

**Issue #4**

# **How To Create A Paid One-Day Virtual Workshop**

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# Introduction

You joined this membership site to learn different ways to create profitable products.

Now here's yet another way:

## **Create a paid virtual workshop!**

There are a few very exciting benefits to using this strategy. Namely:

- 1. Live events have a high perceived value.** If you offered the same content in an ebook, you might charge \$25. But since it's a live event, you could easily charge \$100, \$150 or even more!
- 2. You have a product you can sell again and again.** Once the event is over, you'll have the recordings. And that means you'll have a product that you can sell again. You can even break the recordings up into lessons in order to create multiple products!

Sounds exciting, right?

But if you've never created a virtual workshop, it can also sound overwhelming and even difficult.

Relax, it's not hard when you use [my simple three-step system](#):

**Step 1: Set Up the Workshop.** Here's where you'll learn how to choose a topic, how to present the content in webinar format, and everything else you need to know about preparing to run your workshop.

**Step 2: Supply the Content.** This is where you'll learn how to create the actual content for your workshop. It's easier than you think!

**Step 3: Sell the Workshop.** This is just what it sounds like – you put a price tag on the workshop and then start getting targeted traffic in front of your offer.

Let's jump right in...

# Set Up the Workshop

This step is composed of four mini-steps, including:

1. Choose your niche.
2. Select your topic.
3. Set up the webinar.
4. Create your website.

Let's look at each of these steps separately...

## Choose Your Niche

Your very first step is to choose a niche market.

That is, what kinds of people are going to attend your webinar (virtual workshop)? Who has a problem that needs solving... and are they willing to pay money to get it solved?

This is your niche market.

Now, there are two steps involved in choosing your niche.

1. The first step is to simply brainstorm niches. That means you'll create a big list of possible niche markets.
2. The second step is to determine which of these niches are profitable. Then you'll choose your final niche from among this shortened list of profitable niches.

Let's look at these two steps in more detail...

### 1. Brainstorm Niches

Many people assume this is a difficult step, but it's NOT. Indeed, by the time you follow my instructions, you should have several dozen if not hundreds of ideas for possible niches. Here's how:

- ➔ **Brainstorm.** That's right, just sit down and brainstorm as many ideas as you can think of, especially those based around your own interests. Ask

yourself: What are your hobbies? Where do you spend your money? What kinds of websites do you like to visit? Where do you like to go on vacation? What do you like to watch on TV? What topics of conversation do you enjoy talking about? What problems plague you?

Point is, examine your own problems, hobbies and interests and you're likely to find plenty of potential niches.

Example: Maybe you like to restore antique cars - that's a potential niche. Maybe you're struggling to housetrain a puppy - that's a potential niche. Maybe you're looking to gain muscles or lose weight - those are potential niches, too.

→ **See what your friends are doing.** Likewise, you can look at what your friends' interests, hobbies and problems to uncover potential niches.

Example: Maybe you have a friend who struggles with irritable bowel syndrome - that's a potential niche. Maybe you have another friend who enjoys backpacking in the mountains - there's a potential niche. And perhaps you have still another friend who loves cooking French food. Again, that's another potential niche.

→ **Look around.** In other words, pay attention to what's going on around you. What kind of stores are in your neighborhood? What current events and news do you read and hear online, in newspapers and in magazines?

Example: Maybe you heard on the news that crime is rising in your city and that more and more people are installing alarm systems. That's a potential niche. Or perhaps you read an article about how to protect dogs in the winter from the cold - again, that's a potential niche. Or perhaps you're driving around and you see a store catering to quilters. Once again, that's a potential niche.

→ **Use keyword tools.** Yet another way to generate ideas for niches is to simply enter broad, vague searches into keyword tools (like [WordTracker.com](http://WordTracker.com), [KeywordDiscovery.com](http://KeywordDiscovery.com), [MarketSamurai.com](http://MarketSamurai.com) or even [Google's free external keyword tool](http://Google.com)).

Simply choose one of these tools and enter a search such as: *how to, get rid of, eliminate, fast, buy, book, tips, articles, information, secrets, fix, repair...* and similar terms.

Do that and you'll end up with dozens if not hundreds of potential niches.

Example: A search term like "how to" may turn up potential niches such as "how to lose weight" or "how to remodel a kitchen" or "how to buy a car."

➔ **Search lists.** Yet another way to uncover popular niches is to seek out bestselling lists.

Example: You can go to a general website like Amazon.com to check out which books are bestsellers in different categories.

Tip: Some websites and companies also review popular products, such as ConsumerReports.com. These sites, too, can give you ideas for potential niches.

These methods should all give you plenty of ideas for potential niches. You can even take an extra 10 to 15 minutes just to brainstorm other ideas (i.e., whatever else comes to mind).

Once you have your big list, then your next step is to determine which of these niches are profitable and thus worth pursuing. Read on...

## **2. Research Niches to Determine If They're Profitable**

You need to pick a niche market that's known to be profitable. That is, you need to figure out which niche groups on your list will actually spend money to solve their problems. And one of the easiest ways to do this is to find out which markets are actively spending money to solve their problems.

Now, since you're looking to create a paid one day virtual workshop, then you need to focus on what other information products your prospective niche market members are already buying.

That means that you can look at other popular information products like books, magazines, ebooks, reports, videos and audios (as well as webinars).

