED

MARKETING

WEBSITE COSTS

LEAFLET DESIGN & PRINT

DISTRIBUTING LEAFLETS

ADVERTS IN LOCAL SHOPS & CENTRES

MAGAZINE ADVERTS

FACEBOOK 'BOOSTS' & ADVERTISING

SPECIALIST WEBSITES & DIRECTORIES

PRICING FOR PROFIT

Once you've explored your costs, completed the bottom up exercise and confirmed that your estimated ticket price is feasible, you can also take a further look at your final price. Should it be lower or could it be higher than the estimate from your budget?

One common error I see people making is attempting to use low prices as a selling tool. These teachers think that the lower the price of their event, the more registrations they will get. But lower prices do not guarantee more sales. Typically, 'premium priced' items often have the largest market share. Need convincing? Which soft drink has the largest market share? Coca-Cola does, and it's also the most expensive. In the UK, which washing-up liquid has the largest market share? Fairy Liquid, and it's also the most expensive. This is because, as a result of making increased profits, the suppliers are able to spend more on promotion and advertising, thus improving the image of their 'brand' and creating more demand for their products.

So, if your estimated ticket price is significantly lower than your competitors OR if you feel you have something really unique to offer then take a second look at pricing, and specifically...

...consider 'value-based' pricing, rather than 'cost-based' pricing.

When setting your price, think about the overall VALUE that your programme can deliver for your students. As a result of your event, will they be able to make more profits or save money? If so, how much? Even if you are promoting an event that doesn't have a direct financial impact, you can still estimate the value of your teaching. For example, one company I came across runs an event for parents called 'How to Have Happy Children'. What price can anyone place on having happy kids? As a parent myself I can confirm it's almost priceless.

FINAL PRICE SETTING

When it comes to pricing your event, you need to ask yourself the following.

1. How much do you feel your customers are willing to pay to solve their specific problem or achieve their specific goal?

2. Can you provide what they want and need at the price they're willing to pay and still make a profit?

If, having worked through your budget, compared it with your competition and thought about the value you offer, you can answer YES to those two questions, then you undoubtedly have a winning format!

A word about discounts.

My experience of promoting all kinds of events, products and services in a wide range of markets has taught me something about human nature. Consistently, time after time, year after year, people continue to respond to DISCOUNTS.

I don't know if it's the inherent laziness of the human brain, or the fact that we've all been conditioned from birth by the annual high street sales, Black Friday and other sales events, the truth is that whenever you make a discount offer of some kind bookings tend to go up. What this means, of course, is that you need to plan for them by starting with a higher price than you're happy to accept.

So, if you've decided your workshop should be £100, then set the price at £149. That allows you to offer up to 30% off and still get the price you want.

There are certain legal (as well as moral) issues relating to sales and discounting so don't go overboard with these kinds of offers, but feel free to try the following:

- An 'Early-bird' discount for a limited number of places or until a certain date.
- A discount on a SECOND place if two people book together (it encourages students to ask their friends to attend with them).
- A concessionary place for OAPs, those on government benefits or other special groups.

- A discount if clients book the event alongside something else (such as a home study course or one-on-one session with you for example.)

These are all perfectly valid reasons why you could offer a discount, without making it appear that you're desperate to sell tickets. You can also use that 30% as a commission and pay someone else to promote your event for you (and I'll cover that in the marketing section later in this blueprint.) And, of course, you may sell some places at £149, which adds more profit to your bottom line!

Having considered all these issues, what is your event ticket price?

£.....

Ultimately, you'll need to review your pricing as you run multiple events. You may sell out really quickly (in which case put your prices up next time.) Or you may struggle to fill the room (which may be a pricing or a marketing problem.) If you just can't get the minimum number of bookings, cancel the event and start fresh. Much better to cancel and give people refunds than to battle on with a half empty room that doesn't fill. Not only will you lose money, but it will seriously affect your reputation with those students who attend.

STEP 2 – VENUE SELECTION

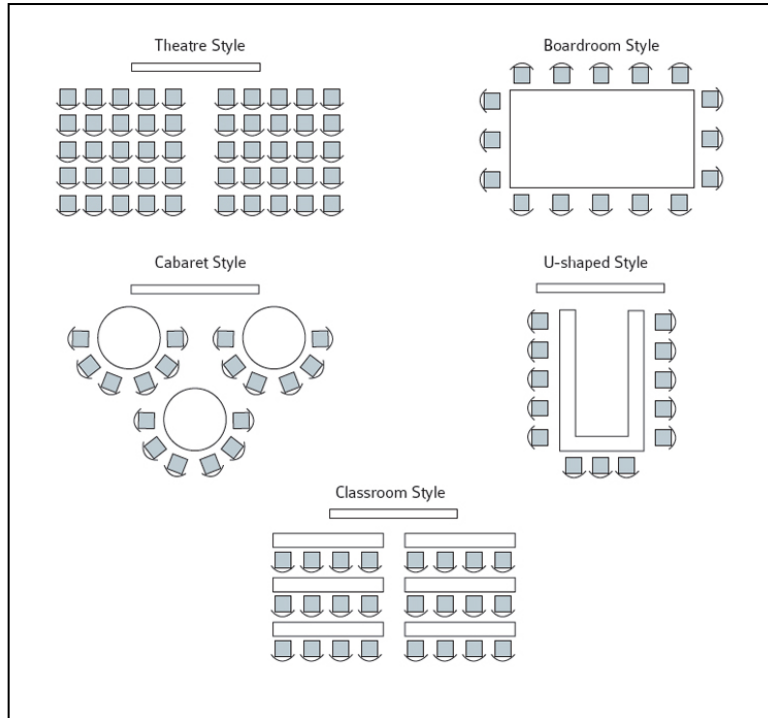
We do this now so that your venue is 'locked in'. I know of organisers who will promote an event, say, 'in central London' and start taking bookings immediately. Then, once they know how many people are interested, they find a venue. I tried the technique myself and it failed miserably. Almost every enquiry began: *'Can you tell me where the event is being held?'* When I said we hadn't confirmed a venue yet, many people were put off and opted to wait until the details were available. Many were never heard from again.

So, although it's important to book your venue before you start promoting your event, it should only be a PROVISIONAL booking. Don't confirm until you know you have the numbers of students you need. Almost all venues will accept a provisional booking so long as it's well in advance. And they will then specify a date when the booking must be confirmed or cancelled. That is your target date for getting as many bookings as possible.

The following checklist covers almost everything you need to know when you book your venue. Use it as part of your calls or emails to potential venues.

VENUE CHECKLIST

ROOM LAYOUT – decide which layout you prefer for tables and chairs. This is necessary for the venue to be able to advise you on the capacity for each room available. Typical rooms layouts are shown here.



CAPACITY OF ROOM?

COST OF ROOM?

Or PER DELEGATE RATE? (and minimum number required)

WHAT IS INCLUDED?

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Pads/Pens | <input type="checkbox"/> Projector (for a laptop or tablet) |
| <input type="checkbox"/> Flipchart | <input type="checkbox"/> Mic & Speakers |
| <input type="checkbox"/> TV screen | |

REFRESHMENTS? per serving OR unlimited per delegate

PARKING CHARGES? (for speaker & delegates)

LOGISTICS

When can we get in?

When do we have to leave?

Can the room be locked during breaks and lunch?

Are refreshments served in the room or elsewhere?

Is there disability access (ie a lift or ramp)?

- Are there toilets on the same floor?
- Can we use candle(s)?
- Is there a restaurant/café/canteen to buy lunch?
- What are the parking arrangements?
- What is the nearest railway station/tube stop/bus stop?.....
- Where and how can we unload materials?

BOOKING ARRANGEMENTS

- Do you have larger rooms available if we need to upgrade?
- Can you take a provisional booking?
- When do you need confirmation / cancellation?
- What are the payment arrangements (deposit, final fees)?
- Can you offer a special accommodation rate for delegates
(if it's a hotel)?

SPECIAL TIP

Some hotels will offer the room hire free of charge if you book accommodation for your delegates. They will ask for a minimum number of rooms to be booked. If you think your students are likely to need overnight accommodation and will be happy to pay for it, this is one way of booking your venue.

