

content curator

with Sue Bryce

MAP: in-person workshop

A START TO FINISH CHECKLIST FOR
DESIGNING, SELLING AND DELIVERING
YOUR IN-PERSON WORKSHOP

DESIGN

- ☐ **Name/Noun/Verb: Mentor, Educator, Instructor, Coach...Name you**
- ☐ **Name the workshop. Title: keep it short and SIMPLE**
- ☐ **Content type: e.g., Business, Money, Self Development, Craft...**
- ☐ **WHAT do you speak about? Be specific e.g., Business - Marketing, Sales, Networking**
- ☐ **Pick an Industry: Clarity. Pick an Audience: Who is it for? Clarity.**
- ☐ **Tagline: Make it strong and descriptive**
- ☐ **Description: What will I learn and why?**
- ☐ **Speaker + Brand Stills: Headshot, PB images, BTS, Onstage, In the wild**
- ☐ **Speaker Bio + 3x3: Write your BIO in your brand voice SSP**
- ☐ **Develop Content (BETA test)**
- ☐ **DESIGN: homework / workbooks / downloadables + auxiliary products**

SELL

- ☐ Speaker Reel dynamic branding video | Event, Workshop BTS / Teaching
- ☐ Written + video Testimonials (BETA test)
- ☐ Sales video talking head with b-roll
- ☐ Publish schedule
- ☐ Sales Page: ☐ Title ☐ Tagline ☐ Description ☐ Category ☐ Industry
☐ Speaker Bio ☐ Branding Images ☐ Speaker Reel ☐ Sales Video
☐ Workshop Schedule ☐ Testimonials
- ☐ Connect your Social triangle
- ☐ Booking system / Email system
- ☐ Sales system (refunds)
- ☐ Attendee Info / Connection / Educate the client

DELIVER

- ☐ Customer support travel / accommodation
- ☐ Location: Where
- ☐ Host + workshop supporters: Who? How much?
- ☐ F & B (Food & Beverage)
- ☐ Pricing - include Product, Ambassadors, Affiliates, Sponsors, Instructors
- ☐ LEGAL: T + I, sales contract, insurance
- ☐ Merch table / gift bags
- ☐ Marketing / Selling