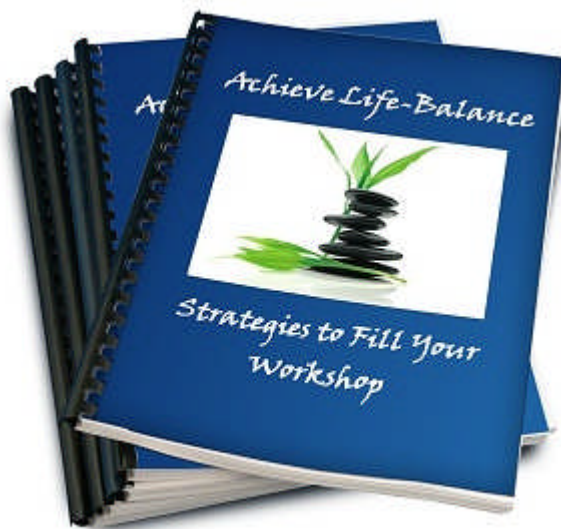


SUCCESS SERIES FIVE



- Book Three: ***Strategies to Fill Your Workshop***

Achieve Life-Balance



Strategies To Fill Your Workshops With Qualified, Ready To Buy Participants!

5 Strategies That Get Results

This training comes with your
Achieve Life-balance Facilitator's Package.

Congratulations!

Contained within this special report are 5 strategies that will help you fill your workshops with qualified, eager, and ready to buy participants!

Workshops are a powerful tool for growing a business. Used effectively, workshops can generate substantial additional income, establish you as a credible expert in your market, attract more prospects into your business, and convert participants to clients. And with workshops you get all these benefits and the satisfaction of providing a valuable service that impacts the lives of those you serve.

But often coaches struggle with how to incorporate workshops into their business model because they lack assurance in the creation, the marketing, or the delivery of their workshops. Some coaches don't use workshops as part of their business offerings because they do not have the time or the expertise to create a workshop that they can deliver with confidence. Others have difficulty because they do not have an effective marketing strategy to fill their workshops. And there are those who are not secure in their ability to facilitate a workshop with certainty and ease.

In our Special Report, ***Keys to Facilitating a Successful Workshop***, we cover in detail numerous tips on how to conduct

impactful workshops with confidence and ease.

In this report we will look at five strategies for filling your workshops with prospects who are ready to learn, and ready to buy. We'll also discuss how to move your participants into the next phase of your relationship together, and how to stay in touch with those who want to continue a relationship with you but are not yet ready for the next step.

Introduction

How To Fill Your Workshops With Qualified, Ready To Buy Participants!

5 Strategies That Get Results

You've got a great workshop. You're excited to present it to others and help them to solve a significant problem or make an exciting improvement in their life. The workshop is filled with great knowledge, life changing insights, activities, exercises, reflection and sharing that you are confident will make a difference in the lives of those you serve.

But you are not sure of what strategies and tactics to take to ensure you reach the right audience, say the right things that will get them to stop and take notice, and be willing to invest their time and hard earned money to attend.

This report will cover 5 strategies for successfully reaching your ideal audience with the most compelling message, how to use the perfect timing to get them to respond and take action, and what to do to maximize the profitability of your workshop. Let's first start with Strategy #1 – Choosing a Market.