BOOKING YOUR VENUE

Once you've asked around, got some figures and maybe even visited your preferred venue, make the provisional booking. You'll probably need to sign and return a contract and an event schedule. **MAKE A NOTE IN YOUR DIARY OF THE CONFIRMATION DATE.** If, for any reason, you cannot fill your event, this is the date on which you can cancel the booking without incurring charges.

TIMELINE – ACTION PLAN

One final bit of early planning. Once you decide to go ahead, you should make a note of the main actions you'll need to take and when. Give yourself plenty of time – my recommendations are included in brackets.

	DATE
CREATE PLAN (6 MONTHS+ IN ADVANCE)
PROVISIONAL BOOKING OF VENUE (6 MONTHS)
MARKETING MATERIALS / WEBSITE (6 MONTHS)
EARLY BOOKING ANNOUNCEMENTS (5 MONTHS)
ADVERTISING / PROMOTION (2-5 MONTHS)
CONFIRM VENUE (2-3 MONTHS)
This is the final date where you can cancel the event without penalty. Keep a close eye on this one until you are confident you have your minimum number of bookings.	
LATE BOOKING ANNOUNCEMENTS (1-2 MONTHS)
LAST CHANCE ANNOUNCEMENTS (7-14 DAYS)
CONFIRM FINAL DETAILS WITH VENUE (14-30 DAYS)
PREPARE MATERIALS FOR THE EVENT (7-14 DAYS)
DATE OF EVENT (or first event if it's a series)

If all is looking good for your budget and timing, then the next significant step is to provisionally book your venue.

STEP 3 – CREATING A COMPELLING MESSAGE

This is a good time to remind you that whether you refer to your event as a workshop, seminar or retreat, **you aren't actually selling an event at all**. The people who book on to your events aren't doing so because they want to spend a day or two with you. They are motivated to put their hands in their pockets and clear their diaries because they want the SOLUTION you provide. They have a PROBLEM you can help them solve or a GOAL you can help them achieve. Or both.

You will get a tremendous head start on marketing an event when you give it a title and opening description that conveys the problem you will solve or the goal that they will achieve. This 'COMPELLING MESSAGE' will attract attention and *compel* people to find out more. It's their first step towards booking on to your event. It's also the basis of all your marketing and promotion.

We do this step now because it completes the planning process. Your event plan already has a budget, a timeline and a provisional booking. Writing a Compelling Message gives your event a title and brief description.

The following worksheets will help you identify your customers' problems and goals and help you create your Compelling Message.

THINKING ABOUT YOUR AUDIENCE

Your Compelling Message is a description of your business that can be delivered in any format – from an introduction at a networking event, in a brochure or advert, on your website or indeed, anywhere else.

Your challenge is to come up with no more than 2 or 3 sentences that answer that can be read in just a few seconds (no more than 30). This is known in the marketing industry as an 'Elevator Pitch'. I prefer to call it your 'Compelling Message'!

A good Compelling Message will:

- Describe what you do quickly and clearly
- Indicate that you are a credible practitioner of this service
- Create some interest or intrigue
- Give the listener a reason to engage with you in conversation

You'll need words and phrases that you can use in everything you write and create. Once you perfect these statements, everything else will come from it.

Let's work through each of the elements that you'll need in order to develop and refine your message. Spend some time answering the following questions.

Your Work

What you do – describe your teaching.

What qualities do you bring to this work? Think about:

- | | |
|--|--|
| <input type="checkbox"/> Your Background | <input type="checkbox"/> Qualifications |
| <input type="checkbox"/> Specialist Training | <input type="checkbox"/> Previous Experience |
| <input type="checkbox"/> Special Skills You Have | <input type="checkbox"/> Unique Knowledge |
| <input type="checkbox"/> Any unusual or unique approaches you take, or techniques you use. | |

Your Customers

Describe your typical customers.

What would your typical customers be looking for?

Think about...

- | | |
|--|--|
| <input type="checkbox"/> To Solve Problem(s) | <input type="checkbox"/> To work with an expert |
| <input type="checkbox"/> To Get Qualified | <input type="checkbox"/> Improve Life / Work / Relationships |
| <input type="checkbox"/> To Learn a Trade | <input type="checkbox"/> Become Healthier |
| <input type="checkbox"/> Earn More money (or Save Money) | <input type="checkbox"/> Become Happier |

What do you think is the most urgent PROBLEM they want to solve?

How you help people – describe briefly what your SOLUTION is to that problem.

FEATURES AND BENEFITS

When describing your products or services, it's worth making a list of the most important aspects of what you offer. These fall into two categories:

FEATURES – a physical or factual attribute of the service. Examples would include:

- My workshop runs on Sunday
- I use the very latest knowledge and techniques
- I am cheaper than other courses

BENEFITS – what your customer gains from each feature. Using the above examples:

- It's convenient for working people to attend and doesn't interfere with Monday-Saturday jobs
- The teaching I offer is more effective than my competitors
- People will save money by using me, and still learn the skills

Use the chart on the next page and list as many as you can think of for your teaching. You don't have to fill the entire page. If it helps, ask a friend, colleague or client for their ideas about what you offer and how they would benefit. Most benefits fall into one of these areas – better quality, more effective, faster, cheaper, more convenient, or something unique that no one else offers.

THE TITLE OF YOUR EVENT

The title of your event is arguably one of the most important components of your Compelling Message. In a matter of words – just two to seven words for most seminars and workshops – the event title needs to grab prospects' attention and explain what the topic is.

A great title...

- Identifies a problem or lack that your audience has
- Makes a promise
- Offers hope
- Arouses curiosity
- Announces important news (which is another way of arousing curiosity)
- Is 'how-to', practical and descriptive

Get ideas from best-selling book titles

- How to...
- Seven steps to...
- Ten ways to...
- A New Scientific Discovery...
- The secret of....
- Secrets of...
- Why...?
- What happens when...?
- Should you....?
- Are you...?
- How can you...?
- The proven way to...
- Your Guide to...

You can also incorporate POWER WORDS that inspire, motivate and create an emotional response from the reader. Words like:

Empower Effortless Effective Amazing Breakthrough
Transformation Irresistible Revolutionary Essential Powerful
Ultimate Mastery Comprehensive Awe-inspiring Guaranteed

Remember, there are really only two reasons why anyone does anything – **to gain pleasure or avoid pain**. Create a title that will let your audience know you promise results that will make a difference in their lives. They won't be able to resist finding out how.

Run your title past the following checklist:

- Is your title specific?
- Is your title attention grabbing?
- Is your title upbeat and positive?
- Does your title promise benefits?

Remember these are some of the key motivating factors that drive people to invest in personal development and training:

- Earning money
- Improving health
- Saving time
- Being appreciated by others
- Improving appearance
- Being up-to-date
- Being more comfortable
- Being more attractive to others
- Avoiding losing what you possess
- Avoiding losing your job
- Avoiding work and/or effort
- Avoiding criticism
- Avoiding pain
- Avoiding losing money
- Getting promoted
- Improving social status
- Having more free time
- Ensuring security

Note down suggestions for the TITLE for your event and no more than 2 or 3 sentences describing how your workshops solve their most urgent problem. Here are some examples:

REIKI MADE EASY

Stop worrying about your abilities and learn the Six Stage Process for delivering effective healing, from one of the country's celebrated Masters.

EFFORTLESS MARKETING

Develop your personal step-by-step plan for taking control of your business and doubling your profits.

TAME THOSE DOGS NOW!

Work with Britain's top trainer to qualify for the Advanced Diploma in Dog Training. Take your training business to the next level with this revolutionary new programme.

SEVEN HABITS LIVE!

Renew yourself through a practical workshop for learning the Seven Habits of Highly Effective People: Powerful Lessons in Personal Change.

YOUR COMPELLING MESSAGE:

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Reflect on your message, run it past a few trusted friends and contacts. Continue to adjust or improve it if you discover new ideas.