Tip: Just be sure that your prospective market members are willing and able to watch/listen to webinars.

Example #1: If you're targeting people who are deaf, then obviously it doesn't make sense to have a webinar since your target market won't be able to hear it anyway.

Example #2: If you're targeting people in rural areas of various countries, then they may not have easy access to high-speed internet. And that means they are less likely to be able to connect to your webinar.

So, how do you find out what people are already buying? Since we're focusing on information products, we need only take a few steps, including:

→ **Search [Clickbank.com](http://clickbank.com)**. Clickbank.com is one of the biggest sellers of information products. You can go to their marketplace and enter a broad search, like "weight loss." Alternatively, you can simply browse the appropriate categories.

Either way, take note that the niche products at the top of your search results are the most popular products. And secondly, take note of which popular niche products have a lot of competitors.

Point is, if you see several popular products targeting the same niche, then that's a pretty good sign that the niche is big and profitable. And that's a good niche for you to choose.

→ **Visit [Amazon.com](http://amazon.com)**. You can do the same thing using the Amazon.com marketplace as you did in the Clickbank.com marketplace.

Specifically, run a search in the "books" section for the broad keyword related to a prospective niche (like "gardening"). You can sort your results by bestsellers. Take note of topics that have several competing products. Again, seeing multiple competing products in the same niche is usually a sign of a big and profitable niche.

→ **Use keyword tools**. You can return to your keyword tools and search for "buying" related words in your niche.

Example: "buy weight loss book" or "discount dog training seminar."



→ **Search Google.** Search for your broad keywords (like "car restoration") and see what the top sites – those on page 1 of Google – are selling. Naturally, you should be paying attention to the information products, such as ebooks, seminars, webinars, reports, workshops and similar. If you see multiple sites selling similar information products in a niche, that's a good sign of a profitable niche.

→ **See what niche magazines are covering.** Big magazines tend to research what their market wants – they have to, if they want to sell any magazines on a newsstand. As such, look at what topics are being covered in the niche magazines currently.

Example: If you're researching a runner's niche, then look in Runner's World magazine and similar magazines (taking particular note of the articles mentioned on the cover).

→ **See what others are advertising.** When you're running your Google search, don't forget to look at the paid advertisements at the top and to the right of the regular results. If someone is paying money to advertise an information product, then the niche is probably profitable.

Tip: Also, check out other paid advertisements both online and offline. For example, if you're thinking about going into a dog-related niche, then look at the ads in a Dog Fancy magazine to see what types of information products are popular.

**Important:** Do NOT use any of the above steps completely alone. **Instead, use them together to get a clear picture of which markets are profitable** (i.e., which ones are already buying solutions in your niche). Remember, any market that seemingly has a lot of competition and a lot of products for sale is actually a good thing – it's probably a profitable market!

Chances are, once you've completed the above steps then your big list of prospective niches will shorten quickly. Depending on which niches were on your list, it may even become crystal clear which niche you should pursue.

In other cases, you may find that you're still left with a list of several niches that look good. With all else being equal, your next step is to simply pick the niche that interests you the most. That way, not only will you be working in a profitable niche, but you'll also be working in one that you enjoy.

Once you pick your niche, then move on to the next step...

## Select Your Topic

You've chosen a profitable niche, one in which people are already buying information products to solve their problems. Now your next step is to choose the topic of your virtual workshop.

The first key is to choose a *popular* topic – one which your prospects are already buying.

To determine which topics in your niche are popular, simply go back to the research you did in the previous step and look closely at the bestselling information products. If you see a lot of competing products all covering the same topic, then obviously that's a popular topic. And so you'll want to create a workshop around the same topic.

Example: Let's say you're looking to create an organic gardening workshop. And maybe the top organic gardening products include:

- How to Get Rid of Pests the Natural Way
- Organic Gardening Pest Control
- How to Grow Beautiful Organic Roses
- The Secrets of Organic Gardening
- How to Grow Prize-Winning Organic Tomatoes

One look at that list and it's clear that organic pest control is the number one topic. Thus you'll want to base your workshop on pest control, too.

Now, the key to a successful workshop is twofold:

- a. Discover the strong points of the other similar products** so that you can be sure your product includes these strengths, too.
- b. Uncover the weaknesses and flaws of the competing products** so that you can make your product better than these other products.

To uncover these strengths and weaknesses, you can do two things:

- 1. Read/watch/listen to the product yourself.** This will give you an idea of the strengths and weaknesses of the product. Better yet, use the information in the product to see how well it really works.
- 2. See what others are saying about the product.** For example, read the reviews on Amazon.com. If you read reviews on blogs and elsewhere, just

keep in mind that some of these reviews will be slightly biased, as the bloggers are probably trying to sell the product as an affiliate. Nonetheless, you can still glean useful information about the flaws and strengths of the products.

Now let me give you an example.

Example: Let's say you're creating an organic gardening workshop. You go to Amazon to read reviews on all the other similar products. Many of the reviewers praise those products that have a table showing which pests are likely to be found on which types of plants and flowers. As such, you make a note to include a table like that for your workshop attendees.

On the flip side, you see a lot of reviewers noting that some of the top products do NOT include recipes for homemade pest-control sprays. That's a flaw in these products. And so you make a note that your product WILL include recipes for organic sprays... thus you'll have a better product than the competitors' products.

