Workshop Launch Plan

HOW TO GET PEOPLE TO SIGN UP, SHOW UP, AND ENROLL



Sue Clement
THINK & GROW LIKE A CEO

WORKSHOP LAUNCH PLAN

Promotion

Promotion is the lifeblood of your Workshop and the first critical step to focus on to get the word out and fill your virtual seats. You need to be visible where your audience is. Use a mix of methods such as social media, emails, joint ventures (JVs), ads, and leveraging other people's audiences. Diversifying your promotion strategy increases your reach and drives more sign-ups. Remember, consistency is key. Keep the promotion rolling across different platforms leading up to your event.

If you're new at this, start with social media and emails. You can add more promotional strategies on future Workshops as you build your system.



Social Media is your megaphone to create buzz through posts, stories, LIVES and even set up an event in Facebook and LinkedIn. Remember to engage with your audience directly via DMs and comments to build excitement.



Email Marketing is your direct line to warm leads, so craft attention-grabbing subject lines and compelling content that speaks to their pain points and desires. Map out several emails targeting different pains and aspirations that your Workshop will cover.



JV Partnerships can amplify your reach. Partner with people who share a similar audience but aren't competitors, and cross-promote to each other's lists to amplify your reach



Paid Ads on Facebook, Google, or even YouTube can target specific demographics. This is a more advanced strategy but can be effective for reaching a bigger audience.



Finally, tap into **Other People's Audiences** (OPA). Guest on podcasts, writing guest blog posts, or participating in online communities where your ideal attendees hang out. Asking your biz friends or colleagues to share your event to their list, post on social media and in their group and on their pages.

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Sales/Opt-in Page & Thank You

Your sales/opt-in page is where the magic happens. It needs to be clear, compelling, and conversion-focused. The goal is to convert visitors into attendees!



Sales/Opt-In Page: This is where you convert visitors into attendees. Focus on crafting a compelling headline, clear benefits, and strong calls to action. Make it visually appealing but not overwhelming—clarity is your best friend here. Use bullet points to outline what they'll learn and who your presentation is for. Make it crystal clear how this Workshop will solve their problems or improve their lives.

Include social proof with testimonials from past attendees or clients who've benefited from your services. Since not everyone coming to this page knows you, make sure to share about your expertise and position yourself and an expert. Urgency and scarcity can also drive conversions, so if you have limited spots or a time-sensitive bonus, make sure to highlight that.



Thank You Page: This is prime real estate and an often overlooked and unutilized opportunity. Instead of just saying "thanks," consider adding a video message from you to build a personal connection or offer a bonus resource that further prepares them for the Workshop. Use this page to reinforce the decision they just made to sign up and to get them to show up. Encourage them to add the event to their calendar and share with their friends. You can also invite them to join a private Facebook group for pre-event engagement.



Top Tips:

- Use testimonials or social proof to build trust.
- Keep the sign-up process simple; don't ask for unnecessary information.
- Consider offering an upsell or additional content on your Thank You page.

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Promotional Emails

Don't be shy about sending multiple promotional emails. Each one is a chance to connect with your audience and nurturing people who may be interested but haven't committed yet. The key is variety and consistency. You're not just reminding people about your Workshop, you're building a relationship and positioning it as a must-attend event.

Mix up the email content: share stories, tease key takeaways, and use different angles to keep things fresh. Each email should build on the last, highlighting different aspects of your Workshop, such as key benefits, testimonials, or bonuses.

Start with an announcement email that clearly outlines the benefits of attending. Follow up with several value-driven emails that share a little taste of what they'll learn. For example, you might tell a story about a past client who had a major breakthrough thanks to the strategies you'll be teaching. Use countdown emails as the event approaches to create urgency. Don't be afraid to address common objections in these emails too, if people are worried they won't have time, remind them of the recording (if available) or emphasize the ROI for attending.

Ultimately, each email should bring the reader one step closer to signing up.



Ideas for Content:

- Break down the Workshop content and how it solves their pain points.
- Share success stories or testimonials to build credibility.
- Use scarcity or urgency to remind them that spots are limited, or deadlines are approaching.
- Don't hesitate to send promotional emails the same day as the event. You'll be amazed how a well written "Last Chance" email with 1 or 2 hours notice will bring in last minute sign ups.

