

Profit From Online Workshops workbook

WELCOME!

Hello and welcome!

I'm so happy you've decided to join me to find out more about this exciting way to make money.

Workshop, mastermind and group events are a perfect entry-level side hustle. So whether this is your very first side hustle, or another income stream to add to your list, I know you're going to love how easy it is to get started.

There have been many studies which have shown that writing down notes and completing exercises helps you to learn. Use this workbook to make notes and complete the exercises as you work through the modules.

If you have any questions remember that you can always ask in my private Inspiring Life Design Facebook Group. If you haven't already joined, simply go to [inspiringlifedesign.com/facebook](https://www.inspiringlifedesign.com/facebook)

So, let's get started...



Corinna

Founder of
Inspiring Life Design

MODULE 1



What exactly are Workshops & Masterminds?

Understand the difference between the three main types of events.

Connect the event types to the correct descriptions below:

- | | |
|--|----------------|
| 1. A seminar style event where one or more experts present training and knowledge on how to master a skill | A. Masterminds |
| 2. Members meet to learn from each other & help with problem solving. Also used to hold members accountable to their goals | B. Groups |
| 3. An organised gathering of members around a common cause or topic, where they can share thoughts, advice and learnings | C. Workshops |



True or False?

Events can be held both in-person or online (virtually)

TRUE / FALSE



The frequency of events can vary depending on the type of event

Fill in the gaps below:

Typically masterminds that offer accountability meet more frequently, this could be _____ , _____ or _____ .

In-person masterminds may meet less frequently, particularly if they involve people travelling from lots of different locations. _____ , _____ or _____ is more common.

Groups are often facilitated _____ in places such as Facebook Groups. They may have elements such as regular calls or live videos in the group

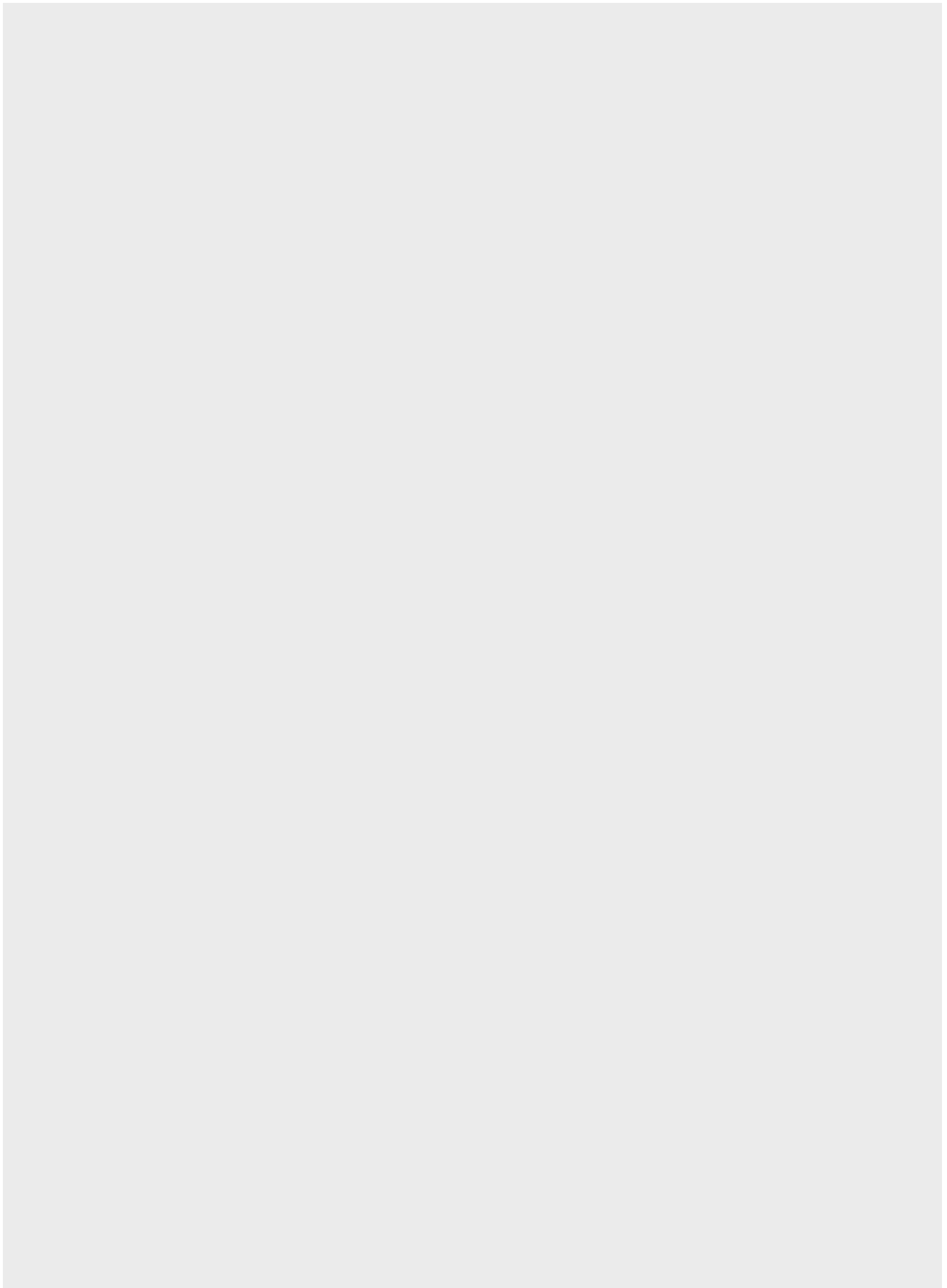
Workshops are more likely to be _____ events, although they could be held as regular trainings.