STEP 4 – STRUCTURE YOUR TEACHING PLAN

OK, now you can begin to think in more detail about the ‘content’ of your event. Firstly, let me say that this blueprint is not here to tell you how to teach. There are many styles of teaching and many ways to share your knowledge and expertise with others. However, I do want to offer words of advice about how you STRUCTURE your teaching. You are an expert. You know your work, and probably have considerable knowledge and understanding. But your students probably know very little, or perhaps even nothing at all.

If you want your students to have effective teaching you must plan and structure your event carefully.

SET EXPECTATIONS

Anyone who books on your event will have some expectations about what they will be getting. Most will be seeking some kind of OUTCOME (or you can call it a ‘result’ if you wish). It may be learning something, gaining a skill, becoming more proficient, or simply feeling better, happier or more positive. It’s VITAL that you know what their expectations are. And it’s equally important that you MEET those expectations, so that every delegate achieves the outcome they desire.

Why? Well, obviously as a teacher you will want to ensure your students get the best from your teaching. But also, to build a sustainable, profitable business for the long term, you want EVERY student to do the following:

1. Book on to future events, courses or teaching with you.
2. Tell all their friends, family and colleagues how wonderful your workshop was!

If you don't meet their expectations, neither of these things will happen – a lost opportunity. And if your teaching is really poor, there's a chance they will warn everyone they know to avoid you!

The simple way to ensure you meet your student's expectations is this:

TELL THEM WHAT TO EXPECT!

Yes, I know that sounds simplistic and obvious but you'd be surprised how many teachers fail to let their students know from the outset what to expect and what they will learn during the event. You should have included the outcomes in your marketing material, and you should repeat those at the beginning of your event so that everybody understands and acknowledges them. Do it as part of your introduction to the day.

USE A FRAMEWORK

It's also important that your students have a clear idea about the PROCESS they are going to be going through on the day. Learning is like a journey. You could just start walking, follow the leader, and trust that you'll get there. But it will be far more comfortable, relaxed and efficient if you know where you are going and have a roadmap in front of you while you travel.

Teaching is the same. If you give your students a roadmap, they'll be able to 'see' the process ahead of them, they'll know how far they have travelled at any given point during the day, and they'll better understand how they got to the destination, which as we already discussed, is their OUTCOME from the training.

In training, your roadmap is called a FRAMEWORK.

A framework lists the basic steps you'll be taking to get from the PROBLEM (at the start of the event) to the SOLUTION (at the end). A framework doesn't give the answers, or the details of what will be taught, but it will set out a structure for it.

So, for example, this blueprint is a 12 step process, split into 5 stages. I listed those 12 steps at the beginning of the blueprint so that you could immediately see how the journey would unfold.

I also explained that they have been put into a specific order to ensure that no essential steps are missed, vital for running effective workshops.

Frameworks come in all shapes and sizes. Here are some examples:

A xxx Step Plan – which could be as few as 3 and as many as 12 (for psychological reasons I wouldn't go beyond 12 if you can possibly help it.) A well known example is Stephen Covey's 'Seven Habits of Highly Effective People'

An Acronym – use the letters of a word to highlight the steps in your teaching. For example, PEOPLE could be a course on building better relationships using the following framework:

- Step 1 - Learn about what makes **P**eople tick
- Step 2 - Understand what others **E**xpect of you
- Step 3 - Encourage **O**penness in your relationships
- Step 4 - Be **P**assionate about everything you do
- Step 5 - Learn how to **L**ove
- Step 6 - Go beyond mere friendship and bring **E**xcellence into your life

A Visual Image – use a recognisable object or shape to create a structure which students can visualise. For example, the following pyramid is a well known framework for understanding human drives. It's called Maslow's Hierarchy.



Creating your own unique framework has several advantages:

- It's easy to visualise, so your students are more confident that they will achieve the outcomes for the event.
- It's easier for you to teach, since it creates a built-in structure you can follow. Far less likely that you'll get lost, distracted or confused.
- It's memorable, so your students will be able to recall key details from your teaching just by looking back at the framework you gave them.
- It's easier for your students to describe, for example, when they recommend your courses to others.
- It's unique to YOU, so it helps make your training STAND OUT from your competitors. That's great for marketing purposes.

Consider your programme and see if you can create your own unique framework.

STRUCTURED TEACHING

To stress again, this section is not trying to tell you how to do your job. But it may help you get better results with your students and getting more of them signing up for follow up programmes.

There are few truths about LEARNING that you'll find in almost every manual or guide for teachers:

- We absorb information in small, bite-sized chunks.
- We learn better when we understand WHY we need to know.
- We learn better when we use several 'senses' (eg: hearing, seeing, writing, physical practice etc). The more of these we use, the greater the degree of comprehension and retention of the information.
- We need a break from learning after a while (some say as little as 20 minutes, others say up to 2 hours.)
- When we don't understand something, the brain panics and shuts down. This makes ALL subsequent learning less effective.

BLOCKS OF LEARNING

Taking these truths into consideration, I'd like to suggest you break your training down into 'blocks'. Each block contains teaching on a SINGLE idea, skill or technique. It might be one of the elements in your framework, for example.

And then for each block, structure your teaching as follows:

Grab **ATTENTION** – tell them to pay attention to this next item. This cuts off any dwelling thoughts or distractions after the last block of learning, or focusses their minds after a break.

Explain **RELEVANCE** – tell them why the next item is important and give a reason.

TEACHING – impart knowledge or demonstrate the item, as you would normally do.

PRACTICE – get them doing some kind of practical exercise that helps them apply this new knowledge. It might be a physical exercise, or pair work or discussion groups, or a writing exercise. Something that engages more of their senses.

Check **COMPREHENSION** – ask questions or discuss until you are sure that everyone in the room fully understands the lesson.

By always including these five elements, for EVERY item of learning, you maximise the effectiveness of your teaching, It ensures no one gets lost or left behind and everyone achieves the outcomes for the day. Here's a very simple example, can you spot the five elements?

"Now, this next item is vital, so pay attention!

You'll need to know this if you want to excel in the field of mathematics or impress your friends.

The value of Pi is 1.1415926

OK, let's all write that down on our pads and try to create shapes for each numeral. If you do this exercise every evening for the next two weeks, it will 'lock it' into your memory.

So, is everyone comfortable they know the value of Pi and how to memorise it?

Super, let's move on..."

STEP 5 – YOUR BACK END PRODUCTS

How to Make Money BEYOND your seminar, workshop or training course.

If you've planned your events well and filled your room, you'll be in profit. But there's more. The 'secret sauce' of doubling your profits is to have one to two follow up offers you can make to your students at the end of each event.

Even before you start promoting your first event, you need to think about **additional** needs your participants may have and find ways to meet them. When you do, you add value to your clients, and boost your bottom line. The real cost of marketing is in acquiring a customer, so it makes sense to maximise opportunities to continually add value for each customer in the future, and profit in doing so. So in Step 5 you begin the process of developing a 'back end' range of products and services that help your audience progress onwards.

Towards the end of your workshop is the PERFECT time to offer your students further training, or additional resources. They've had a great day with you, developed new ideas or skills and are excited about the future. And you should encourage them to continue on the path or learning or put their new knowledge to practical use. You can offer things like:

- Books & Guides
- CDs or DVDs
- Home Study Courses
- Advanced Workshops
- One-on-One Sessions with you
- A support service
- Membership of a club exclusively for students of yours

Don't create too many back end products. If you offer a low value book plus a high value retreat, many people will opt for the book and just 'think about' the retreat. It is better to offer ONE follow-up course and invite EVERYONE to continue as a group.

Once you have an idea of what you want to offer, you can begin putting it together alongside your main workshop programme, including creating a Compelling Message for it just as you did for your workshop. And all of this can be done in parallel with marketing and promoting your workshop (Steps 6 and 7 in this blueprint).