Strategy #1 – Choose a market

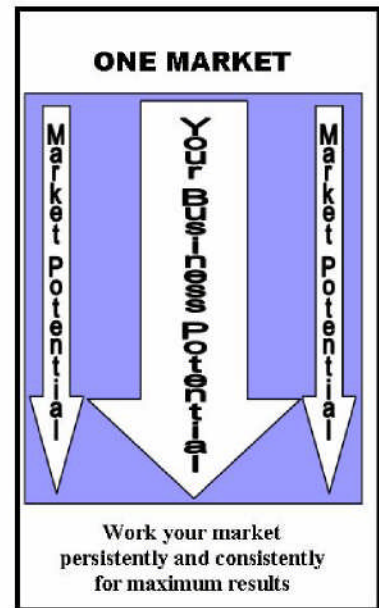
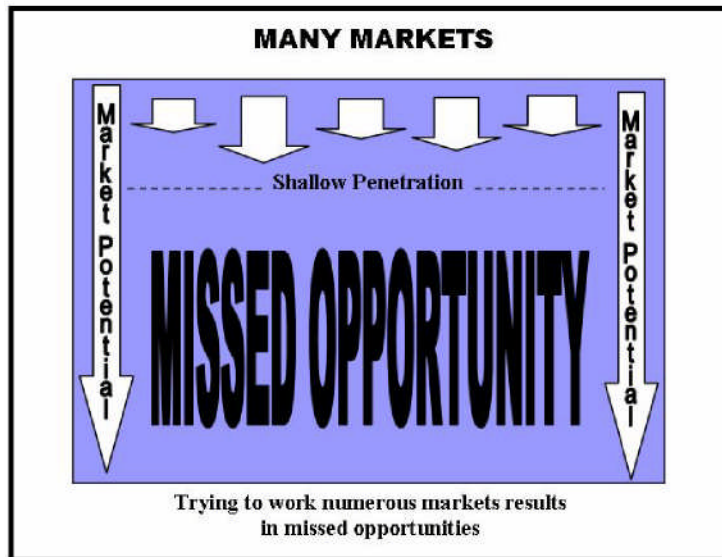
There is a system for filling workshops. Typically the mistake that coaches make is that their marketing is not strategic or targeted, and involves random activities like posting fliers, running miscellaneous ads, and sending a single email to their potpourri list of contacts. With random activities such as these, workshops do not sell out and coaches get discouraged.

In order to get the best results for your workshop, you need to focus your efforts toward a specific market that is most interested in your topic, so that you can speak their language, get their attention and get them to respond.

It is hard for many helping professionals to hone in on a specific market because they feel they can help “everybody”. But marketing to a specific market does not mean that you do not serve others that you desire to work with. Choosing a market helps you develop your message, and create a focused marketing strategy that maximizes your workshop attendance. When it comes to workshop marketing, general topics to general markets do not get the best results. Specific topics to specific markets get people to take notice and respond. And you want those topics that resonate most with your chosen market, not because you think they need or want it, but because you know that they do.

The bottom line is that you will get better results, not only in your workshop attendance but also in your business, if you work a single market deeply, generating awareness, speaking to their needs and giving them what they want, than if you work many markets at a shallow level.

The graphic on the left illustrates how trying to cover too many markets results in only “shallow” penetration of those



markets. You don't become known as the “expert”, it is difficult to fully understand and satisfy the needs of those markets, and frankly this type of marketing strategy is a lot more work and a lot less effective.

The graphic on the right illustrates that if you choose one market, you can work it “deep” to achieve maximum results. Over time you become intimate with the needs of your market, what attracts their attention, how to speak their language, what solutions are most effective, and what gets them to act. You also become known as an expert in your field.

UNDERSTANDING YOUR MARKET

Ideally if you have created a workshop, you have created it based on a need you are aware of in a chosen market, and therefore have created a solution (your workshop) to solve that need.

If you have not, however, it is imperative to choose a market you are passionate about and choose workshop topics that resonate most with the needs of your market.

Here are some key questions to ask yourself to help you define and understand the audience most suitable for your workshop:

1. Who am I passionate about serving?
2. Who can benefit most from this workshop?
3. What specific solutions are they looking for?
4. What do I offer that meets those needs?
5. How does my workshop solve their needs? What will they gain by attending? What will they lose if they don't?
6. Who's my competition in this market? What does my competition offer? How do they deliver it? What do they charge?

7. How are my specialties, services and offers different from what my competition offers?
8. Who else will my target market encounter when they are looking for help with their problems? (these can be alliances/partners)
9. Does my market have money to spend?
10. Are they willing to spend money to satisfy their needs?
11. How do they make their buying decisions?

Answering these questions will give you some key insights into defining your market. It will also help you to understand and speak to your market in ways that get them to respond, and get them to your workshop.

Strategy #2 – Determine How to Reach Your Market

You have identified a market and have a great workshop topic. Now it's time to determine where to find your target market and the best way to reach them.

Here are some questions to ponder when determining the best ways to reach your market:

- What clubs and organizations are they members of?
- What places do they physically frequent?
- Which websites or blogs do they spend time on? - What periodicals or newsletters do they read?
- Which social networking groups are they part of?
- Do they listen to regular or internet radio?
- What related products and services do they buy?

Getting clear on these will then help you to determine what forms of advertising, promotions and communications you need to implement to reach your market. This will also help you in your budgeting as you determine which are free, which have a cost, and how much you want to spend to gain exposure. And lastly, you will want to be aware of the timing of these communication vehicles so you can plan your promotions to align with your workshop dates.