Answers to Module 1:

1C, 2A, 3B, True, weekly, bi-weekly, monthly, monthly, half-yearly, yearly, online, one-off

NOTES FROM MODULE 1:



MODULE 2



How to make money from workshops & masterminds

The scale of the knowledge information industry is huge and **forecast to grow** massively.

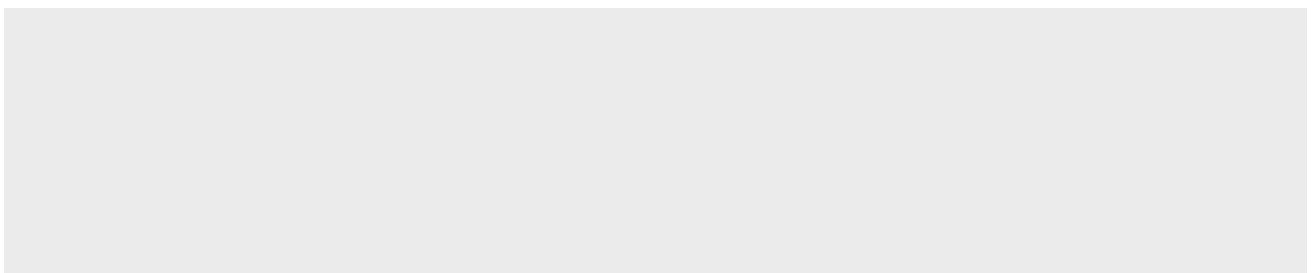
People are looking for different ways to learn. They want fast-tracks to know how to achieve results from people who are already having success in their area of interest.

People are prepared to **pay** for short-cuts to success.