HOW TO OFFER YOUR BACK END PRODUCTS

Having run many workshops over the years, I believe this is the optimum process for getting as many students as possible to commit to further products or services towards the end of your event:

1. Ensure you 'seed' your products throughout the event. That basically means just mentioning them briefly from time to time. You may say things like: 'We're now going to do an exercise taken from my home study course.' Or 'I'm going to cover something that I normally cover in more detail on my advanced class.' These seeds will plant themselves in people's minds and grow throughout the day.
2. Just BEFORE the final break or final section of the day, set aside about 15 minutes to make your offer(s). Do NOT do this as the last thing of the day.
3. First ask the group about their thoughts on the event so far...
 - Have you enjoyed it?
 - Any particular aspects that have stood out, or revelations you have made?
 - Have you all achieved what you came for?
4. Providing the class is positive (which they should be), then ask for a show of hands: "who would like to progress to the next level or stage, or learn how to develop this knowledge even further." Hopefully you'll have a sea of hands raised.
5. Briefly describe your follow up course, product or service, and use your Compelling Message for it.
6. Make it a time-limited offer, such as, 'for those who book TODAY I'm offering 10% off', or 'the first ten people to book will get an extra one-on-one session with me, but you must book today.' It is CRUCIAL that you insist that people book today. Experience shows that once people leave the room, the chances of them booking drops from around 80% to about 10%.

7. Then ask if anyone has any questions. You could also ask directly 'Who's in?' or 'Who would like to book?'
8. Then (ideally) break for coffee (which gives people time to ask further questions and of course, to sign up!)
9. If you can't break for coffee, finish the day with something reflective, or a final activity. It raises the energy level and gives people time to think about taking up your offer.
10. Allow 15-30 minutes after the close before you need to start packing the room. Make yourself available to answer questions and take bookings.

This kind of approach will maximise the rate at which students decide to take up your offer. Of course, there are many factors involved but I know of trainers who get 50% or more to progress to a future event. It's the icing on the cake in terms of additional revenue, and if you keep creating back end offers for every event, you'll have a long term sustainable business.

WORKSHOP TIMETABLE

I'm sure I don't need to mention that a timetable, agenda and/or running order for the day is going to be helpful to you as a teacher. Given all the previous points in Steps 4 and 5, I will simply leave you with a sample which has frequently worked for me. This is for a one day workshop but is easily extended or shortened for alternative formats. As you can see there is only roughly 4 hours of actual teaching during the day, about the maximum any normal person can handle.

SAMPLE TIMETABLE

09:00 REGISTRATION

09:30 Introduction, Icebreaker Exercise, Other elements (prayer, meditation, blessing, personal introductions etc).

10:00 Set out EXPECTATIONS, OUTCOMES & your FRAMEWORK for the workshop.

10:15 BLOCKS OF LEARNING

For each block: ATTENTION, RELEVANCE, TEACHING, PRACTICE, COMPREHENSION

11:15 BREAK (coffee & convenience break) – shorter for a small group

11:45 BLOCKS OF LEARNING

For each block: ATTENTION, RELEVANCE, TEACHING, PRACTICE, COMPREHENSION

13:00 LUNCH (People rarely need more than 40 minutes).

13:40 Welcome back with a recap on the morning's teaching

13:45 BLOCKS OF LEARNING

For each block: ATTENTION, RELEVANCE, TEACHING, PRACTICE, COMPREHENSION

14:45 BACK END OFFER (15 minutes)

15:00 BREAK (coffee & convenience break) – shorter for a small group

15:20 FINAL EXERCISE or BLOCK OF LEARNING,

15:50 DISCUSSION & ROUND UP

16:00 FEEDBACK & QUESTIONS

16:15 CLOSING ELEMENTS (prayer, meditation, blessing, etc)

16:30 END OF WORKSHOP (with time to chat, book further events etc)

17:00 PACK UP & LEAVE

STEP 6 – CREATE YOUR MARKETING MATERIALS

You need marketing materials that speak directly to your target audience, addresses their concerns, and demonstrates convincingly that out of all the other things that your prospect could do to solve their problem, YOUR event, above all other alternatives, is the solution that they should choose.

The honest truth is that it would take another entire course on marketing tools and techniques to show exactly how to do that. Writing, designing and managing marketing campaigns has been the backbone of my work for 20 years. And unless you are a designer or technical whizz, I would advise you to work with professionals to get your marketing materials created.

But I can offer a checklist of issues, with a few words of advice. As a minimum you'll need a webpage for your event, and a poster or brochure to use for local promotions or to send out to people who show an interest. A brochure could be a simple folded leaflet.

- You'll need a small library of pictures to use in your materials. Your designer may have images you can use, but if not try www.pixabay.com which is the library I use. The images are free and can be used for commercial purposes. Simply search or scroll through until you find images you like, then download the highest resolution images available.
- Do not 'steal' other peoples' photos from websites. You will almost certainly be infringing someone's copyright and could face stiff charges or legal action. It's just not worth it.
- Have some professional portraits done. It's tempting to ask a friend to take a few snaps or use that photo Auntie Flo did at a party last year (didn't you look lovely!). I've even heard of people using pictures from their wedding day! But nothing says 'professional' than, well, a professional photo. The cost is relatively small compared with the image it conveys of you and your work. Ideally get photos on both textured backgrounds (with lots of space around your head) AND on a white background. Your designer will love you forever if you supply both.

- ALWAYS lead with your workshop title and COMPELLING MESSAGE. That's what it's for! And use a colourful, inspirational photo or design as your cover or main image.
- Keep text short if you can. List features and benefits as bullet points rather than lots of descriptive paragraphs. Remember you are highlighting an urgent PROBLEM then offering an effective SOLUTION.
- If possible, have photos taken at workshops or events you are running. An image from a 'typical' workshop helps set the scene and shows potential delegates what to expect. However, it should NOT be your 'lead' photo – just include it somewhere inside your brochure or on your website alongside the description of your event.
- Use quotes and testimonials from previous clients if you have them. More about these and how to get them later.
- Make sure the DATE, LOCATION, PRICE and CONTACT INFORMATION is easy to find. If it's a brochure I would recommend this information be included on the front or the back, so the reader doesn't have to go searching for it when they want to book. On a website, make it the LAST piece of information on the page for your event. Ideally include it near the beginning too. Once again, it's about making it easy to find – they scroll directly to the TOP or BOTTOM of the page to find the booking information.
- Create an accurate set of Terms & Conditions. These should be included on your website, and available to read at the point where the booking is made. It is ESPECIALLY important to include your CANCELLATION terms either within the Terms, or as a footnote on your event webpage. Cancellation terms and refund allowances are partially driven by consumer law, but are open to your own determination. By law, you must offer a full refund if your customer cancels within 14 days of booking (Consumer Contracts Regulations 2014 in the UK - <https://www.which.co.uk/consumer-rights/regulation/consumer-contracts-regulations>) Generally, it seems acceptable to offer only a partial refund after this time, or no refund at all for late cancellations, but the main issue is that you set out your terms clearly at the time the customer books.

STEP 7 – PROMOTING YOUR EVENT

The Marketing System Which Maximises Registrations at Minimum Cost

So, you've identified your audience and you've come up with a winning topic and title. You've selected a price that they are willing and able to pay and put together a webpage and some leaflets. Now all you need to do is advertise your event and the bookings will flow in, right?

Actually, no, there are a couple of extra steps to do first. That is, if you are interested in making maximum profit from your events.

You see, even if you follow all the advice I've given you so far, and created effective marketing materials, and made sure you get them in front of the right people, you still won't be as effective as you could be, unless you also incorporate a **multi-step marketing approach**.

If you just place an ad or send out leaflets or brochures promoting your events, you have no way of fully measuring or assessing the effectiveness of your marketing materials. You'll get some enquiries and bookings of course, but that's not the whole picture.

Let's say you distribute 500 leaflets. Of those 500, some will NEVER book, no matter what you do. Some will immediately be ready and will call or book. The rest MAY be interested, but, for a variety of reasons, not ready to book right now.

Of the people who saw your ad or picked up your leaflet, how many people eagerly read your information and 'almost booked' but then got distracted? Or wanted to book but couldn't make that time or place? Or would have booked had it been £20 cheaper?

You can't tell. In fact, you have no way of measuring any of this, UNLESS you create an interim step in the process and ask them to 'raise their hands' first.