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Reminder Emails

Your reminder emails are crucial for ensuring people actually show up. Even the most excited registrants can forget. These reminders should be concise but emphasize the value of attending live. A little anticipation can go a long way!

It's crucial that you keep your Workshop top of mind. Remember to include log in details in every email.

Make Your Reminder Emails Work Harder:

Your reminders aren't just about timing... they're about keeping attention and reinforcing the decision to attend.

- Re-sell the outcome in every reminder. Don't just remind them when... remind them why it matters.
- Use different subject lines and angles so your emails don't blend into the background.
- Tell them to expect or give them one small thing to think about before they join. This increases follow-through.



Here's a suggested schedule:

- 2 days before, send a warm reminder with a recap of what to expect and maybe a teaser of something new you'll be sharing.
- 1 day before, highlight how attending live will provide the best experience, perhaps by offering a live-only bonus.
- On the day of the event, send a morning reminder with login details and a countdown to when you start.
- Finally, 1 hour before, send a short, energetic email saying, "We're about to go live!" and include a link to join.

Make sure all reminder emails are mobile-friendly, as many people will read them on their phones.

Example Content:

- 2 Days Before: "Excited to have you! Here's a sneak peek..."
- 1 Day Before: "Don't forget! Tomorrow is the big day..."
- Same Day: "Today's the day! Get ready to transform..."
- 1 Hour Before: "We're starting soon! Grab your spot now..."

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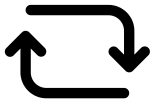
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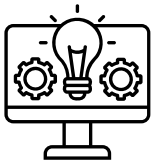
Follow-Up Sequence

The conversation shouldn't end when the Workshop does. The follow-up sequence is s sequence is crucial for converting attendees into paying clients. (read that twice)

Multiple follow-up emails allow you to reinforce the value they received, address any remaining objections, and highlight your core offer.



- **Thank You & Recap:** Start with a thank-you email that recaps the key takeaways from the Workshop—this reinforces the value and keeps the content fresh in their minds.



- **Value Reinforcement:** Send an email highlighting the core offer you made during the Workshop, emphasizing how it directly solves their problems. Use social proof in the form of testimonials, case studies, or success stories to build trust and demonstrate that your offer works.



- **Urgency:** Include a sense of urgency, whether it's a limited-time discount, a fast-action bonus, or a reminder that spots are filling up fast.



- **Personal Touch:** Consider adding a personal message from you expressing how much you enjoyed interacting with them during the Workshop. This can make attendees feel seen and appreciated.

Follow-Up Structure:

- Thank You & Recap: Acknowledge their attendance and recap key takeaways.
- Value Reinforcement: talk about benefits of your offer.
- Core Offer: Highlight your main offer from the Workshop and any bonuses or time-sensitive deals.
- Social Proof: Share testimonials or case studies to back up your offer.
- Final Push: Remind them of the deadline and scarcity of your offer.