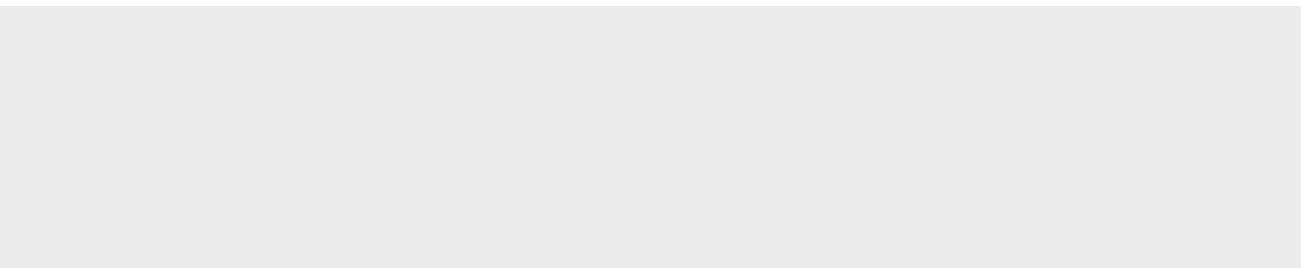
Right now you have a **huge opportunity** to make money from running your own events, while the online education industry is still young and growing.



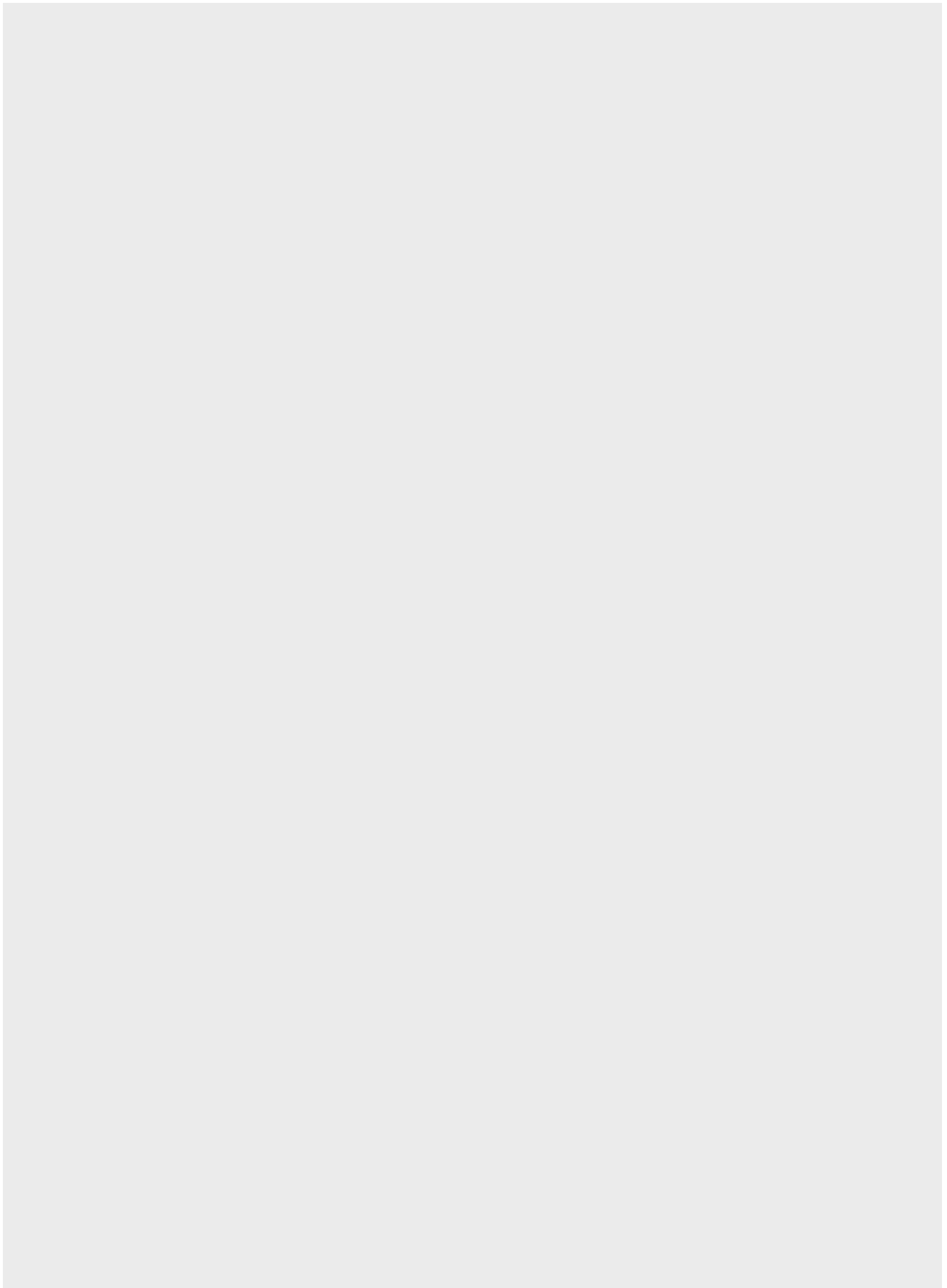
Can you think of any events that you have seen (whether online or in real life) where you can buy tickets to go learn? Name some...