If you don't give people a chance to 'raise their hands' first, you will have no way of identifying who those 'interested, but not right now' people are. And every time you want to re-promote your event, you will have to repeat the WHOLE exercise including sending information to all those people who will NEVER buy from you. Not only is this wasteful, it can be expensive.

TRADITIONAL PROMOTION

1. Place an ad or send brochures about the event
2. Take bookings
3. Repeat

MULTI-STEP PROMOTION

1. Place ads or send leaflets asking for interest
2. Collect details of those who 'raise their hands'
3. Send follow up messages and brochures ONLY to those people
4. Take bookings
5. Repeat steps 3 & 4

You need some way of identifying those people who are 'interested, but not right now.' It therefore makes more sense to generate a response first, and then focus your follow-up on those people who have 'raised their hands.'

A multi-step approach starts by giving people the opportunity to 'raise their hands' and express an interest in the topic. They are added to a mailing list or group that you manage. Then you follow up on their initial interest by sending a sequence of messages in which you promote your event. When you build your own list, you know that every contact is someone who has demonstrated an interest in what you have to offer. You can be confident that the names and addresses you collect are completely up-to-date, and over the long-term, building your own list is much more cost-effective than running the same adverts or leaflet drops over and over again.

The great thing about this system is that not only will it maximise registrations the first time you offer your event, it will also provide you a ready-made audience the NEXT time you run the same event or offer an event on a related topic, so long as you stay in contact with people who have 'raised their hands' and build a relationship with them. The cumulative effects of this are very powerful. Before very long, you establish yourself in a position where you have built an ongoing relationship with people who like you, trust you and are willing to work with you, potentially for years to come.

So I want you to create your own list by getting people who are ALREADY interested in your topic and looking for a reason to 'raise their hands'. Then focus your energy and attention on this smaller group and have a system in place for converting those 'raised hands' into paying customers.

The reason for mentioning this here is because I really want to emphasise the importance of creating ongoing relationships with your contacts and students. Wouldn't it be great if you could get to a point where simply announcing the event to your mailing list is enough to get you the bookings that you want? IT IS POSSIBLE!

THE MULTI STEP PROMOTIONAL PLAN

It consists of just 3 steps:

1. Building your own list of qualified and interested prospects through placing ads, social media posts, leaflet distribution or doing joint ventures.
2. Making compelling offers to these prospects using sequenced mailings of brochures, sales letters or emails (or a combination of all of them). This will result in bookings.
3. Making additional (and ongoing) sales to the people who have already bought from you by offering additional services, products or third-party products and services.

That's it. It's really that simple.

In the next part of this blueprint, we will be looking at each of these steps in turn and how they apply to your unique situation.

HOW TO BUILD A LIST

As I have already pointed out, when it comes to marketing events, an efficient and effective technique is to build a great list of people interested in your work.

And you do this by giving people a compelling reason to say, 'tell me more!' Find ways to make your market come forward with minimal effort on your part.

Give them a free sample of what you're offering that will attract them to your work.

This could be a taster event, a free report, a teleseminar, a guided visualisation exercise, or perhaps even a short e-course based upon your longer event. It's basically a free gift for people but I prefer the term 'attraction' because that's exactly what it is designed to do.

This is known as **lead generation** and the most important thing to remember is that at this stage you have one goal and one goal only: **to get qualified prospects to step forward and make themselves known to you.** If you try to do more in your lead generation, you'll fail. Your lead generation message is to do one job and one job only, and that is to get your prospect to respond!

Here's how to make lead generation work for you:

- Decide what kind of free information will motivate your target market to respond.
- Construct a lead generation message that motivates them to respond and request your attraction.
- Place your messages in locations where your audience is already hanging out in large numbers.
- Use a simple, preferably automated system for registering their details, giving them access to your attraction and then sending out follow up messages as easily as possible.

HOW TO CREATE AN ATTRACTION THAT MOTIVATES PEOPLE TO RESPOND

As with your main workshop Compelling Message, the key is to make sure that your attraction relates to a question or a problem that your prospective clients have. In fact, your attraction will need its own Compelling Message, so refer back to Step 3 in the blueprint for inspiration.

When coming up with your attraction there are two things to consider.

1. Choose something that has a perceived value that **MAKES** people want to respond. Your 'free sample' should **DO** something for them. Suggest you have a simple solution to a small problem or answer a question they have. It should give them something that would cost them in time or money to source elsewhere. Naturally, it can't be exactly the same message as your workshop programme, but it could be one small part of it.

2. Next, you need to find a way – that doesn't break your bank – to **DELIVER** your attraction. Here are some options:

- Free Report or Guide – delivered online or via email.
- Free Audio or Video which you can offer via YouTube or on your website.
- Free online live seminar – www.zoom.us is a free app for running seminars online. Once set up, you simply sit at your desk and broadcast live to all those who have registered. An ideal seminar is between 30 and 60 minutes long.
- Free or low-cost 'taster' event – this might be an hour-long talk offering a small part of your longer programme, although this is really only suitable for a local audience.

Now that you have come up with your attraction, you need to create a strong message that invites people to claim it. This message can be posted on Facebook and other social media platforms, or can be printed on to a simple low cost leaflet and distributed locally.

Finally it could be used as the basis for low cost adverts in specialist magazines or websites

This message DOESN'T need to mention your event. There will be plenty of time and opportunity to tell people about your event later on. The goal is purely to get people to respond and register their interest.

Make sure the message includes:

- An attention-grabbing headline, which can be identical or similar to the one you created for your event.
- Your Compelling Message or a cut down version of it.
- No more than 2-3 additional bullet points about the attraction you are offering. Remember the goal is to grab the reader's attention, to create a 'That's me!' response and encourage them to register to receive the gift. After all, it's FREE so it should be a quick, easy decision for them.
- Finally, include your SINGLE CALL-TO-ACTION – which should be as simple as possible. For example: CLICK HERE TO REGISTER FOR YOUR FREE xxxx – www.website.com/whatever
- If you feel that substantial numbers of prospects are unlikely to have access online, then include a PHONE NUMBER, but ONLY if you are prepared to take phone calls day and night!

Where to send people to register

You need a place to hold and manage all the contacts your lead generation campaigns will be generating. It's possible of course, to take contact details directly and keep them in a file, or on a spreadsheet on your computer. But this will be an extraordinarily time consuming and complex task.

Instead, you should set up an account with a **mailing list app**. Examples are listed below. This requires a small amount of technical work, so you might want to ask someone with technical knowledge. You are very welcome to contact the Effortless Marketing team for assistance.

Well known mailing list apps include <https://mailchimp.com/>, <https://www.aweber.com> and <https://www.constantcontact.com> and there are many more. Most offer a free trial, or a free plan up to a certain number of contacts.

You will, at some point, need to pay a monthly registration fee based on the number of contacts on your list. If you're serious about growing a workshop business this is an essential tool and worth every penny.

One final note: my own company, Ashton House Media, also offers mailing list management as part of the service we offer to clients. This has several advantages over doing it yourself. You are welcome to contact us to discuss your plans.

Once you sign up with your chosen app, you'll be able to create a link that you include in your lead generation adverts or leaflets, or add as a lead generation link to your website, Facebook profile page and other social media pages.

Where to run your lead generation advert

When deciding where to advertise your attraction, the key question to ask yourself is: who already has a relationship with the people I want to reach? Here are some examples:

Local shops, clubs & communities

There's absolutely nothing wrong with going back to basics, jumping in the car or hitting the streets with a bag of leaflets and A4 posters. It's how I started my business 20 years ago and I know of several very successful entrepreneurs who started the same way. Many establishments will be happy to put up a poster or leave a small pile of leaflets on a counter – you just have to ask. And don't forget therapists, practitioners and counsellors, all of whom may be interested in helping you fill your events.

Whether you drop leaflets door-to-door is questionable, but it depends very much on the kind of training you offer. It might seem impractical, for example, to do a door drop on something like spiritual development. But then I read recently that 50% of Britons believe in angels, so maybe it's not such a bad idea after all!