Now that you have your topic, set it aside for now. Just a bit later you'll find out how to choose a title and create the content for your workshop.

For now, however, let's look at how to set up your webinar and website. Read on...

## **Set Up the Webinar**

Your next step is to select a webinar platform – that is, you choose a webinar host so that your students can log in and watch your webinar.

While you can certainly search Google for “webinar host” and come up with plenty of options, one of the most popular webinar hosts is [www.GoToWebinar.com](http://www.GoToWebinar.com).

I recommend this host simply because it's well-known, stable and has good customer service. Thus if you have any problems you're assured of being able to reach someone quickly.

If you decide to seek out a different host, then consider these issues:

- **Customer service.** Can you reach someone quickly by phone or other live help if there's an issue? Is the customer service available during the time that you'll be holding the workshop?

- **How many people can attend the webinar?** Note: Most hosts have different prices for differing amount of attendees.

Example: GoToWebinar allows you to have up to 1000 attendees for one flat rate.

- **What are the requirements for you and your attendees?** Most hosts allow viewing on both Macs and PCs, though you'll want to double check this if you're not using my recommended host. You'll also want to check that you and your attendees meet other requirements (such as Internet Explorer 7 or Safari 3.0 or newer). Everyone will also benefit from a high-speed internet connection.
- **Is there an audio feature available?** It should be in the vast majority of webinar hosts, without any additional fees. Some hosts (like GoToWebinar) even give attendees the option of listening on their computer OR calling in via telephone. That means that people who aren't even at their computers can still attend (though they just won't see the visual portion of the webinar).
- **Can you record the webinar?** That is, does the webinar host give you an option for recording it so that you can offer these recordings as a separate product later? And can you edit these files?

So here's how it works...

**Step 1: Sign up for [GoToWebinar.com](http://GoToWebinar.com) (or your preferred host).** Choose the rate plan that best matches how many attendees you'll have. If you're trying to decide between two plans, then choose the one that allows for more attendees (as it's better to slightly over-estimate attendance versus under-estimate).

Tip: As of this writing, GoToWebinar.com offers a free 30 day trial.

**Step 2: Set up your webinar.** This is as easy as logging into your GoToWebinar.com account, clicking on "schedule a webinar," and choosing the date and start time of your webinar.

**Step 3: Get attendees.** Next, you collect payment from your customers. On the payment confirmation / thank you page, you provide a link where attendees can register for the workshop. You can even password-protect your GoToWebinar.com workshop, if you choose. Once your customers have

registered, GoToWebinar will send them an email that tells them how to log in and attend the webinar.

**Step 4: Send reminders.** GoToWebinar.com gives you the option of automatically setting up reminders, which means that attendees will get one or more emailed reminders. If you're using a host that doesn't include this feature, then you'll need to manually send reminders which include the date and time of the webinar as well as instructions for how to log in and watch the webinar/workshop.

Tip: If you have to do it manually, then get an account with Aweber.com and ask attendees to register by joining your list. You can then send reminders through Aweber.

**Step 5: Hold your webinar.** When you're ready to hold the workshop, just log into your GoToWebinar.com account and click on "start webinar." You'll also need to click on "start broadcasting" so that attendees can see and hear your presentation. Be sure to check the option to record the webinar, too.

That's all there is to it!

In five easy steps, you'll start holding your own virtual workshop.

Now, what your attendees will be seeing is exactly what is on your computer desktop.

In other words, you'll be sharing your computer desktop with attendees. As such, keep these points in mind:

- **Clean up your desktop.** You may even want to change the wallpaper to your company's branding. Certainly you should remove personal photos or anything else on your desktop that's personal, unprofessional or untidy.
- **Determine how you intend to share content.** Obviously, you'll be narrating, so you'll provide some content via auditory means. However, you'll also want to provide slides and even videos. One of the easiest ways to do this is to create a PowerPoint presentation that you can share (<http://office.microsoft.com/en-us/powerpoint/>). An alternative is to use Open Office's free "Impress" software (<http://www.openoffice.org>).

Tip: You can narrate using your computer's microphone. Alternatively, you can call into the webinar and use your phone for narration.

Once you've set up your webinar account and downloaded your slide-presentation software, then move on to the next step...

## Create Your Website

Your next step is to set up your website.

Now, since the webinar host takes care of everything, you won't be hosting your webinar or any of the main workshop content on your website.

Instead, you'll use your website for the following purposes:

- 1. To sell the webinar.** This is where you put up a sales letter and send all your prospects to this sales letter. Your sales letter will, of course, include a payment button.
- 2. To give people the registration link.** After your customers pay, you'll send them to a hidden page on your website (such as [www.yourdomain.com/19dja7dk](http://www.yourdomain.com/19dja7dk)) where they'll be able to register for the workshop.
- 3. To offer any files you'd like to share.** Finally, you can also house files you may like to share with your attendees, such as reports or other materials you'd like them to read before the webinar starts.

Let's go through the steps of setting up your website...