List any education events that you have learnt from in the past



NOTES FROM MODULE 2:



MODULE 3

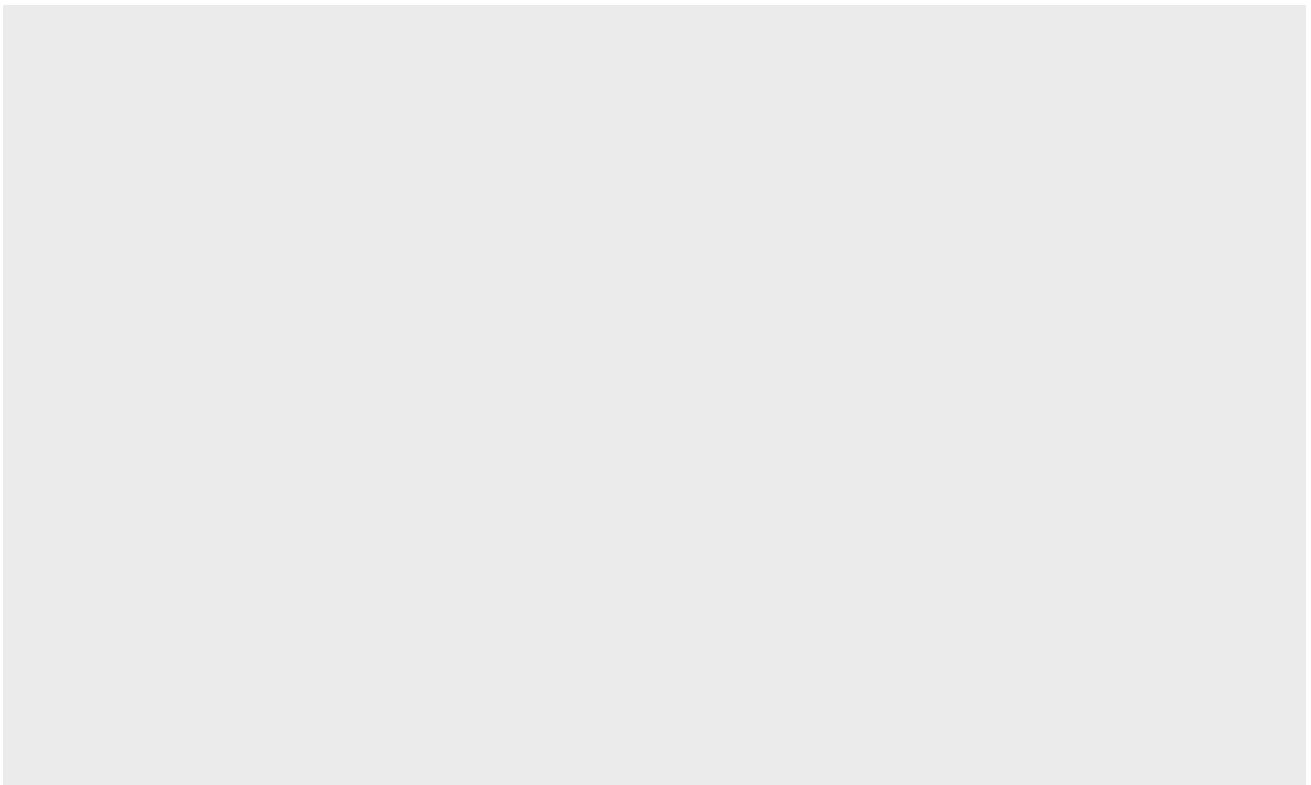


Choosing your workshop or mastermind topic

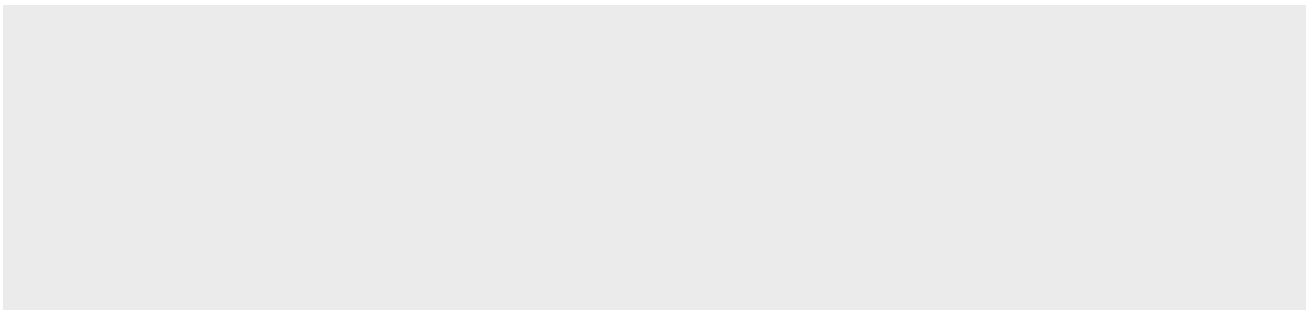
STEP 1: Pick the topic, niche or subject area for your event

Take a few minutes to list niches or topics which you could run events in.

Think of your hobbies, passions, existing knowledge and skills:



Pick 1-3 items from your list that you feel most confident and happy to focus on for your events:



STEP 2: Decide whether your event format will be a Workshop, Mastermind or Group

Use the descriptions on page 3 to decide which event format you would like to use:



STEP 3: Decide who will be the expert(s) at your event

Will you be the expert? Will you bring someone else in? Will you have more than one expert? Or if you've opted to create a Mastermind event you may decide that you don't need a specific expert. Who will your experts be?



STEP 4: Determine your event location

Will your event be held online or in-person?

Decide on your location of choice. For online events decide how you will deliver (video call, Facebook live...)

