



# Your Workshop Business Blueprint!

(5 Key Elements to Your Successful Program Based Business)

## MAGNETIZE: Fill Your Programs!

- Step 1: Learn the Basic Psychology of Why People Buy Things.
- Step 2: Craft Marketing That Gives Value & Positions a Purchase!
- Step 3: Learn Free & Low Cost Ways to Distribute Your Message.



## MATERIALIZE: Design Your Programs!

- Step 1: Choose 1 Overall Learning Outcome per Program.
- Step 2: Decide on 3-5 Learning Objectives per Program Segment.
- Step 3: Craft Curriculum to include all Learning Styles & Intelligences.



## MESMERIZE: Deliver Dynamite Programs!

- Step 1: Understand Connection Matters More Than Content.
- Step 2: Learn the 5 Elements of a Powerful Presence from Stage.
- Step 3: Practice, Practice, Practice!



## MONETIZE: Craft Ethical Offers!

- Step 1: Design an Intelligent Spiral Revenue for Programs.
- Step 2: Get Clear on the Facts First, then the Finesse of Your Offer.
- Step 3: Learn an Offer Delivery Style that is Authentic to You.



## MAXIMIZE: Scale Your Workshop Biz!

- Step 1: Design a Passive Client Enrolment Strategy.
- Step 2: Hire a Team to Help You Much Earlier That You Think!
- Step 3: Be Clear on What You Are Building From the Start.