Here are a few examples of how to reach your audience through the mediums listed above:

- Become a member and contributor on social networking sites.
- Place banner ads on the web sites that your market frequents.
- Attend club meetings and network there.
- Get speaking engagements with clubs and organizations in your target market.
- Place articles or ads in your target industry's newsletters.
- Place articles in article directories.
- Run an advertisement or be a guest on an industry radio show.
- Do a joint venture with a company that provides a complimentary product of yours.

After you have explored the ways to reach your market, determined a budget and a cadence (schedule), the next step is to develop a promotional strategy for reaching your market.

Strategy #3 – Develop Your Communication Strategy

Thus far you have honed in on the market that needs what you have to offer, you have determined where they go and what mediums you can use to reach them. Next it's time to determine your communication strategy.

Instead of promoting your workshop directly through these mediums, we recommend that you use these mediums as a way to FIRST grow your list, and later promote your workshop directly to your list.

Then after you have captured the names of people interested in your products and services, you will communicate with them on a regular basis making valuable offers leading up to your workshop. We will discuss this in more detail later in this section.

THE POWER OF A GOOD LIST

We want to take a moment and talk about the power of a good list. A good list is everything.

A good list is the core of all your communication and marketing activities.

A good list serves numerous purposes – not only is it the best way to promote your workshops, but to promote your other product and service offerings as well. Ideally it is best to first bring someone voluntarily “into your fold” and serve them with value added products

and services, than it is to randomly promote your services to a big world that may or may not be interested in what you have to offer.

A good list is filled with targeted prospects who have volunteered to engage in a dialog with you, to get to know you more, and to allow you to get to know them more because they see that you may have something of value that serves their needs. The people on your list are happy to hear from you as they are looking for the types of products and services you provide, and are interested in the topics you specialize in.

This is why you will have the greatest success filling your workshops from your list, and not necessarily from other advertising sources. Therefore, we recommend using those advertising sources first to capture a name and build your list, and then market all your products, services and offerings directly to your list.

Building the right kind of list is one of the most powerful assets of your business. It requires diligent effort, takes time, and has incredible long-term benefits. It gives you a list of targeted prospects and a continuous channel of prospects who are interested to get to know more about your products and services, will eventually convert to clients, and will become referral sources and life long friends.

**Ultimately without a good list,
you don't have anyone to market to,
and without anyone to market to,
you can't fill your workshop
or grow your business.**

GROWING A LIST

We have now determined the ideal sources for you to grow your list first, and then promote your workshop directly to your list. So how do you grow a list?

Here is a simple yet powerful list-building strategy that the most successful marketers use time and time again to grow their list.

1. Choose and research your target market (as discussed in the previous section)
2. Go where they go (as we just covered)
3. Attract their attention with a compelling message, and a highly desired product for free
4. Direct them to your website or to a special web page where they will trade you their name and email address for your special offer.

YOUR FREE OFFER

In order to determine your free offer, consider the needs, interests, and culture of your target market. For instance, would they be interested in a special report or ebook? Or would they be more interested in an audio program they can listen to in their car or on their computer? Are they interested in assessments and quizzes or perhaps a short online training program such as a pre-recorded webinar?

The key is that it is free, and it requires minimal time, effort and risk on the part of the prospect. Plus it must be compelling enough for them to take notice, and be willing to go to your website and trade you their name and email address for the giveaway.

Be sure your product is high quality, gives value by teaching a concept or sharing information, and is perceived by your prospect as worth giving their name and contact information.

Try introducing your free offer to all the sources you have identified to reach your market, measure the results over time (not just once), and then hone in on the 2-3 most effective mediums and market to them there. If you use this strategy as a regular part of your business growth strategy, your list can grow quickly with hundreds and even thousands of targeted prospects who want your offerings, and your workshops. To effectively fill your workshop, you must have a list of interested prospects that are willing to engage with you first

before you can start your workshop promotion.

IMPLEMENTING A COMMUNICATION STRATEGY

Planning your communication strategy is exciting because the options are practically limitless. It is up to you how you want to structure your plan, what products, services and events you want to offer, how often, and which are free and which are for fee. The key is to think it through, develop a plan that nurtures a relationship with your prospect over time, and then implement.

