

How to Develop an Effective Workshop



with Hari-kirtana das

Answer this question in the Q&A window:

What's your biggest challenge?

Topics we'll explore today

- The connection between developing your workshop and marketing your workshop
- How to find out what kind of workshops people want
- How to know what kind of workshop you should offer
- How to structure your development process
- How to turn your sales pitch into a story
- How to turn your story into a workshop

Stick around 'till the end

to get something you weren't expecting

What's your biggest challenge?

But first . . .

Why do we need a system for
developing workshops?

Why have a system?

Having a system for developing workshops will

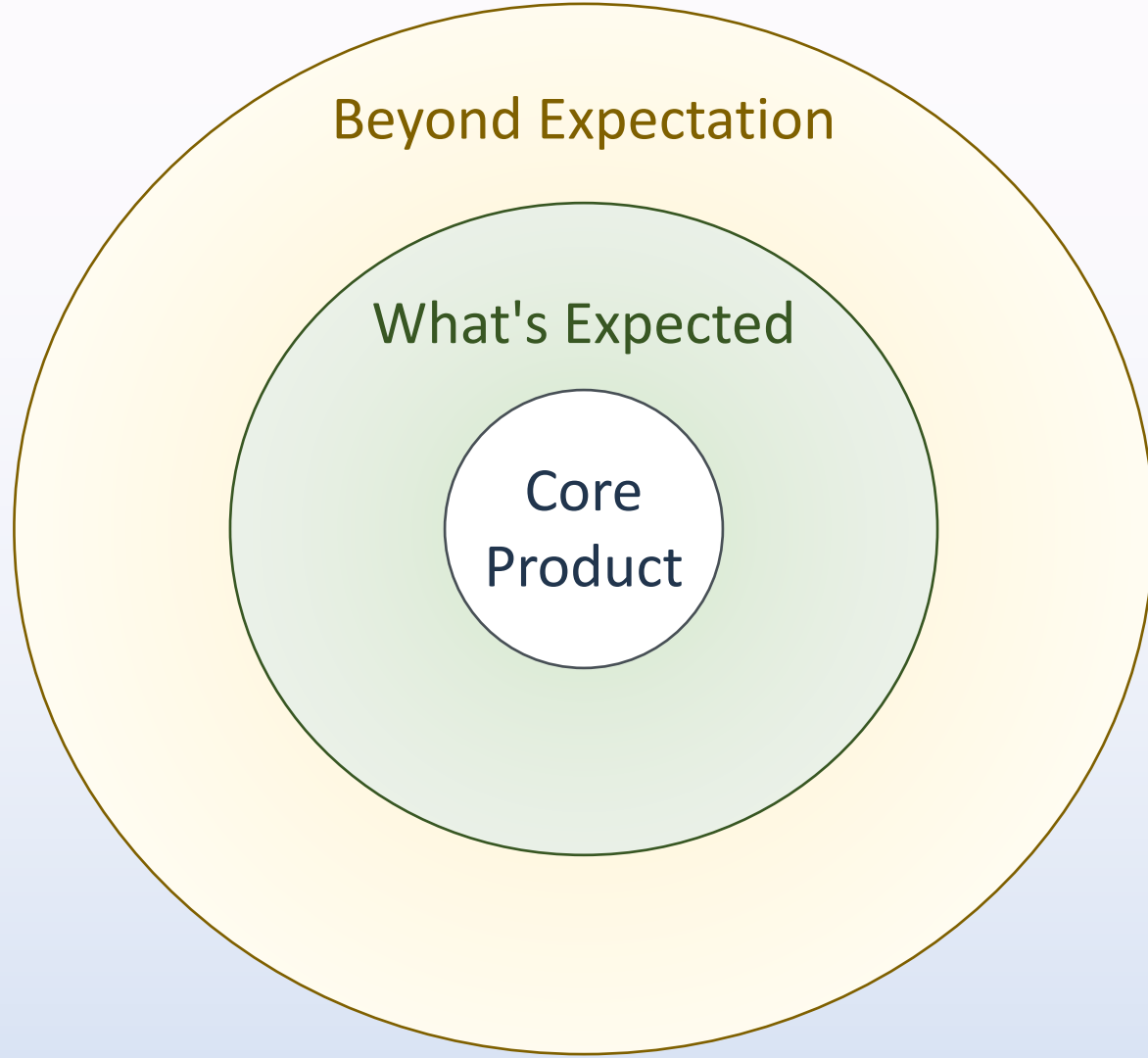
- Save time
- Ensure profitability
- Support consistency
- Ensure effectiveness

What do we mean by "effective"?

What does a successful outcome look like?