### **Step 1: Choose a domain name.**

First, you need to choose and then buy a domain name. Here are the keys:

- **Use a reliable registrar.** I suggest you use a well-known company like [NameCheap.com](http://NameCheap.com).
- **Choose a .com name whenever possible.** Most people still associate domain names with .coms, so they'll automatically remember and assume your domain is a .com domain. So make it easy to remember by selecting a .com (as opposed to a .net, .org or other extension).
- **Create a relevant name.** If your workshop is an organic gardening workshop, then *OrganicGardeningWorkshop.com* would be a good, relevant

name. In other words, you want people to know what your site is about just by looking at the domain name.

- **Select a memorable name.** Don't get cute with your domain name, otherwise people are unlikely to remember it.

Example: "OrgGardening4u.com" is a difficult name to remember as well as to say. That's because you actually have to explain this name, such as by explaining that it's the "number 4" and "the letter u." If you have to explain it, it's not memorable.

- **Be ready to buy immediately.** Don't search for names unless you're ready to buy now, as sometimes these names can become unavailable. So brainstorm first, then search, and then buy when you find that your preferred name is available.

## **Step 2: Get hosting.**

Your next step is to get hosting. And while most domain registrars offer hosting, you don't want to buy hosting and domains using the same company. That's because if the company goes out of business or even just goes down for a while, you may lose complete access to your site.

As such, I suggest you go with a reliable webhost like [www.hostgator.com](http://www.hostgator.com).

Tip: The smallest package will fit your needs, but if you intend to host more domains in the future, then get the package that allows for multiple domains.

Once you've selected your webhost, then you'll need to log back into your domain registrar and change the DNS (domain name servers) to point towards your webhost. That way, when someone types in your domain name, your website will show up.

Your host (such as HostGator.com) will send an email to you that will list your domain name servers. You can then log into your NameCheap.com account and use this demo to guide you:

<http://www.namecheap.com/support/knowledgebase/article.aspx/1056/2/demo-how-to-change-dns-servers-for-a-domain>.

## **Step 3: Select a payment processor.**

Now you need to select a payment processor. If you intend to sell the workshop without the help of affiliates, then one of your best options is [www.paypal.com](http://www.paypal.com). If you're in a country where you can't use PayPal (or perhaps your customers can't use it), then you may try an alternative such as [www.2checkout.com](http://www.2checkout.com).

If you'd like to recruit affiliates, then you can use an affiliate script with PayPal or 2checkout.com. To make it even easier on you, however, you can use [www.clickbank.com](http://www.clickbank.com). This company will take care of all the tracking and even cut the checks to the affiliates, so you don't have to worry about anything.

Tip: The only downside to using Clickbank.com is that you'll need to get approval to charge more than \$50 for your webinar. So if you choose this option, be sure to leave plenty of time for the approval process to go through. And it doesn't hurt to have an alternative plan just in case your workshop isn't approved.

#### **Step 4: Create your sales letter.**

The next things you need to do is create your sales letter. At this point, you'll at least want to create a rough draft of your sales letter. Once you've created the actual content for your course (which we'll talk about soon), then you can go back in and add benefit statements and other details.

Please Note: A sales letter is an important part of your site, as it can make or break the success of your workshop. As such, I suggest that you hire professional copywriter to create your letter for you. You can find a copywriter on Elance.com or in the "Warriors for Hire" section of WarriorForum.com. You can also run a search for "copywriter" in Google. In all cases, be sure to check the copywriter's portfolio, references and general background to make sure that he or she is competent and qualified.

Nonetheless, let me give you an overview of what a sales letter looks like...

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**[Main Headline** – designed to capture attention by stating a big benefit.]

Example: "Who Else Wants to Discover the Secrets of Turning an Unruly Puppy Into a Perfect Houseguest?"

**[Sub-headline** – elaborates on main benefit or tells of another benefit.]



Example: "No Dog Training Experience Required -Now you Too Can Have a Well-Mannered Pup, Even If He Seems Like a Holy Terror Right Now!"

Dear [niche member],

Example: "Dear Fellow Dog Owner",

**[Beginning of letter** tells a story, asks a question, elaborates on the problem or elaborates on the benefits to "hook" the readers and get them interested in what you're offering.]

Example: "Have you ever come home to find the garbage dumped? Has your dog ever jumped on people? Does your dog ever bark uncontrollably?"

[After talking about the problem, you then **introduce your product as the solution.**]

Example: "Introducing the 'Perfect Dog Workshop' - in just three hours you'll find out how to rid your dog of his bad habits forever!"

**[You create a bulleted list of benefit statements,** which tells prospects why your workshop is the solution to their problems.]

- Example benefit 1: "You'll discover a simple trick that will stop your dog's unwanted barking instantly - you'll wish you had known about this a long time ago!"
- Example benefit 2: "Your dog will listen to and follow your every command - you won't believe your eyes!"

**[Insert proof of your claims,** such as testimonials, endorsements, screenshots, before and after pictures, scans, videos, case studies, etc.]

**[Share the price and justify the cost.]**

Example: "The workshop is just \$97 - you can even buy an invisible fence for this price, so it's well worth the investment and peace of mind that comes with having a reliable, well-trained dog!"

**[Offer bonuses to sweeten the deal.]**

Example: "Order now and you'll also get the 'Trick Training Made Easy' video, absolutely free!"

**[Offer a guarantee.]**

Example: "If you're unsatisfied for ANY reason, simply email me within three days after the workshop is over and I'll cheerfully refund every penny - no questions asked!"