You've chosen a market, researched the best way to reach them, decided on a free offer and have begun capturing names. So, now what? This is where many coaches struggle because they don't know what to offer next, what to say, when to say it and how often. They don't have a strategy for guiding people through the process that gets them to their workshop.

Highlighted below are the three parts of developing a communication strategy:

- 1. Messaging**
- 2. Offers**
- 3. Timing**

The first part is your initial free offer and messaging.

The second and third parts are your additional offers, messaging and timing that keeps the prospect engaged.

1. MESSAGING

In order for you to effectively reach your market and grow your list there must be a compelling reason for them to stop and take notice of what you have to offer.

In today's market, it is harder than ever to get our prospects' attention. The competition is fierce and we are constantly being bombarded by media sources vying for us to take notice. It's everywhere, and it's getting worse and not better - especially with the recent rise of social networking.

And because it's "noiser" than ever, we are more selective about what we let in. Therefore in order for you to get your prospects' attention, you have to be more creative than ever. And you do that with compelling messages and product offerings that speaks to the needs of your audience and "rises above the noise", utilizing delivery mechanisms that are most effective, and communicating consistently.



COMPELLING MESSAGE

A compelling message has three primary components:

1. A topic that resonates with their needs
2. An attention-grabbing title
3. Persuasive promotional copy

Having all three of these components in your communications is more critical than ever because of the pull on our time, energy and money. People aren't spending as easily as they used to so they will be more discerning about how they invest their time and money. Therefore the topic, title and copy must be highly resonate in order to get your audience to respond. You can have the greatest workshop ever, but the messaging must get their attention and speak to their needs, starting with the topic and guiding them all the way through the process that gets them to take action.

A Compelling Topic

Once you understand your market and their needs, choosing a compelling topic should be fairly straightforward.

There are two reasons we spend money –

To avoid pain and

To gain pleasure

Understanding your market's greatest needs and desires, what specific solutions they are looking for, and what keeps them up at night will help you to come up with a compelling topic to address their needs.

You can also poll your readers, clients or members of your network to get specific feedback about workshop topics you are considering.

As we discussed in the previous section, the more familiar you are with your market, and the more you engage them in a dialog in order to understand and meet their needs, the better you will be able to develop workshop topics that sell out.

An Attention-Grabbing Title

A compelling title will evoke the response, "Hey, that's me!" or "Hey, I need that!" and it should highlight the benefit they will receive if they use the product or service.

**Good titles arouse curiosity
and make people feel that
you've got knowledge they don't have,
but need.**

You have probably experienced a time when you read a promotion and something inside you stirred and you said to yourself, "I need that." And it has either been to avoid some sort of pain or challenge, or to seek some sort of pleasure or benefit. This is the type of reaction you want to evoke in your reader.

In a recent article entitled Steal This List! 100 Subject Lines and 7 Tips That Will Get Emails Opened and Clicked On, by Kimberly Smith in Marketing Profs Today, she gave tips on makes a good subject line to improve "open rates" – in other words, to get you noticed.

Here's what she listed:

- Keep it concise, 35 characters or less.
- Use subtitles to further engage your reader and entice them to read on.
- Make it about the reader.
- Make it actionable by providing a sense of urgency and a clear

call to action (think verbs).

- Ensure your message is simple, clear, and informative.
- Avoid ALL CAPS and exclamation marks. [ALL CAPS] feel like you are shouting for attention and not being respectful of your subscribers' time".
- Draw attention with buzz words like "Twitter" or "YouTube," Do the test, ask yourself and others, is it catchy enough to get your attention to read on?"

Here's an example, one of our most popular workshops is titled *The Power of Effective Communication*.

Although that is a very relevant topic that appeals to the entire human race, a relationship coach who wants to speak even more resonantly to his market, might use the title “Are You Making the Connection? - *5 Ways to Communicate and Connect with Your Spouse on a Deeper Level*”. And a small business coach might use “Pump Up Your Bottom Line - *7 Strategies for Strengthening Team Dynamics and Productivity*” to attract the attention of her business owner prospect who struggles with team synergy in her office.

Depending on your market and how they make their buying decisions, you may choose to highlight a problem (or pain) instead of

a benefit. For example, a financial coach might use “The Money Pit - *Are You Making These 5 Money Mistakes?*” And a productivity consultant might use “Time Down the Drain - *10 Time Wasters and How to Avoid Them.*”

Whatever your topic, your title should speak to the needs of your market and highlight the benefits they most want to achieve or the problem they most want to avoid or solve.