Elements of a successful outcome

- People show up
- They have fun
- They go on a journey
- They learn / discover something new
- They have an experience of what they learned
- They get what they expected
- They get something they didn't expect



Beyond Expectation

What's Expected

Core
Product

EXERCISE

- Identify the "core product": the defining elements of your workshop
- Write out everything that you would expect to get if you were attending your workshop
- Identify something – information, resources, etc. – that would add unexpected value to your workshop

**The connection between
developing your workshop and
marketing your workshop**

**Developing your workshop is a
function of Strategic Marketing**

Strategic Marketing means connecting the dots between

Your Solution /
Mission / Gift

.....

What Your
Customer
Wants / Needs

**How to find out what kind of
workshops people want**

Just ask!

What kind of workshops are people looking for?

Ask

- People who come to your classes
- Fellow teachers
- Studio managers
- Studio owners
- Subscribers

**How to know
what kind of workshop
you should offer**

Remember:
you are the world's
foremost authority on
your personal experience

The kind of workshop you should offer

- What need did you have / what problem did you want to solve?
- How did you meet that need / solve that problem?
- How many other people have the same need / problem?

The kind of workshop you should offer

- What is your life's mission?
- What special gift do you have that only you can offer to the world?

Do the math

your solution / mission / gift
+ what people want / need

Your Workshop

QUESTIONS / COMMENTS?

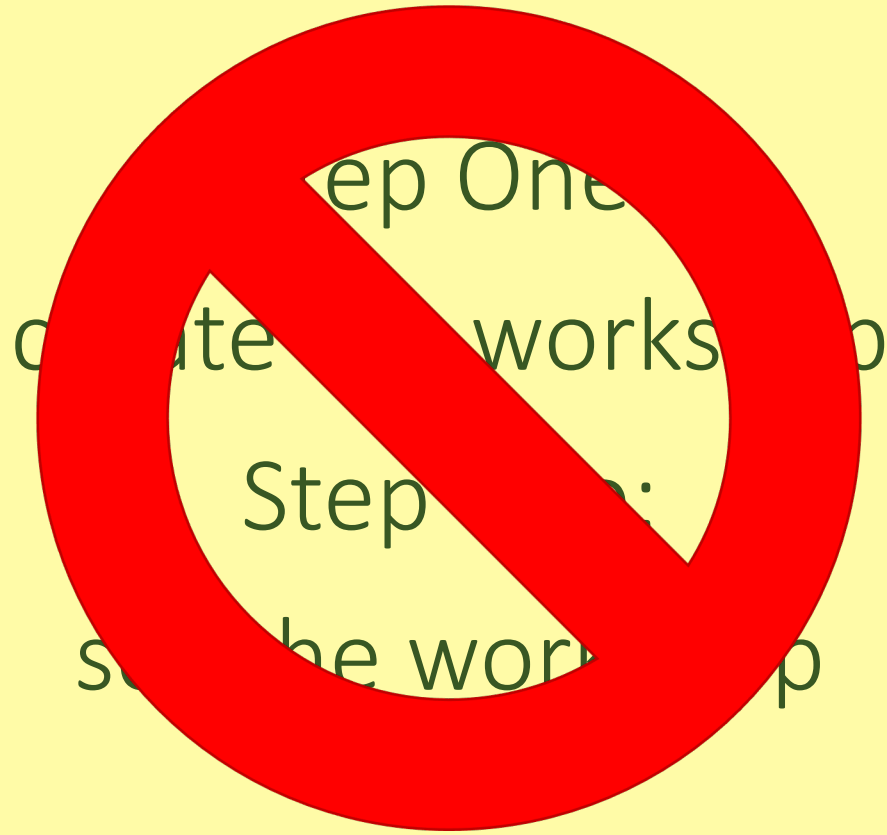
An easy mistake to make:

Step One:

create the workshop

Step Two:

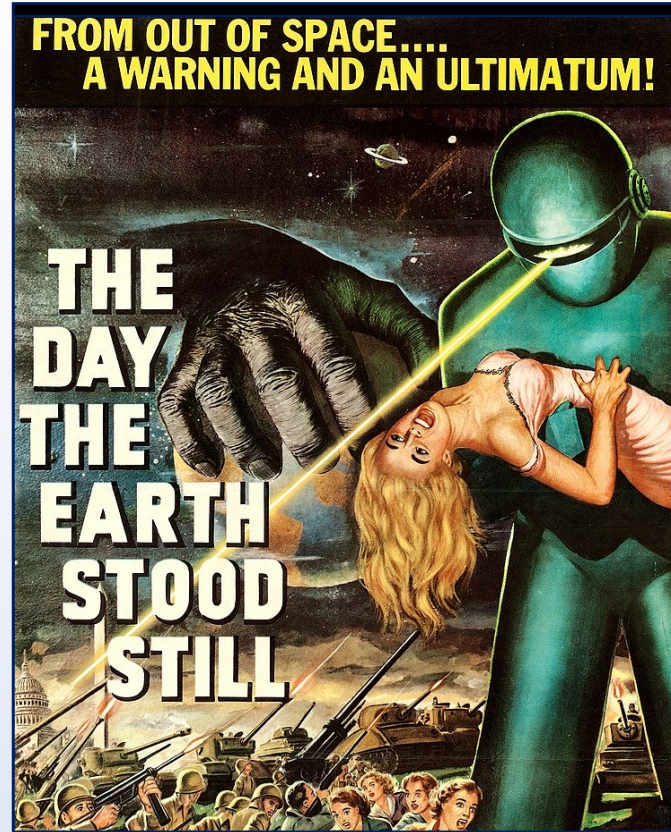
sell the workshop



Reverse the process:

Step One:

Make the poster



Step Two:

**Sell
the
poster**



Step Three:

Make the movie



This is the most important thing:

Sell your workshop first,
then create it.

**Don't spend your time
developing a workshop
you haven't already sold!**

**Developing your workshop is a
function of Strategic Marketing**

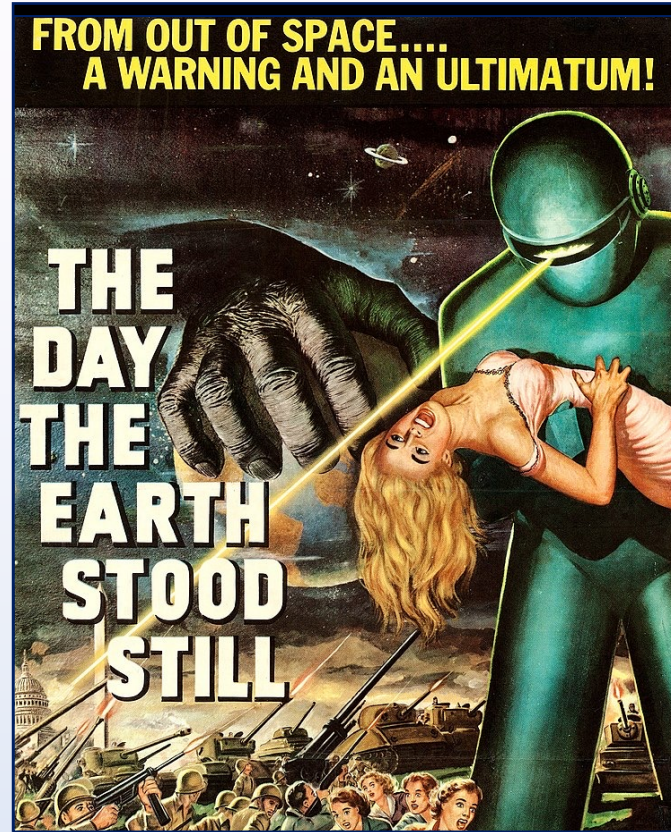
**Strategic Marketing automatically
generates Marketing Communications**

**Marketing Communications is
how you develop your
workshop concept and outline**

How to structure your development process

Step One:

Make the poster



Making the Poster

Write a clear and concise description of

- What it is
- Who it's for
- What makes it different
- How it works
- What you get

Step Two:

**Sell
the
poster**



**How to turn your sales
pitch into a story:**

Selling the Poster

- State the main point of your workshop as the answer to a question your students are asking
- State a self-evident truth
- Call out the problem / obstacle that's keeping your students from experiencing the truth
- State the question you wish your students were asking

Selling the Poster

- Ask the most gratifying / pain-relieving "what if" question
- State the actions that will make the "what if" scenario come true
- Re-state your main point as the big take-away

EXAMPLE

Selling the Poster

- State the main point of your workshop as the answer to a question your students are asking

Selling the Poster

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- Call out the problem that's getting in the way of experiencing the truth

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Selling the Poster

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- State the actions that will make the "what if" scenario come true
- Re-state your main point as the take-away
- Condense the story into a workshop description suitable for web / social promotion

How to turn your story into a workshop

Step Three:

Make the movie



Shoot the last scene first

Shoot the first scene second

Shoot the middle scenes third

Shooting the Movie

- Story ends: students experience meaningful transformation

Shooting the Movie

- Story begins: meet students where they're at
- Story ends: students experience meaningful transformation

Shooting the Movie

- Story begins: meet students where they're at
- Final push: overcoming the last obstacles
- Story ends: students experience meaningful transformation