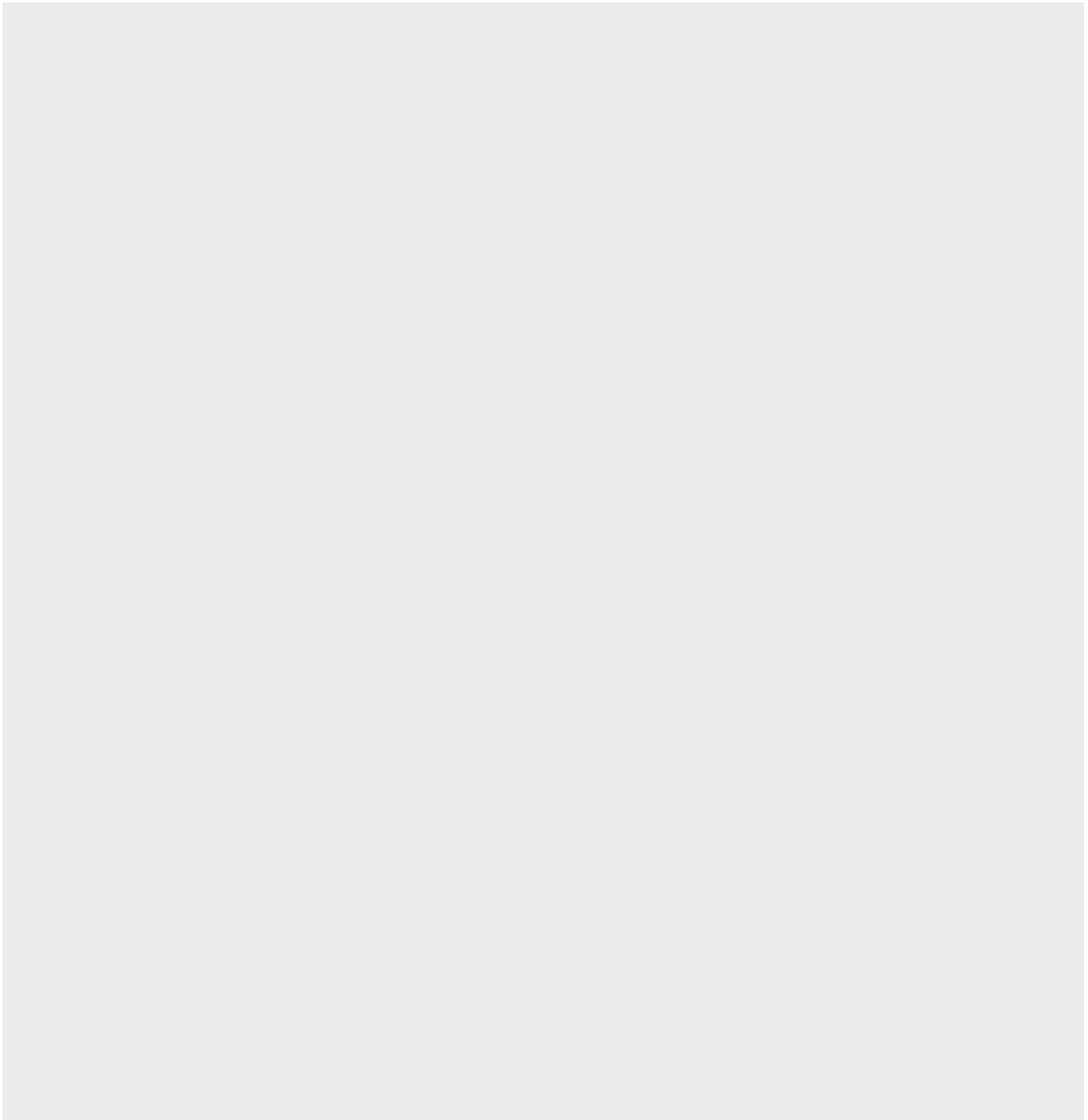


STEP 5: Create your agenda & content

FOR WORKSHOPS & GROUP EVENTS

Create a copy of the Agenda Template (linked beneath the Module 3 video) and fill it with the content and timings for your event. You can use the space below to make notes for what you would like to cover.