While you're polling your market about workshops topics, you can test their responses to titles as well.

Persuasive Promotional Copy

Copywriting that is persuasive has these elements in common:

- It addresses the needs of the reader
- It provides a solution to their problem
- It communicates value to the reader
- It invites the reader to take action and gives them a compelling reason to act

When writing copy, you want to communicate to your reader why they should take your free offer or be at your event above all else. What are they going to gain?

What will they miss if they don't? How can you make it too good to pass up?

We'll discuss more strategies on how to get your reader to take action later in this report.

Creating powerful, persuasive promotional copy is a high-level skill, and many people choose to leave it up to the professionals. If copywriting is not your strong suit, we encourage you to hire a writer. Once you have some strong promotional copy, you can repurpose and reuse it in other ways as you get more comfortable with the style and tone of the message.

Hiring a writer is money well spent as effective messaging is critical to getting your reader's attention and getting them to act. If you can't get their attention and get them to act, you can't grow your list or fill your workshops, no matter how good it is.

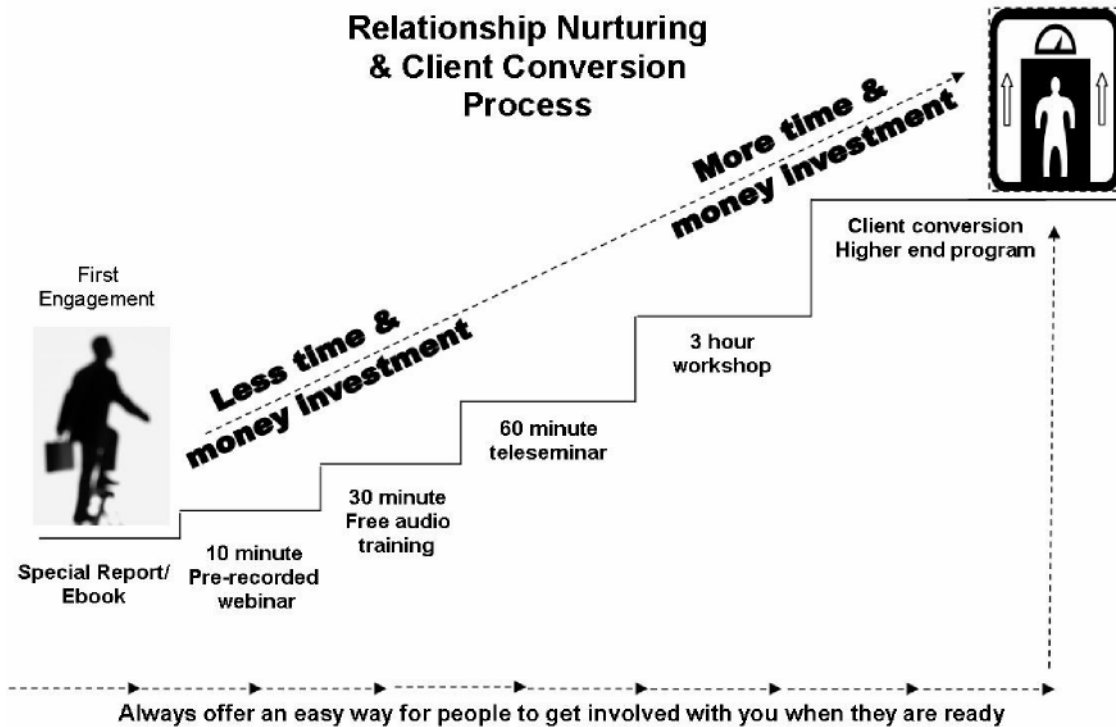
2. COMPELLING PRODUCT OFFERINGS

We touched on product offers earlier, but there is a strategy to what you offer and when. Studies indicate that new prospects will only spend a minimal amount of time and money when they first become aware of you and your company. Over time, as they become more familiar with you, they will invest more. Therefore, you want to start building your list and marketing to your prospects early, and provide

offers that give value, meet their needs, and strategically require more time and money investment over time. Then after the relationship has developed, your prospects will be much more inclined to respond favorably to an offer that requires more time and money, such as your workshop.