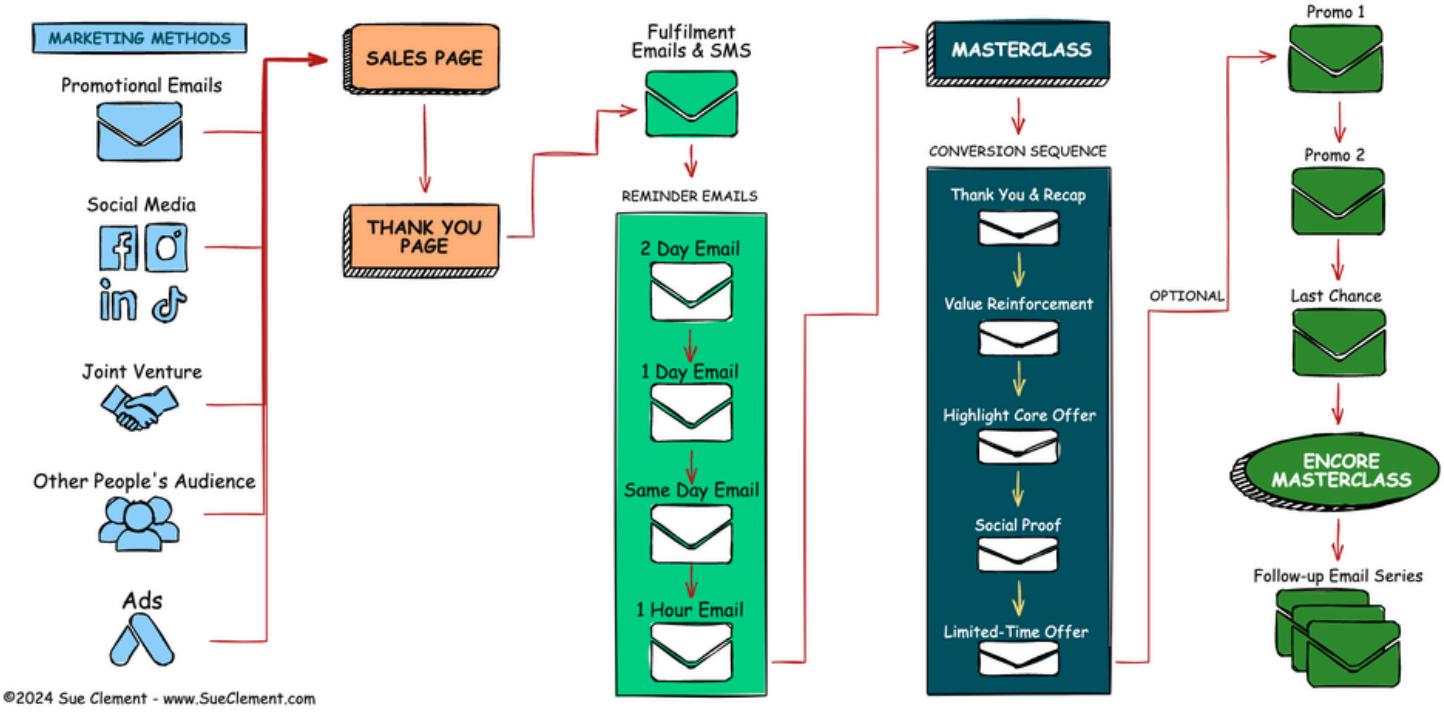
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Optional Encore Workshop

An encore Workshop is a powerful strategy for capturing those who couldn't attend the first time around. Not only does it give you a second chance to get people in the door, but it also lets you tweak your presentation based on the feedback or questions you received in the first round. Note: if you're hosting an Encore then you would not make the recording of the original Workshop available.

Promote the encore like a brand-new event. Emphasize the demand and the limited opportunity to participate this time around. Focus on the exclusivity of this final chance, frame it as a "last call" for those who missed out. You can also use testimonials from the first session to build excitement and prove the value of what they missed.

MASTERCLASS FUNNEL ROADMAP



This Workshop Funnel Roadmap ensures that every aspect is covered, from generating interest to sealing the deal. By following these steps, you can confidently create a Workshop that not only attracts attendees but also converts them into loyal clients.

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Here's your next step...

Booking your FREE, No Pitch 45-Minute Workshop Mastery Session with Sue!

During your exclusive Workshop Mastery Session, you and I will create a step-by-step roadmap to double or triple your Workshop conversions.

If you...

- Are ready to stop selling 1-to-1 and instead shift to a more leveraged biz model of selling 1-to many and create a massive revenue influx.
- Have tried your hand at Workshops, Webinars, and live events but come away disappointed with your inconsistent or lackluster results and minimum conversions.
- Are looking for an easier and faster way to fill your calendar with hot, qualified prospects and clients.
- Have hit a plateau and are seeking guided support to break through it and increase your conversions percentages.

Then this is for you!

Book your 45-minute session now at: www.aperfectmasterclass.com/chat



Meet Sue

I've helped 1,200+ Coaches & Experts expand their visibility, increase their impact and scale from six to seven figures.

After scaling (and selling) a multi-7-figure employment agency, I've cracked the code on high-converting events. My clients consistently increase their workshop conversions by 300% and add an additional $20K+ monthly.