

SECTION 1: WHAT TO TEACH

- Decide on your workshop topic
- Decide on 3 simple concepts to teach
- Make sure you have a tangible “win” for your audience
- Decide the date, time, and pricing
- Sign up for a paid Zoom account
- Set up your email service provider if you don’t have one
- (IMPORTANT) In your email service provider, set up a special “tag” or “group” for your workshop attendees
- (IMPORTANT) Create a “welcome” email that gets automatically triggered when someone buys your workshop (see email template file)

SECTION 2: WORKSHOP SET UP

- Set up your MiloTree Easy Payments Account
- Add your workshop details and create your “Money Button Link”
- Create your FREE sales page using our free “Sales Page Creator”
- Promote and sell your workshop everywhere using your sales page and your money button link!
- Put together your one-hour workshop using our Canva slide deck template. Keep it simple!!
- (OPTIONAL) Create a PDF in Canva to give to your audience: checklist, how-to, printable, etc.
- Schedule emails to be sent to your attendees (see email template file):
 - The day before as a reminder
 - The day of as a reminder
 - An hour before as a reminder

SECTION 3: DAY OF WORKSHOP + BEYOND!

- (IMPORTANT) Make sure to set your Zoom settings to record the session
- Show up and teach 3 simple concepts
- Give your audience one tangible “win”
- Keep your workshop to an hour but stay for as long as people have questions
- After the session, upload the Zoom video to YouTube as an unlisted video
- Email your people a “thanks for coming” email (see email template file) with:
 - A link to the video
 - The PDF you’ve created, if applicable
 - Your next offer! If you deliver, your people will buy from you again!!

MY NEXT OFFER: Join my next workshop! I'll show you how to turn a workshop into a membership!