**[Create a call to action, where you specifically tell people to order.]**

Example: "Simply take out your credit card and click the 'join' button now - and then get set to start enjoying a perfectly trained pup! But do it now, because the workshop starts {insert date} - and you'll kick yourself if you miss it!"

**[Insert payment button.]**

**[Sign your letter.]**

**[Insert a post script (P.S.), which reiterates a main benefit or even shares a new one.]**

Example: "P.S. Your friends will be impressed when they see your well-mannered dog! And you'll be amazed at the results, too - so click here to join now!"]

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**Step 5: Set up your website.**

Finally, you need to set up your website. This includes:

- Inserting the pay buttons into your sales letter and uploading the sales letter to the main page of your site.
- Creating a hidden confirmation page which thanks people for their purchase and tells them how to register for the seminar.

- Uploading any other files, such as bonus products, most of which will be available for download on the payment confirmation page.
- Creating other pages on your site as needed, such as a contact link and a TOS (terms of service) page. Talk to your attorney about how to construct your terms of service.

You can do these things yourself by using an HTML editor (like [Dreamweaver](#) or free [Kompozer](#)). You'll also need to know how to upload files to your website, either by using FTP software (like [CuteFTP](#) or free [FileZilla](#)) or by logging into your host's control panel ([www.yourdomain.com/cpanel](http://www.yourdomain.com/cpanel)) and using the file manager.

If you don't know how to create web pages and upload them to your website, no problem – you'll just need to hire someone else to do it. You can find this person by going to a freelancing site like [www.elance.com](http://www.elance.com) or [www.rentacoder.com](http://www.rentacoder.com). Then simply post a project and you'll get plenty of competent people bidding to win the job.

## Quick Recap

And there you have it – the steps you need choose your niche, choose your topic and set up your website.

Remember, don't struggle and try to set it up yourself if you're not technically inclined. Instead, go to a freelancing site and find a professional to do it for you. Not only will the professional be able to do it more quickly, he'll also likely design a better site than you. So get this step completed and let's move on to the next step of the formula. Read on...

## Supply the Content

Your website is set up and you've chosen a webinar host (such as [GoToWebinar.com](http://GoToWebinar.com)).

Your next steps include choosing how long your webinar will be, selecting a title, and creating the content and your slide presentation that you're going to share with your attendees.

Read on...

## Selecting the Length of Your Webinar

It's a good idea to have some sense of how long your webinar will be, as this will impact pricing and it will impact the outline that you create for your workshop.

At a minimum your webinar should be one hour long. You can then go up from there, up to a full day. However, I suggest that if this is your first workshop, then you should schedule it for just a few hours (such as three hours). That gives you plenty of time to cover all the material in depth as well as open the lines for questions from time to time. And yet you won't be struggling to fill the time.

Tip: Create more content than you think you'll need. That way, if you rush through your content more quickly than anticipated, you can simply go through this other content to extend the length of the workshop. Don't mention this extra content in your sales letter, however, just in case you're unable to get to it.

Obviously, another factor that determines length is the actual topic of your webinar. If you're creating a webinar about how to set up and market a website, you could easily fill a full day (even more). But if you're creating a workshop on a smaller topic – like how to houstrain a dog – then you may only need an hour to teach this topic in depth.

In other words, let your topic be your guide when thinking about how long your webinar will be.

Tip: When choosing a length, be sure to leave time for questions. You should take questions once per hour. You can also open the line for questions after every major topic.

If your webinar is more than an hour and a half long, then you may also want to schedule short breaks so that your attendees can use the restroom, refill their beverages, etc without missing any of the workshop.

## Choosing a Title

The next step is to choose a title for your webinar. It should be catchy and relevant, so that people who hear the title know instantly what your workshop is about.

Let me share with you some title templates and examples:

How to \_\_\_\_\_.

Example: How to Cook Delicious French Food.

\_\_\_\_\_ Easy Steps to \_\_\_\_\_.

Example: Five Easy Steps to Housetraining Your Puppy.

The Secrets of \_\_\_\_\_.

Example: The Secrets of Winning Bodybuilding Competitions.

Learn How to \_\_\_\_\_.

Example: Learn How to Play Guitar.

The \_\_\_\_\_ Workshop.

Example: The Organic Pest Control Workshop.

Do note that the last example has the word "workshop" in the title. Indeed, you may want to use a main title ("The \_\_\_\_\_ Workshop") followed by a subtitle.

Examples:

- The Web Design 101 Workshop: Everything You Need to Know to Get Your First Website Up and Running Fast!
- The 1957 Chevy Restoration Workshop: How to Overhaul the Engine On Your 1957 Chevy!
- The Hydroponic Gardening Workshop: How to Grow Delicious Vegetables Without Soil!

## Outlining Your Presentation

Your next step is to start creating your presentation. You'll want to start by drawing up an outline of the topics and steps you'd like to cover. Be sure to also estimate how much time you'll devote to each of these topics.

If you're workshop is a "how to" workshop, then your outline will simply include the steps needed to perform a procedure.

Example: A workshop about setting up a blog would include these steps:

- Step 1: Buy a domain name.
- Step 2: Purchase web hosting.
- Step 3: Change your domain name servers.
- Step 4: Download WordPress blog files from WordPress.org.
- Step 5: Unzip files, upload them to your site and install blog.
- Step 6: Log into blog and customize features.
- Step 7: Find a theme.
- Step 8: Install and customize theme.
- Step 9: Find plug ins.
- Step 10: Install plug ins.