If you were ever wondering why random, one shot marketing such as miscellaneous advertisements, fliers or one shot emails, don't fill your workshops, this is why. It is uncommon for someone who does not have a relationship with you to see a random flyer or ad and show up at your event, spending their precious time and money without any knowledge of you.

Here is an example of a graduate process of prospect involvement and conversion.



As you will note from this example, the prospect first engages with you through a compelling free offer that requires little time, money or risk like a special report or ebook. They then progress to the next level where they are willing to invest a bit more time perhaps by viewing a short webinar or listening to a short audio program. Then the relationship progresses by them spending even more time, and perhaps even making a small monetary investment. They continue to move through the process until they are ready to convert to a client or invest in a higher end program.

The line across the bottom illustrates the importance of always being ready to engage with a client should they want to move through the process quicker. Therefore while offering your value added products for free and low fee, you want to make people aware of your regular service offerings and give them an easy way to engage with you.

3. TIMING

The best way to have maximum attendance at your workshops is to start marketing early by “touching” (contacting) your prospects numerous times in advance, giving them value, and getting them familiar with you and your upcoming workshop. Depending on the size and relationship with your list, this could be 30 – 60 – 90 days.

An effective strategy for touching your list is to offer value added products and services for free that relate to your workshop. This gets your event on their radar screen, and familiarizes them with what they will be experiencing. These free offers could include a special report, an article, an audio product, a teleseminar or a webinar. You also will include your regular communications such as a newsletter, other articles, etc. It is important, however, that you not just touch your prospects with solicitations to buy, but instead send numerous offers or gifts over time.

Studies show that it typically takes 7-10 "touches" or "contacts"

before a prospect is ready to buy, and that is if they are a qualified prospect.

Prospects who are not yet "in the market", meaning they're not ready to buy, are going to take longer. And of course, some will buy quicker.

Therefore you want to have a communication strategy that allows you to accommodate those who are ready to buy right away, those who will respond in 7-10 touches, and those who need more time but will eventually buy.

The process of persistently and consistently touching your list 7-10 or more times, building relationships, guiding them through a process to get them to your workshop should be a natural and regular course of your business. In other words, you do not just do this once for your workshop and bank everything on this. You do it again and again as part of your regular course of business for repeated workshops and your other business offerings. This process will not only get your prospects to your workshop when they are ready, but will have them contacting you asking to engage with you further.

You see? It's a gradual process.

How can this relate to your business?

What special report, tips booklet or audio training can you

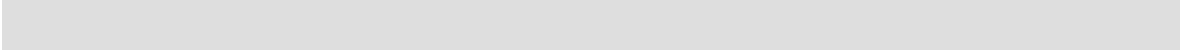
offer your prospects that will drive them to your web site to opt in? Then what additional offers, in what order, and with what timing will you implement? As we discussed above, the special offer is your first core strategy for growing your list, and then everything else leads up to getting people to attend your workshops and convert to clients.

Here is a sample 60 day schedule to get your prospects to first engage with you through your offer for a free special report, and then nurtures the relationship with other free offers and gifts. Through your other communications and special offers, they will spend more time with you as they get to know you more, and then later respond to your workshop invitation.

DAY	ACTIVITY
Day 60 (7.5 weeks before your workshop)	Prospect subscribes via your website and receives your special report and is added to your list.
Day 58	Thank your prospect for requesting your special report and announce that you will send a bonus 4 part audio training program
Day 58-30	Prospect receives parts 1 through 4 of the audio series delivered every five - seven days
Day 42	Prospect receives an invitation to your upcoming workshop, plus a free gift (such as an article)
Day 38	Prospect receives your monthly newsletter, giving LOTS of value and summarizing all your great programs and events in one easy place
Day 35	Prospect receives an invitation to your upcoming workshop
Day 28	Thank your prospect for listening to the audio training program and invite them to attend an in-person speaking engagement (note: it's ok if they don't live in your local area; this is still another important "touch")
Day 22	Your speaking engagement
Day 21	Thank your prospect via broadcast announcement to your entire list for attending your presentation (even if they didn't) and invite them to your workshop, and to come to a free teleseminar for a preview of your workshop (the teleseminar is your gift)
Day 18	Send reminder inviting them to attend your upcoming teleseminar
Day 15	Host your teleseminar (remind them of your upcoming workshop)
Day 14	Thank your prospect via broadcast announcement to your entire list for attending your teleseminar and remind them of your upcoming workshop – include a gift such as the teleseminar replay
Day 7	Send another invitation to your workshop - include a gift such as an article
Day 3	Send final reminder to the workshop
Day 0	Host your workshop

Keep in mind that not all will respond to this schedule, but some will. And as your list gets bigger, many more will.