Shows, fairs and exhibitions

Shows can be expensive and time consuming. As well as the cost of your stand or table, you'll spend the best part of a week preparing, attending the event and recovering.

However, if there's a local event that perfectly attracts your target audience, it may be worth the effort and you could easily walk away with several hundred contacts. You can offer your attraction to everyone who registers, maybe offer a prize draw to attract even more registrations to your mailing list, and it makes sense to promote any upcoming events at the same time and take bookings directly if you can. My advice: make your table as colourful as possible and take an assistant! And keep the rest of the week free to type up all those email addresses.

Professional Association Newsletters and Magazines

It's not unusual for professional associations to send out a regular newsletter or magazine to their members. This can be a fabulous place to send articles, press releases, ads or inserts, and can often be a VERY cost-effective way of reaching your target audience. If you form a relationship with the organisation, they might even end up endorsing your product or service to their members, so bear this in mind as a joint venture opportunity too.

General Local Newspapers and Magazines

Think about what newspapers your ideal clients would read. Even if you're selling business-to-business, remember that your customers will also read consumer press.

Consult a guide like *The Writers and Artist's Handbook*, which includes lists of publications. Take a trip down to your local library to see what publications they stock. If you have a business library nearby, even better. Make a list of the publications and magazines that may be suitable vehicles for lead-generation advertising.

Online Vertical Portals

Vertical portals (also known as vortals!) are websites that have been developed to meet the needs of a very specific market. A vertical portal strives to meet the need for information, products and services, by becoming the online resource for that specific market. In other words, they've been designed for a 'hungry crowd'. For example, www.healthypages.co.uk is an example of a vertical portal specifically for those interested in holistic therapies and practitioners.

As an event promoter, if you can find a vertical portal that is already attracting the people that you want to get into relationships with, they may be perfect sites for placing small lead-generation ads.

Social Media

Whether you love it or hate it, or are completely indifferent, social media is here to stay! It's also now the most dominant, easiest and most efficient way to reach people online. Some would also claim it's very cost-effective but in my own experience that depends on how savvy you are with your marketing budget!

If you're already a social media bunny, then you probably already recognise the potential for building an audience through your profile pages and posts. And you may be aware that you can also 'boost' posts or run advertising to reach targeted audiences.

If, on the other hand, you're new to social media, you have a bit of a learning curve to get through and I would recommend starting by searching for tutorials on YouTube. Search for videos on subjects like 'setting up a Facebook account' or 'how to start advertising on Twitter'. I would love to be able to give you more information in this blueprint, but it would double the page count!

The One Thing You Must Know Before You Spend A Penny On Advertising!

If (or more likely when) you begin paid advertising it's vital you manage your costs. You'll never know what response you'll get from an ad until you test it. But you need to measure more than just the number of responses – you need to measure the conversion rates over time and the 'cost-per-sale'.

Look at the following example:

Cost of Ad	£35	£70
Responses	100	20
Cost per response	35p	£3.50

In this example, ad 1 costs £35 and generates 100 responses, whereas ad 2 costs twice as much and only generates 20 responses.

Which ad would you run again? It's a 'no contest' isn't it? The cost of response from ad 2 is ten times higher than ad 1. Ad 1 is the clear winner. Well maybe, maybe not. We also need to take into account the QUALITY of the responses generated, and we can only measure that by tracking the sales generated from each ad.

Let's look a little closer:

Cost of Ad	£35	£70
Responses	100	20
Cost per response	35p	£3.50
Sales	2	5
Cost per sale	£17.50	£14

When we look at the actual sales generated, we can see that although ad 2 produced a much smaller response, a much higher number of that group actually went on to buy. Comparing the 'cost of sale', we can see that ad 2 actually had a LOWER cost of sale than ad 1.

You must test advertising and measure the results, and you must measure the results over time.

And remember, if you have a method of staying in touch with people who have 'raised their hands', over time, the conversion rate of responses to sales will increase. On one of my lists, typically only 2% of people buy something immediately when they join, yet this figure increases to 21% over a period of time. So, in the long run, 1 in every 5 people who join the list will, at some point, buy a product or service. It's comforting to know when you've just spent 3 days at an exhibition, and then another day typing 200 email addresses into your list. That's actually 40 new customers – eventually!

Whatever methods you use for promoting your attraction and then your events themselves, it will help you enormously to get into the habit of keeping track of each 'campaign' like this.

HOW TO TURN 'RAISED HANDS' INTO CONFIRMED BOOKINGS

You've managed to get people to 'raise their hands', how do you convert this interest into paying business?

You need to make the path from 'I'm interested. Tell me more!' to 'Great. I want to book! How do I pay you?' as smooth and easy as possible. You need to really understand the process that your clients go through as they evaluate you and make the decision to buy from you. The better you understand this process, the more you will be able to convert prospects into paying clients.

You may also need to install systems that make it physically easier to buy from you; this could mean automating the buying process on a website, hiring staff or a virtual assistant to process orders for you, or being able to take payments by credit cards. The easier you can make it for people to place a booking, the more bookings you will generate.

SET UP YOUR WEBSITE

At the heart of that process should be your website. It's almost impossible to run any kind of business these days without a website, but it needn't be overly fancy. To promote events, you really only need the following pages:

- A 'Home' page where your customers initially 'land' when they click or type in your web address. This page can be a general introductory page about you and your work, which then highlights your workshop event(s) and links to...
- A dedicated 'brochure' page for each event – essentially your brochure content, compelling message, bullet points, booking details etc
- If you only have one event, you could simply reproduce your brochure on the Home page.

SEND ANNOUNCEMENTS

Once you have your website set up, you can begin sending emails to your mailing list. As with most marketing techniques, there are no right or wrong ways to do this but here's my advice from years of sending newsletters and announcements.

- Don't send too many. One or two messages per week seems to be an optimum number. You'll see some so-called 'marketing gurus' sending out daily emails. It seems like desperate measures to grab as much business as possible. With so much spam and junk mail, many people are put off by being bombarded in this way.
- Make sure at least ONE message each week includes useful or inspirational content. Maybe hints and tips, inspiring stories or short ideas that your readers will enjoy. You can still mention an event at the end, with your website link.
- When you send a promotion for your event, focus on your Compelling Message or ONE SINGLE aspect of your programme. For example, an important benefit, idea, lesson or technique from your course. Just ONE, no more.
- Try to grab your readers' attention with a strong headline. Challenge your readers or pique their curiosity.
- Keep the message short. Maybe 2-4 paragraphs with your key message and a short description. Stay focussed on BENEFITS wherever possible and avoid hype. Email marketers tend to overdo the hype.
- Don't forget inspiring testimonials from former students can make great messages that will motivate readers, as long as they are genuine.
- Include ONE Call-To-Action which, of course, is to click through to your website. This is another common mistake, with messages that say 'you could do this (link) or this (link) or this (link)'. Most readers won't click on any of them. Readers typically take a few seconds to scan a marketing message, maybe a minute reading it if it grabs their attention and then it's either CLICK or DELETE. Don't make it any harder than it needs to be for them to choose to CLICK.

- You don't need a lot of photos or images. I usually include one at the top of the message. Some readers will never see the images depending on how they receive email, so don't rely on the image to 'sell' your workshop or offer.
- DO include offers like discounts, bonus items etc, but NOT in every message, and try as much as possible to have a sensible reason for the offer. Most people will accept an 'early-bird' discount for a new event, but 'here's 10% off just because it's Friday' looks, well, just a bit desperate, don't you think?
- Vary your days and times and measure the results. The way in which people open and respond to emails seems to ebb and flow. Most email systems (including the ones listed earlier) will tell you how many people opened your newsletter and how many clicked on the link. Review them every now and then. You may find patterns emerging that work for your market, so if 7am on Saturday morning seems to produce an above average response, stick to it. But keep an eye on it in case things change. Having tried 'fixed' times like Fridays at Noon, and variable times, I can honestly say there is no perfect day of the week or time of day to get the best results. And be aware of events that maybe competing with your marketing. A message sent out in the middle of the World Cup Final, or during a Royal Wedding, is likely to be ignored!
- Don't forget to cut and paste all your newsletters as Facebook posts, Instagrams, LinkedIn messages and Tweets (character count permitting) or on whatever your choice of social media platform happens to be.