Some of these topics (like choosing a domain name) may only take a few minutes to cover. Other topics – such as customizing the theme – could easily take 30 minutes or more to cover.

Obviously, it's pretty easy to create an outline when you're teaching a step-by-step procedure. But how do you create an outline for a topic that doesn't necessarily have steps in chronological order?

In that case, you may want to order the topics for least advanced (easiest to understand, beginner level) to most advanced (intermediate or expert level).

Example: Let's suppose you're holding a workshop about how to market a website. And let's say the topics you intend to cover include social media marketing, search engine optimization, joint venture marketing, pay per click marketing and blogging.

Now, it doesn't really matter which order you teach these topics in the sense that there isn't a chronological order. That is, the marketer doesn't need to use one of the above methods before he can use another. As such, you get to decide how to order the topics. They could be easiest to more advanced, like this:

- Blogging
- Social media marketing
- Joint venture marketing
- Search engine optimization
- Pay per click marketing

Alternatively, you can order them in terms of those that show fast results (like PPC) marketing to those that take longer to enjoy results. For example:

- PPC marketing
- JV marketing
- Social media marketing
- Blogging
- Search engine optimization

Yet another alternative is to further categorize the topics. For example, you could first talk about all the paid means of advertising (such as PPC marketing and any others you'd like to add) and then you could talk about all the free means of advertising. Within these two main categories you may then further organize the topics, such as by listing them in order of beginner level to expert level topics.

Tip: Not sure what all topics to include? Again, go back to the research you did earlier and look at the competing products. You do NOT want to copy these products in any way. However, you can use their table of contents as inspiration for what topics you'd like to include in your workshop.

And of course you can also use customer reviews of these products to help you shape your workshop. For example, if several customers wished that the competing product had covered a particular topic, then be sure to include that topic in your workshop.

You'll want to create a fairly detailed outline.

That's because your next step is to start creating the actual content so that you can create your slide presentation and other materials. Read on...

## Creating Your Slide Show

Once the outline is complete, you now have to do two things:

- 1. Create the visual portion of your presentation.** This is where you use Open Office Impress or PowerPoint to create a slide presentation and other visual aids for your attendees.

**2. Create the audio portion of your presentation.** This is the script you'll create so that you can narrate your slide presentation.

Let's start with the slide presentation, and then in the next section you'll learn about creating the script (also known as "narration").

Now, the first note I want to make is that there are various ways for you to create this content. These include:

- a. Creating the content from scratch.** This is where you create the content yourself. It's a matter of sitting down and using the outline you've made to create the content for your course. You don't even need to be a particularly good writer, simply because you'll be sharing much of the content verbally (meaning you'll share it in a conversational tone, rather than via straight text).

This is a good choice if you're already an expert in the topic. If not, be sure to research it thoroughly. That means you need to use multiple web sources to research the topic. Just be sure you create the content in your own words and reference to reliable sources when and if needed.

What do I mean by reliable? It means you need to use websites that are known authority sites.

Example: If your workshop is about weight loss, then WebMD.com, Atkins.com and similar sites are good reference sites. On the other hand, "weightlosstips4u.info" is an unknown resource, so skip it.

- b. Using PLR (private label rights) to create the content.** Another way to create the content for your course is use private label rights. If you start with good PLR content, then it saves you loads of time in terms of research.

All you need to do is excerpt out relevant portions of the content in order to create your slides and your narration. Naturally, you should tweak the PLR content a bit to make it sound more like something you'd say.

Example: Let's say the content has phrases like, "The metabolic effect is ephemeral." Now, perhaps you wouldn't say something like that, so you can rewrite it to make it sound like your voice, like this: "The fat-burning effect is short lived." Same thing, just different wording.



**c. Hiring a ghostwriter to create the content.** Yet another way to create the content for your course is to have a professional ghostwriter create it. You'll need to make it clear to the ghostwriter that you don't want a typical report or ebook. Instead, you need lists of tips and steps for every topic on your outline.

Again, you can go to a freelancing board like [elance.com](http://elance.com) to find a ghostwriter. You can also check out the "Warriors for Hire" section of [WarriorForum.com](http://WarriorForum.com).

If you'd like to work with someone locally, then try posting an advertisement on [Craigslist.org](http://Craigslist.org).

Example: Wanted: Ghostwriter with experience researching and writing about weight loss. Prefer writer who has experience creating video scripts. I need [#] of words at [your rate range per word]. Email me at [your email address] to learn more.

Now, at this step you're mainly focusing on the visual portion of the presentation. That means that you're not going to be writing long paragraphs or pages of content for your slides. Instead, you want your text slides to just highlight the main points of the narration. Indeed, your slides should contain tips, bulleted lists, and other concise points.

Example: Let's say you're talking about some of the nutritional aspects of weight loss. The slide you display may have three short, main points, such as:

- Eat six small meals each day.
- Drink water between meals.
- Eat close to nature.

Your narration, of course, will explain each of these points in detail.

However, if you just present text slides that highlight the main points of the narration, your presentation will be fairly boring. That's why you need to insert other visual elements. For example:

- **Video.** This is a great way to illustrate whatever it is you're talking about.