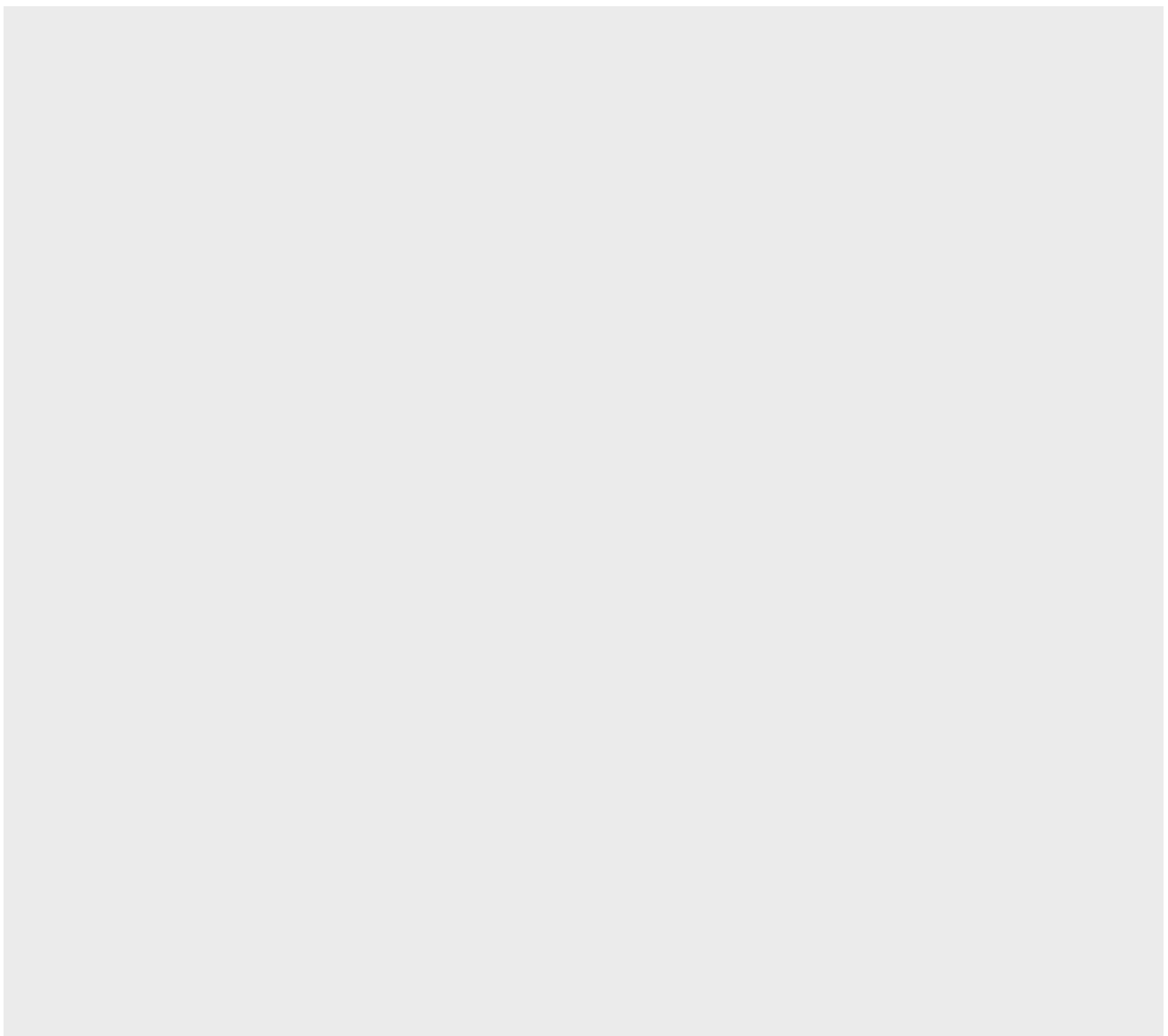
Consider rotating your content delivery between stories, strategies and exercises to keep it interesting, and don't forget to plan breaks!