In-depth Marketing

I could go on for many pages discussing marketing tools and tactics. Hopefully the last few pages have given you some guidelines on some of the simpler and lower cost activities that will get you started. They may be enough for the short term.

If you'd like to develop your marketing knowledge or skills, develop a detailed plan of action or work with me as a mentor to advise and support you, make contact and let's set up a time for a free Discovery Call.

STEP 8 – HANDLING ENQUIRIES AND BOOKINGS

PAYMENT PROCESSING

Most event organisers start by taking payments through one of two systems – PayPal (www.paypal.co.uk) or Eventbrite (www.eventbrite.co.uk). You will naturally pay a fee, but only each time a booking is taken. I have no particular preference, so leave this for you to investigate. You may need a little technical help to set this up and add the payment link(s) to your website.

If you wish to take telephone bookings you'll either need a credit card merchant account (through your bank) or an account with www.squareup.com which allows you to take credit and debit card orders and input the details directly on screen.

Finally, if you wish to take credit or debit card payments directly in the presence of your customers (say at a show) then order either a 'PayPal Here' box (which is linked to your PayPal account) or try www.iZettle.com

All of these systems will be linked to your bank account so that funds are transferred within a few days (with PayPal you initiate the transfer manually whenever you wish.) If you're serious about building a business then I strongly recommend you get a business account set up, although it's perfectly possible and legal to operate as a sole trader using your personal bank account. You don't need to register as a limited company or have a company name. If in any doubt about the best way forward, consult with an accountant who specialises in supporting small businesses.

Do make sure you investigate rules and procedures for keeping receipts and accounts. And when you reach the heady heights of taking more than £85000 in any single 12 month period, you'll need to register for VAT.

ENQUIRIES

In a perfect world, your prospects would register for your mailing list, open your emails, click on your website, book a place on your workshop and then just turn up on the day. Sadly, we do not live in a perfect world. Many of your delegates will want more information, or want to confirm the details with you, just to be sure. Some will lose the booking details, have special dietary requirements and may even ask if you know the latest train back to Birmingham after the event.

So prepare yourself as best you can with this checklist.

- Prepare an information sheet for the event with all the details from your venue selection process, along with the agenda for the workshop itself. **KEEP IT ON YOUR DESK.** That makes it easy to access when you get calls or emails.
- Send a confirmation email as soon as a student books (you may be able to automate it through Eventbrite or your payment system). Include ALL the following details if you have them:
 - o Name & address of the venue (with website link if they have one).
 - o Travel directions (road, rail and bus).
 - o Parking arrangements and charges.
 - o Information about catering, allergies, disability access etc.
 - o Timing of the day (arrival and departure times) Suggest people aim to arrive about 30 minutes before your start time (people arriving too early can sometimes be as disruptive as people arriving late.)
 - o What to bring on the day (or say 'you don't need to bring anything on the day').
 - o Suggest they print this email and bring it with them to the event, or send them a formal ticket if you feel inclined (once again this can be automated in systems like Eventbrite).
- Send regular reminder emails to everyone who has booked. I would suggest a couple of months prior to the event, then four weeks prior, and a final reminder one week prior.
- Have a copy of your Terms & Conditions to hand in case anybody cancels. Then you can advise on what level of refund (if any) they are entitled to.
- It is also well worth keeping an up-to-date delegate list to hand, so that you can annotate and make notes when calls or emails come in.

- Take all of this information with you on the day. Occasionally you may need to refer to it.

My only other piece of advice on enquiries is to always remember that every customer has the potential for a long term relationship with you, and as well as future bookings, they may well recommend you to others. However frustrating someone is, always try to stay calm, be generous with arrangements and refunds and let them know you want to support them as best you can. Good luck!

STEP 9 - PREPARATION

So here we are, just a week or two away from the event, fully booked and the prospect of a room full of eager students. Congratulations!

From a marketing point of view all the hard work is now done. It's over to you to deliver a great workshop, wow your students and then get as many as you can to invest in your back-end products.

You should have already set out your timetable, designed your framework, blocks of learning and lessons. Hopefully, you've tested them out or done a trial run. If you haven't yet put together any materials, worksheets or manuals then that should be your priority.

The following checklist should get you through the final few days before the event. I have always kept a number of large plastic, lidded boxes for all my workshop materials. They stack in the car very easily and are big enough to carry materials yet not too heavy when full.

WORKSHOP MATERIALS CHECKLIST

- Print worksheets or manuals (one for each delegate, one for yourself and couple of spares in case of late bookings, coffee spills etc)
- Print feedback forms
- Print leaflets and/or booking forms for your back-end products
- Laptop or tablet if needed
- Speaker / MP3 player (for music/meditation)
- Delegate List
- Badges & Spare Labels for errors (I simply hand write sticky labels as badges – you may prefer clip-on badges or lanyards)
- Cash Float Money (if you plan to take cash payments and for any expenses on the day)
- Receipt Books (if you wish to issue receipts for payments for back end products)
- WiFi code for venue
- Contact numbers (venue organiser)
- Tablecloths (if the venue does not supply them)
- Clock or watch (for teacher to keep track)
- Candle, crystals, essences – and all things spiritual
- Flowers and a vase (fresh flowers in the room do make a huge difference)
- Signage – such as pull up banners or posters if you use them
- Matches/Lighter – for your candles
- Bin Liners – handy in case you find there are no bins
- Tissues – for you and your delegates
- Blu-Tack, Tape, pins, Scissors – not always needed but handy to keep just in case
- Flipchart pens – always take your own if even if the venue supplies the flipchart.
- Business Cards, brochures, leaflets – especially for your next event!
- Specialist Equipment (for your teaching if needed)
- Gifts and giveaways if you plan to offer them
- Reference books – you may not need them but occasionally you may want to refer to something or look something up during a break.
- A Trolley – for loading and unloading
- Video & Still Cameras – if you plan to record your events
- Extension reel – for cameras or your laptop
- Pens, Pads and Clipboards – if not supplied by the venue
- Coffee/Tea/Milk/Sugar – if you're in a church hall or community centre it's wise to take your own supplies
- Spare clothing – if there's a spill, you'll be able to quickly change
- Mints, sweets & energy bars (to keep you going)
- Basic first aid – pain killers, plasters, cleansing wipes plus any medication you need personally

FOR TRAVELLING

- Directions, maps and contact details for your hotel and venue
- Your travel bag (clothes, toiletries etc)
- Delegate list in case you get calls en route
- Breakdown contacts, local taxi contacts, Uber – if you break down en route you need to move FAST to get yourself and your materials to the venue.
- Charger cables and battery pack for your phone

STEP 10 – ON THE DAY

The following pages are a running checklist that I use throughout my events. It works for any kind of event, except perhaps for retreats where you may have breakfasts, evening meals, excursions and other extraneous activities taking place around your teaching.

One big question I have for you: **do you have an assistant to help you on the day?** It may seem like an unnecessary expense for a small workshop, but a good assistant can take much of the pressure off you, allowing you to focus on your teaching and the needs of your customers.

Good assistants have, ideally, been to a previous workshop so know the basic elements of your work. They also need to be able to follow a checklist and be mindful of the needs of the group. They deal with admin, of course, and help with setting up. But also, they are the person who steps in if there's a problem, who 'steps outside' with a student if there's an emotional or spiritual emergency, who fields questions from delegates so that you can take a short break, and above all, is ready and able to take orders and bookings for your back end sales.

I've split the running checklist into two columns – one for you, one for your assistant. If you're on your own, then you clearly must think about both columns and prioritise your list.

There are also some references for setting up the front of the room (for the speaker) and back or side of the room (for the assistant).

ROOM SETUP / LAYOUT

Rooms vary hugely, of course, but here is my suggestion for the important items needed on tables at each 'end' (although both tables may be at the same end, or at the sides!)