Example: If you're running a bodybuilding workshop, then you can show videos of the correct way to perform the most popular lifts and other exercises.

- **Pictures.** Sometimes you can illustrate your presentation just fine with a picture.

Example: If you're talking about how to use hand signals to train a deaf dog, then you can show photos of the most appropriate hand signals to use.

- **Charts and similar graphics.** Let's suppose you're holding a workshop about early retirement. You might show a graph that illustrates how much money people need to save today in order to have a million dollars or more by the time they retire.
- **Interactive features.** If you use a webinar host like GoToWebinar, then you can have your attendees interact by doing things like completing polls and surveys.
- **Online demos.** This is where you capture a video (using [Camtasia Studio](#), free [CamStudio](#) or similar) to show how to do something online.

Example: You can capture a video of setting up a blog or setting up a PayPal payment button.

Tip: Technically, since you're sharing your desktop with viewers, you can even do a live demo. However, Murphy's Law tends to come into play, meaning that "if something can go wrong, it will." For example, maybe the website goes down so you can't even show your demo. Thus it's a good idea to pre-record your demos and play them back, as opposed to trying to show live demos.

- **Screen shots.** Let's say you're talking about how to set up a PayPal payment button. You can provide screenshots of all the steps as you set up a button, so that people can see exactly what to click on.

Tip: Naturally, you can also use a video for this purpose. However, the advantage of a series of screenshots is that you don't have to pause a video in order to offer explanation. So if you have a lot of narration, sometimes screenshots work even better than videos or online demos.

Point is, you should never submit your viewers to PowerPoint text slide after text slide. Instead, keep the presentation both educational and entertaining by using videos, pictures and other visual aids generously.

## Writing the Script

You just learned about creating the visual portion of your presentation. Now it's time to create the narration, which is the script for your workshop.

Just a bit earlier you learned the three main ways to create the content for the workshop (yourself, using PLR content or by employing a ghostwriter). This content you created will become part of your script.

Here are the keys to creating your script...

- **Estimate how long each topic will take.** There are various estimates as to how many words people speak in a minute, but obviously that depends on the speaker. As such, you should time yourself so that you know approximately how much spoken content to create for each topic. Remember that you're likely to speak a bit faster than normal during the workshop (due to feeling a little nervous).
- **Don't create long chunks of text for your script.** Instead, create a script that mainly consists of short tips and reminders for yourself. You see, while you are indeed creating a script – or at least the outline for one – you do NOT want to sound scripted. If you write out every word you're going to say and then read it, you will indeed sound scripted.

So, toss the long passages of text away. Instead, just use your outline and slides as cues for what you need to say. And have extra notes nearby, with tips and reminders of the important points you want to cover.

- **Practice, practice, practice.** Plenty of practice will help you offer your presentation more smoothly so that you don't sound robotic, scripted and/or nervous. It will also help you figure out exactly how long it will take you to cover each main topic.

Note: You can practice your entire presentation by logging into GoToWebinar and clicking on the "practice" button.

Tip: As you start creating your narration, take note of how long your slides stay up. You don't want to have a plain text slide up for more than a minute, otherwise your attendees will start to get bored.

It's much better to keep the presentation interesting by showing different slides often, including text, pictures and videos. If you're showing a static text slide, aim to change it two or three times per minute.

## Quick Recap

And there you have it – you now know how to create the content for your workshop, including both the visual content (text slides, videos and other visual aids) as well as the narration for your workshop. Also, remember to open the lines for questions after every major topic, or at least once every 45 to 60 minutes.

Your workshop is ready to go. But first, you need to price it and then promote it. Read on...

## Sell the Workshop

You've created your workshop. But before you can go live, you need to do two things:

1. Price it.
2. Promote it.

Let's look at these two separately...

## Price Your Workshop

There are various factors that go into play when pricing a workshop, including:

- **The format.** Fortunately, live events have a higher perceived value than products like ebooks. As such, you can charge anywhere from two to five times more for a live event as opposed to the same content presented in an ebook.

- **The topic.** Some topics simply command higher price tags.

Example: A workshop about how to make money online will usually have a higher price tag than a quilting workshop.

- **The length.** For example, a four hour workshop is worth more than a one hour workshop.
- **The audience level.** An intermediate or expert level workshop carries a higher perceived value than a workshop aimed at beginners.
- **Your credibility.** If you have some special qualification for teaching the workshop, then you can charge more.

Example: If you're a doctor or nutritionist holding a weight loss workshop, then you'll be viewed as an expert - and thus able to charge more for attendance.

- **Other factors.** Do you offer any bonuses, such as the recordings to all attendees or other freebies? Do you offer any one-on-one coaching? If so, these sorts of things add to the perceived value of your workshop.

Now, one good way to price your workshop is to look what others are charging for similar workshops. Just be sure you're comparing apples to apples, meaning you're directly comparing the factors mentioned above.

Tip: You can find these workshops by searching for your keywords alongside words like "workshop" and "webinar." For example, "dog training webinar."

You're likely to find a range of prices, even for similar workshops. You might price your workshop in the middle of this price range.

Example: So if, for example, similar workshops go for \$50 to \$150, then price yours at \$99.