Shooting the Movie

- Story begins: meet students where they're at
- New situation: a glimpse of what's possible
- Final push: overcoming the last obstacles
- Story ends: students experience meaningful transformation

Shooting the Movie

- Story begins: meet students where they're at
- New situation: a glimpse of what's possible
- Facing fear: full commitment to transformation
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Shooting the Movie

- Story begins: meet students where they're at
- New situation: a glimpse of what's possible
- Progress: moving towards a different way of being
- Facing fear: full commitment to transformation
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The structure of a great workshop

- Story begins: meet students where they're at
- New situation: a glimpse of what's possible
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The structure of a great workshop



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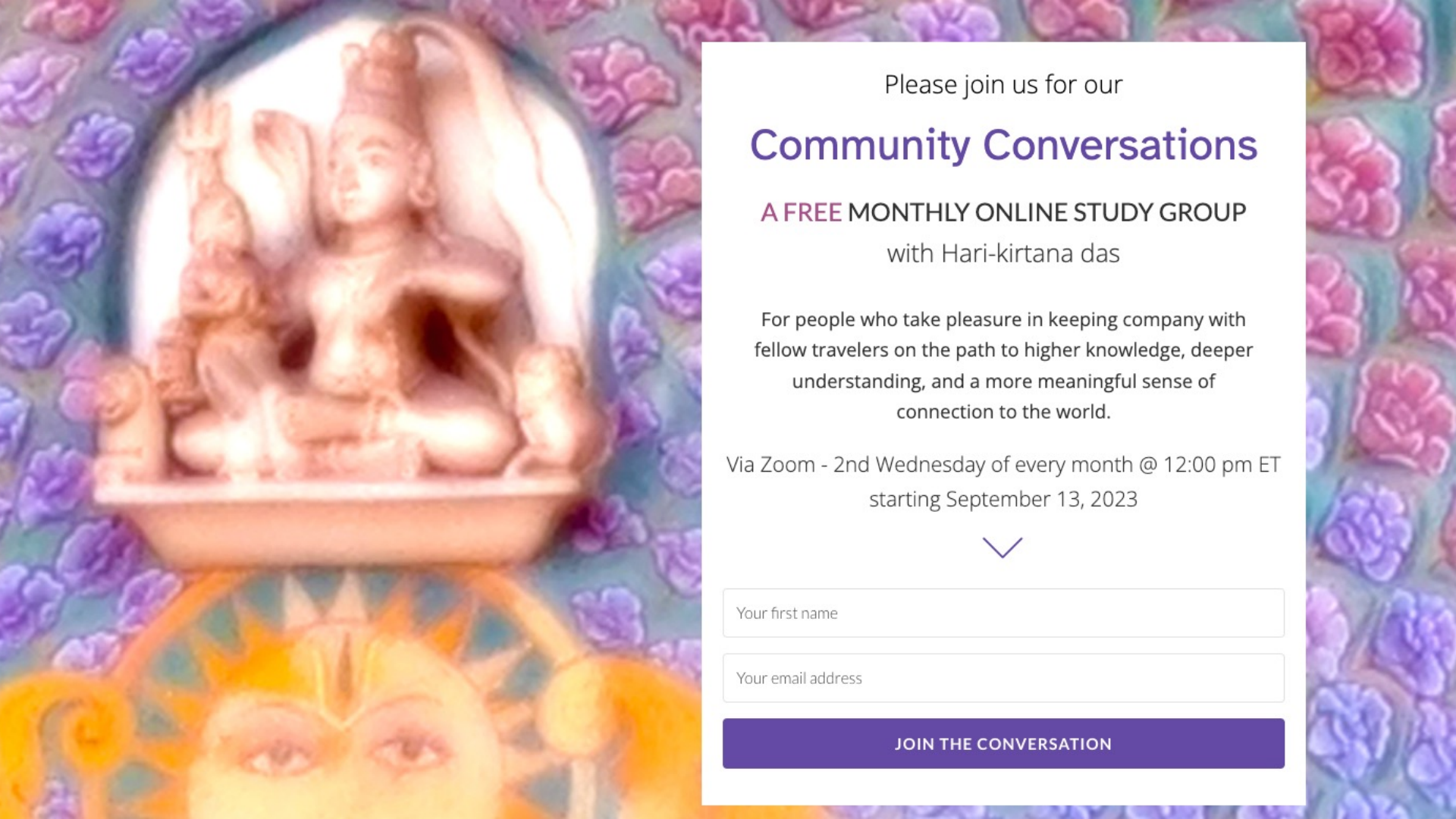
Want more help?

write to me:

hari@hari-kirtana.com

Did you stick around 'till the end?

Here's something you weren't expecting



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QUESTIONS / COMMENTS?

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