**To increase your prospects' involvement with you,
implement a communication strategy on a regular schedule
so that when they are ready to engage with you,
they have a way to.**



Strategy #4 – Get them to take action

Once you have attracted the attention of your target market with your compelling marketing copy and offers, you want to go one step further and incite your readers to take action. This involves first downloading your free offer, participating in other promotions and events, and ultimately registering for your workshop.

There are numerous ways to get your readers to take action and the first is to create a sense of urgency for them to act now. Some ways to create a sense of urgency are:

- Limit the number of spaces in your program
- Count down as spaces are taken
- Offer incentives for registering early (e.g., extra bonuses or a price break, bring a friend special, etc)
- Put expiration dates on your special offers

When you communicate these incentives to act, it is important to be sincere, consistent, and follow through, or you will lose credibility in the eyes of your readers and they will not trust you the next time (or they will unsubscribe and you will not have another opportunity).

Another way to get your prospects to act sooner than later is to properly communicate the value of the workshop vs. the cost of them not attending. You do this by communicating how attending your workshop is more important than anything else they can be doing that

day. Chores, family, recreation, work, and finances are all pulling at their time and energy. How much is it worth for a business owner to have his team members:

- Be more cohesive and productive
- Improve their team communication
- Reduce turnover and improve job satisfaction

And what does it cost to have:

- Employee strife negatively affect communication, production and product delivery - Cost of attrition due to dissatisfied employees
- Poor morale being conveyed to the customers

Or how much is it worth to a couple who could:

- Deepen their relationship
- Resolve their conflicts more harmoniously
- Feel more in alignment in their parenting
- Rekindle their love

And what does it cost to have:

- Lack of conflict resolution skills create isolation and resentment

- Ineffective communications create misunderstandings that could be avoided - Lose their love for each other and destroy everything they believed in

Be sure to justify the cost of their time and money with the gain, either financially or through some other intrinsic means. Through this you want to convey:

- What's the **value** of this information?
- What's the **cost** of them not having it?
- What are they going to **gain** from attending?
- What will they **lose** if they aren't?
- **Why** should they be at your workshop more than anything else that day?

And thirdly, another way to get the reader to take action is by telling them what else is in it for them, making it “too good to pass up”. Do you have any bonus offers such as a complimentary coaching session, discounts off future events or private coaching, take-home audio training, workbooks or other products? If so, be sure to communicate this as part of the entire package and put a monetary value on it.

For example, perhaps the workshop is valued at \$149, but you are offering it for \$99. Let's say you are also giving away a free book valued at \$19, a DVD set valued at \$59, and a 30 minute

complimentary session for every attendee valued at \$100. This is \$327 of valuable offers that they are receiving for \$99 – a \$228 savings! Be sure to communicate these great values to your list!

So in summary, use these powerful strategies to get your prospects to take action:

- Give them a reason to act right away because of limited seating, special pricing, or having expiration dates on your offers
- Justify the benefit of the information they will gain if they attend, or what it will cost them if they don't, financially or intrinsically.
- Give them other offers and bonuses that make the program “too good to pass up” and put a monetary value on these offers.

Strategy #5 – Maximize profitability through product and service offerings

As part of your workshop planning and delivery, you will want to have a strategy for how to further engage your participants. This will help you to determine what offers you will make and when so that participants know what to do next.

For instance, do you want to convert participants to clients, and do you want them to sign up for a coaching program or sign up for a complimentary consultation?

Is your workshop primarily an income generator with no desire to convert clients?

Were you invited to host the workshop for a club, business or organization and you hope to do future workshops for this business or organization?

Would you like the participants to refer you to others?

Do you have products to sell or other higher end programs you would like the participants to sign up for?

Are you planning another workshop and would like the attendees to sign up for your upcoming workshop?

Having a plan for what you want your participants to do next is one of the most important strategies of your workshop marketing. No matter what your offers or the participants' next course of action, you want to communicate clearly what you want them to do next, and give them an easy way to engage with you then. If they are not ready to take you up on your next offer, you will also want to have a way to keep them engaged and maintain a relationship through continued communications.