SPEAKER'S SET UP

(front of room)

- Laptop or tablet
- Music player & Speaker
- Tissues
- Running order and copy of materials
- Flowers, crystals, essences etc
- Water, Sweets, Energy Bars
- Flip chart pens, pad etc

ASSISTANT'S SETUP

(back or side of room)

- Materials and handouts
- Delegate list & Badges
- Pens and pencils
- Mobile Phone
- Basic first aid
- Back end products with orders forms
- Credit card reader / Cash float
- Copy of Running Order
- Tissues

Examples



FACILITATOR

ASSISTANT

PRIOR TO LEAVING HOME

Check you have:

- Map, directions and contact details for the venue
- All materials packed
- Delegate list and contact details for participants
- Checked traffic/travel conditions (radio or online)

ON ARRIVAL THROUGH TO REGISTRATION

- Unload Vehicle
- Move all boxes and materials to the workshop room
- Park Vehicle
- Check room layout and set up
- Check any music and/or presentations are working
- Make any spiritual preparation (clearing negative energy, blessing the room etc)
- Prepare yourself (change of clothes, make up etc)

- Unload Vehicle
- Move all boxes and materials to the workshop room
- Make sure you know where the lifts, toilets and fire escapes are located
- Assist with setting up - make sure you know how to operate the heating/air conditioning, lights, and audio visual equipment
- Check that any signage provided by the venue is correct.
- Place pop up banners and signs at the venue entrance and/or along corridors
- Make yourself known to reception and let them know you are ready for delegates.
- Check the refreshments times/schedule with venue
- Have your delegate list and any handouts ready to welcome delegates as they arrive

DURING WORKSHOP SESSIONS

- Welcome your delegates
- Check names against delegate list, hand out badges and materials
- Deal with any seating issues, coats, bags etc
- Once settled, phone anyone who hasn't arrived yet
- Begin on time but allow for late arrivals during your introduction and icebreaker activity
- Be ready to bring in late arrivals and get them seated
- Begin the main workshop programme
- Take photos and/or video discretely if required
- Be on standby to assist with problems (heat, air conditioning, audio visual, noise from outside the room, problem delegates)

BREAKS AND LUNCH

- Eat/drink FIRST, then make yourself available for private discussion and questions if you wish
- Check refreshments about 10 minutes before each break
- Make sure the teacher has his/her refreshments & lunch
- Be available to help with refreshments and direct people to the toilets
- Clear up where possible to minimise disruption later
- If products are being sold during breaks, stand by to take orders
- Remove any rubbish that has accumulated

AT THE CLOSE

- Be available to answer questions after the event
- Be on standby to take orders/bookings
- Pack away
- Pack away
- Final check of room just before leaving - especially...
 - chargers and power cables
 - items left under desks and chairs
 - items left behind by delegates (take them with you or leave at reception)

STEP 11 – FOLLOW-UP

It's important to follow up with delegates after each event and make the most of any opportunities that arise.

- Thank everyone for attending and offer any final nuggets of wisdom and advice.
- Get positive testimonials from students – that you can use for promotion and publicity for future events.
- Mop up any final sales of back end products or bookings for future events.
- Invite delegates to join your mailing list (although most will already have done so) and/or Facebook Group if you have one.

An immediate email to everyone within 3-4 days of the end of the event should cover those issues. But you may also want to send a further follow-up about a week or two after the event as well. You might choose to include one last reminder of the key messages from your workshop. Something that starts with: *'It's been two weeks since our wonderful time together and I just wanted to offer a final note and remind you of the next steps you can take.'*

HOW TO COLLECT TESTIMONIALS

As I stated earlier in the sections on materials and promotion, testimonials are a powerful tool in your marketing 'arsenal'. And by far, the best time to ask for them is at the end of your event. Your attendees will never be as enthusiastic about your message and your teaching as they are during the final hour of your event.

An ideal way of collecting testimonials is to hand out 'feedback' forms. Include open questions like:

"What issues in your life or business did you hope the workshop would address?"

"How will the workshop help you in your life or business?"

"Which parts of the day did you find most inspiring or useful and why?"

"If you could describe your feelings about the event in one sentence, what would it be?"

Leave plenty of space for their answers. These kind of questions will give you quotes you can use in a 'before & after' testimonial, plus the odd short 'soundbite.' Both can be useful for future marketing.

And at the bottom of the form, make sure you add a prominent TICK BOX asking for permission to use their name and comments on your marketing materials.

Finally, consider carrying a video camera with you to your workshops. This could be set up at the back of the room. Then encourage delegates to say a few words to the camera about how they enjoyed the day and what it has meant to them. This can work if you have an assistant with you and a little spare time at the end of the event. Many people are shy or reluctant to speak, so may need a little cajoling.

Another source of testimonials is past attendees. Email or call and explain that you're working on new marketing materials. You could even offer a little bonus item in return for the testimonial.

Follow up any unique or interesting feedback with a telephone call or email to gather more information. Some may evolve into larger 'case studies' that you can use.

Even if you haven't run an event yet, you can collect testimonials about YOU from people who have worked with you in the past. When I first started running events, I solicited testimonials from my former employer about my role as a manager and mentor for my staff.

STEP 12 – COMMUNITY BUILDING

There is one final step in this blueprint which is to put in place systems that allow your followers, customers and students to share their experiences and continue to stay in touch with you and each other. Building a community like this has several powerful benefits:

- They gain additional and ongoing benefit from your workshop programme.
- You can send updates, revisions and the latest thinking, keeping them up to date with new ideas or techniques.
- You can continue promoting your follow up events, home study courses, books, CDs and other back end products.
- You can easily introduce them to other teachers, as part of joint promotional campaigns.

If you have your mailing list system in place, then it's an ideal tool to keep in touch as part of your weekly emails and newsletters. Most email systems have the ability to attach 'tags' to contacts so that you can search for, say, all the contacts who have attended specific courses. In that way you send customized emails to specific groups of contacts.

You should also take a look at FACEBOOK GROUPS. These groups can be set up by anyone, with the intention of bringing people together with common interests. You may wish to set up a group for all your contacts, or a dedicated support group just for workshop participants. Facebook Groups can be public or private (by invitation only) and one of their most powerful features is that anything you post in the group will automatically be notified to every member. They can then post responses, share their thoughts and support each other.

I just want to stress again, that building an ongoing community is the most effective and efficient way of growing your business over the long term. It will require a few hours each week to monitor and keep in touch but can be incredibly effective for filling future events.

CLOSING THOUGHTS

Now It's Time To Take Action!

In this blueprint, I've given you a complete system for planning, promoting and managing your own profitable events. But this is not the end. This is 'only the beginning' as they say.

The next step is for you to put this into action.

From my experience working with hundreds of clients over the years, I know that some people are incredibly self-motivated and have the ability to follow a plan and take consistent steps until it's accomplished. If you're one of those people, then congratulations, go ahead and get started! And be sure to keep me posted of your progress and successes.

But the majority of people, in my experience, want and need ongoing support and motivation. In an ideal world, you'd have an ongoing structure that keeps you moving, holds you accountable and sticks with you until you accomplish what you set out to achieve. With that in mind, I have put together a special 12-week programme to smoothe your path to profit. It's a combination of weekly mentoring sessions with me by telephone or Skype, plus support for you in completing each step in the blueprint. Depending on your circumstances I can offer considerably more depth and detail than I've been able to squeeze into this guide.

If you're ready to kick-start your workshop business and guarantee success for your first event, visit the webpage here to book a place on the programme, or to set up an initial 'Discovery Call' with me to see if there's a 'fit'.

www.EffortlessMarketing.co.uk/blueprint

I also run a publishing business, Ashton House, and we are always looking for talented teachers, authors and practitioners to work with to create online courses. Ashton House has the skills and resources to bring your knowledge to the world and create a passive income for you for many years to come.

Whatever 'next step' you opt for, don't let these ideas collect dust. Your talents and gifts deserve a wider audience. You've got this far because you were inspired or called to share your knowledge, skills and experience – don't let that go to waste!

I wish you every success in your new venture and for your future.

Richard Haywood

www.EffortlessMarketing.co.uk