Advanced Client Getting The Workshop Model

The Product

- What
  - Choose Your Topic
    - Audience
    - Target Market
    - Time Frame
  - Delivery Method
    - PowerPoint
    - Interactive (small group)
    - Podium Only
- How
  - Online (Internet Based)
    - Webinar
    - Teleseminar
  - Offline (In Person)
- Tools of the Trade
  - Laptop
  - Projector
  - Screen or Backdrop
  - Sticky Notes/Paper/Pen
  - Flip Board or Chalk Board
  - Props
  - Giveaways or Prizes

Your Objective

- The MET Formula
  - Money
  - Exposure
  - Traffic
- Goals
  - Public Speaking
  - Lead Gen Magnet
  - Educator
- Platform
  - Offline
  - Online
- Purpose
  - Presentation
  - Workshop
  - Seminar/Event

The Plan

- Who
  - TBK Formula
    - Target Audience
    - Benefits
    - Keywords
  - Groups/Associations
    - Chambers of Commerce
    - Business Associations
    - Networking Groups
    - Charity/Non Profits
    - Cooperative Markets
  - Joint Venture Partners
    - Sphere of Influence
    - Cold Contacts
      - Business to Business
      - Corporations
- When
  - Scheduling
    - Lunch and Learn
    - After Working Hours
    - Weekend Workshops
  - Theme Based
    - Holidays
    - Make it Fun
  - Event Based
    - Local Events
    - Tag a Long
    - Charities/Non Profits
- Where
  - Public Venues
    - Libraries, Public Space
    - Coffee Shops (Panera or Starbucks)
    - Hotels/Meeting Spaces
  - Event Spaces
  - Private Venues
    - Homes
    - Offices

Fortunes in the Follow Up

- During Presentation
  - Introduction
    - Position is Priceless
    - Undeniable Statement
    - What to Expect
    - Why You?
- After Presentation
  - What they Got
  - Call to Action
    - Opt In
    - Offer
      - Time Sensitive
      - Discount or Coupon
    - Next Action
      - Book a Meeting
      - Sign Up for Next Event
- Follow up Game Plan
  - Email Series
  - Phone calls
  - Appointments (BAMFAM)
  - More Workshop
- The Ripple Effect
  - Creating It
    - Positioning
    - Exposure
    - KLT
      - Know
      - Like
      - Trust
  - Cultivating It