Here are several strategies for maximizing your profits with your products and services during your workshop

First, think it through. What do you want to offer and when will you offer it throughout the workshop? What tangible products and services do you have to offer participants that will fill their needs and solve their problem? Do you have products you can sell at the workshop, or do you have coaching services or another paid program that you want to promote?

Second, schedule time into the agenda to discuss your offers so that you are prepared, and do not skimp on it or skip over it. This is the most important part of your workshop – you have offered tremendous value to your participants and now is your time to share other your programs and offers.

Remember, you offer a great service that solves their problem and fills a need. And while a 3 or 4-hour workshop is great, it is

nothing compared to the value they could gain being in a coaching relationship with you or one of your longer-term programs.

Third, be clear as to what you want them to do next, speak your offers proudly and confidently, and always offer your services as a regular part of the workshop. Do not let your participants leave the event without a clear idea of what you want them to do next.

Here are a few ways to make your offers:

1. Make offers periodically throughout your workshop, don't wait until the end and offer everything. Instead of making your offers at the end, highlight SOME of your products, perhaps what's on your product table before your first break. Take a few minutes to talk about what's there, perhaps offer a special discount, and encourage people to peruse your products during the break.
2. Also make references throughout the workshop of an upcoming program that you are offering or your coaching services. You can say things like "we go into this more in much more detail in my 8 week couples coaching program called "Fan the Flame.""
3. Make offers at the end, but don't offer too much. People who are faced with too many decisions will make no decision.

4. Be clear on what you want them to do next, and tell them.

- a. Do you want them to sign up for a complimentary consultation?
- b. Do you want them to sign up for one of your higher end programs?
- c. Do you want them to sign up for your next workshop?
- d. Do you have a special incentive for them to sign up for your coaching services that day?

You have two main goals - client conversion OR continuing the relationship. Many of your participants will not be ready to convert to becoming a client or to a larger program, so have a plan for them to stay in touch.

Things we suggest are:

- Give everyone homework and tell them you will follow up with them in a few days.
- Have them put their name on a schedule for their follow up

appointment. Tell everyone they get a comp session as part of their workshop fee, and have them put their name on a schedule.

- Have your next workshop scheduled and provide incentive for people to sign up early and have sign up forms available.
- Have your next series of communications, activities, and programs planned, so that when they leave, you will still be in communication with them. And therefore, they will be more inclined to come to your next events. And they'll think of you when they are ready to buy!

Remember, your offers are your way to engage with your participants further. Do not skimp on the time you spend making your offers. And do not let them leave never to be seen again.

A FINAL WORD – OBSERVE AND MODEL

The strategies highlighted in this report are those that are used by the most successful companies in the industry. These strategies are proven, time tested and documented. By implementing these strategies into your business practice, you will be able to effectively market and fill your workshops time and time again.

While creating and implementing your own strategies for marketing and filling your workshops, notice what other companies in your industry are doing to market themselves. What is their special offer? Where are they reaching their market? What messages are they using to get people to take action? What are their continuous offers? Subscribe to their free offers, get on their mailing lists, make note of the format and language they use in their promotional copy. And then model what works for you. What messages got your attention? What web format do you like? What special offers got you to take action?

You do not want to plagiarize anyone else's work, but there is no harm in noticing what is effective and modeling it yourself. Many successful marketers use similar strategies, and by noticing and modeling what they do too, you can grow your workshops and your business.

So there you have it, five strategies for filling your workshops with prospects who are ready to learn, and ready to buy. Plus strategies for leading your participants through next steps so that you can convert those who are ready to move forward with you, and stay in touch with those who want to continue a relationship with you but are not yet ready to buy. Use these strategies and you are well on your way to marketing profitable workshops, and using workshops as an integral part of your business model.

Thank you for your time and attention.

Getting Started

It's So Easy to Get Started!

Making workshops a profitable part of your business has never been easier. Really.

The “Achieve Life-Balance” Facilitator’s Package makes it even easier for you by providing you with fully-developed suites of products that include workshops, tele-seminars, speeches and audio training programs. And best of all, you implement these products as your own and brand them to fit your own business needs, and can use each product separately or as part of an integrated marketing solution.

No need to ever get bogged down with content creation, marketing, planning or logistics again. We’ve put it all together in a comprehensive, yet easy to follow package that will make your next workshop a snap.

Here’s to your success!