## Promote Your Workshop

Your next step is to promote your workshop, meaning that you get as many qualified prospects in front of your website as possible.

Here are five good ways to do it...

## 1. Tell your contacts about it.

This includes blogging about your workshop, telling your newsletter subscribers, informing your social media contacts (such as Facebook friends and Twitter contacts) and even dropping an email to your friends and family. Be sure to ask everyone to help you spread the word.

## 2. Recruit affiliates.

You can offer your affiliates a 50% commission for every paying customer they send you. One of the easiest ways to do this is to use [Clickbank.com](http://Clickbank.com), who'll even handle paying your affiliates. Plus if use Clickbank, you can list your workshop in the marketplace, which will help you recruit affiliates.

However, your best affiliates will likely come from those you personally recruit. That is, you need to seek them out and personally invite them to join your affiliate program.

You can find them online simply by returning to your marketing research, where you uncovered supposed "competitors" on Clickbank, Google and elsewhere- in essence, people who are selling to the same niche. You can have these people cooperate with you by offering them a commission to promote your workshop to their subscribers and customers.

Here's a sample email you can send...

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Subject line: [Name], do your subscribers like [topic]?  
Alternative subject: [Name], earn \$97 for every sale..

Dear [first name],

Hi, it's [your name] here from [your website], and I'd like to fill your account with big affiliate paychecks. Let me explain..

The reason I'm writing is to let you know about a new affiliate opportunity, where you can earn \$97 for every one of your subscribers or customers who purchases a virtual seat at my upcoming [topic] webinar.

As you're well aware, this topic is hot right now, so the workshop is a guaranteed best seller. And since your list and blog targets

people who want to learn how to [do niche activity/topic], you can see why the affiliate opportunity is a perfect match for you.

You can take a sneak peek at the seminar by looking at this video excerpt as well as the outline for the live event: [link](#).

If you like what you see (and I'm sure you will), then all you have to do is sign up to become an affiliate by going to [\[link\]](#). It just takes a second. And once you start promoting, you'll earn 50% commissions - that's \$97 per sale - for every paying customer you send.

I look forward to sending you plenty of commissions!

[name]

P.S. Need ads, banners, solos and other marketing materials? No problem - you'll find these "cut and paste" promos inside your affiliate account, so join now by clicking [here](#).

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### **3. Invite JV partners to join you.**

A JV (joint venture) is when you engage in a mutually beneficial activity with another marketer. One form of a JV is an affiliate partnership as described above. But you can take it a step further to make it a true joint venture, such as by offering to co-promote your affiliate partners.

This means that they promote your workshop to their newsletter subscribers or blog readers, and in turn you promote one of their products to your blog readers or subscribers.

### **4. Use pay per click marketing.**

Yet another way to promote your workshop is by using [Google AdWords](#) or another pay per click (PPC) search engine.

It works like this...

You bid on a keyword, such as "*dog training workshop*." The amount you bid helps determine how far up in the sponsored results your ad will appear (these are the ads that appear to the right of and above the regular Google results). The more you bid per keyword - and the better your ad converts - the better your ad's placement.

Do note that ads are short – just three lines long – so they need to be compelling.

Example #1:

Is your dog being bad?  
½ day workshop turns your bad dog  
Into a perfect houseguest – guaranteed!

Example #2:

Need to lose weight?  
Revolutionary diet revealed here –  
You have to see it to believe it!

When someone clicks on your ad, the prospect will be taken to your landing page (sales page), and you'll pay an amount up to your bid amount. So if you bid 20 cents, then you'll pay up to 20 cents per click.

## **5. Use content marketing.**

Finally, you can create and distribute content with the purpose of bringing prospects to your sales page. This includes:

- Blogging on your own site. (Tip: Use [WordPress.org](http://WordPress.org).)
- Distributing articles to article directories (such as [EzineArticles.com](http://EzineArticles.com), [IdeaMarketers.com](http://IdeaMarketers.com), [ArticleCity.com](http://ArticleCity.com), [GoArticles.com](http://GoArticles.com) and [ArticleAlley.com](http://ArticleAlley.com)).
- Distributing videos on [YouTube.com](http://YouTube.com). Indeed, this is a great strategy, because people who watch videos will likely be interested in watching webinars, too.

## **Quick Recap**

The key to having a lot of paying attendees at your virtual workshop is to get your offer in front of as many targeted prospects as possible.

And as you just learned, you can do this in a variety of ways, including by using affiliate marketing, content marketing and pay per click marketing.

Now let's wrap things up...



## Conclusion

Congratulations – you now know how to set up and run your very own virtual workshop! Let's quickly recap the three-step system:

**Step 1: Set Up the Workshop.** This is where you choose a profitable niche, select the topic for your workshop, set up the webinar and create your website.

**Step 2: Supply the Content.** In this step you learned how to create an outline and then create both the visual and auditory portions of your workshop.

**Step 3: Sell the Workshop.** Finally, you got an overview of how to price and promote the workshop.

You may have started this report thinking that creating your own workshop might be a little overwhelming.

By now, you can no doubt see that **it's a lot easier than you think.**

And that means there's just one thing left for you to do – **take action!**

So go ahead and return to the first step and start brainstorming niches. Because the sooner you get started, the sooner you can collect payments for the workshop – and the sooner you'll have the recordings as yet another product you can sell again and again!