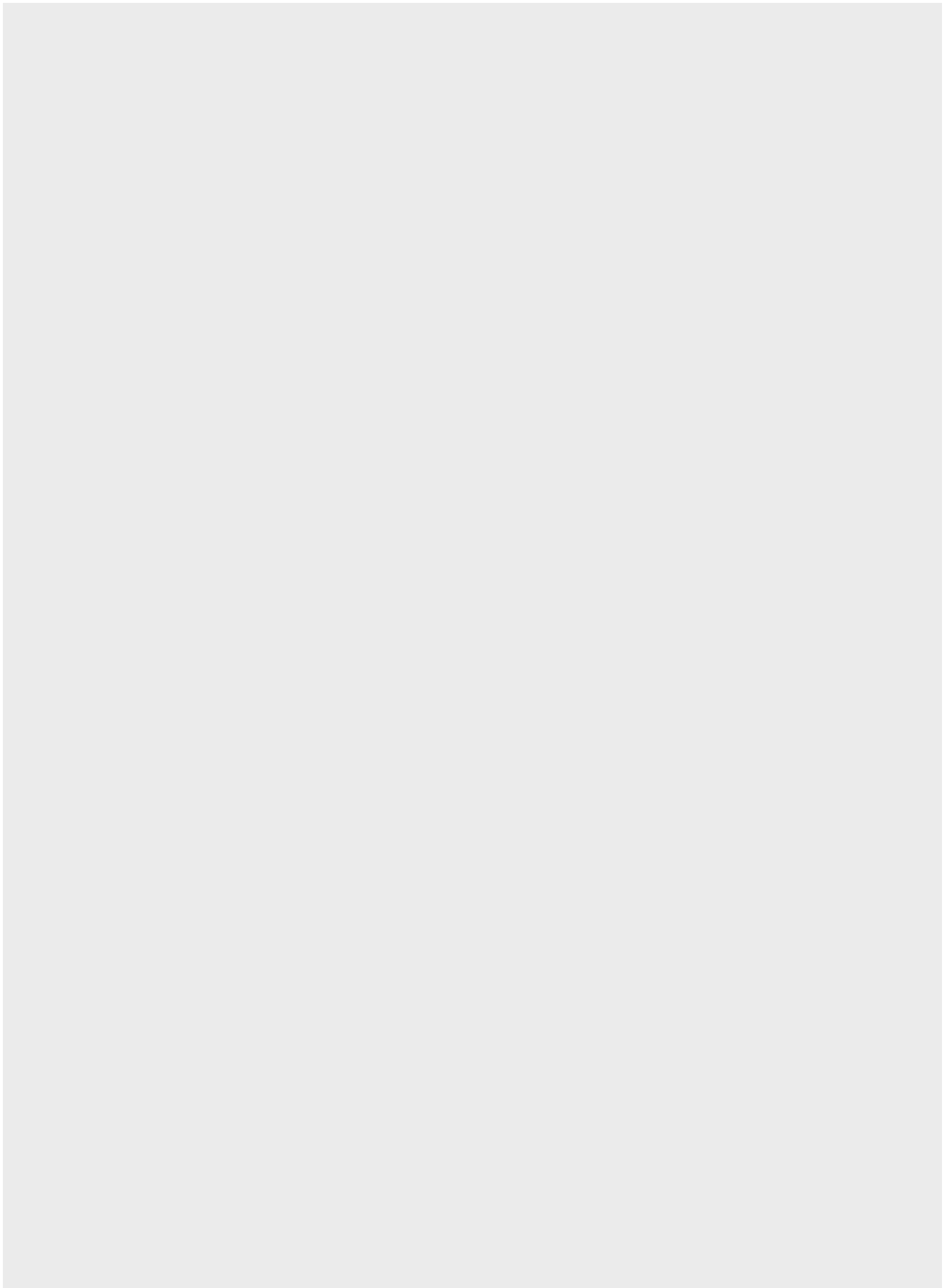
FOR MASTERMIND EVENTS

You're likely to follow a much simpler agenda. You can still make use of the Agenda Template if you find this helpful, however you may find it easier to create a couple of presentation slides that you can talk through at the start of your mastermind. These can be used to set any ground rules and explain your mastermind format. If you're using the hot-seat format, decide how many people will take the hot-seat per event. For longer hot-seats, have just 1-2 people per meeting in the hot-seat, for shorter sessions consider time-restricting sessions to 10 minutes per person.

Make notes about your mastermind agenda below:



NOTES FROM MODULE 3:



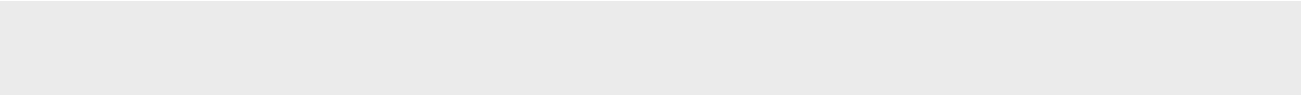
MODULE 4




Filling your workshop or mastermind event

STEP 6: Decide how many tickets to sell

What is the optimum number of people to sell spaces to for the smooth running of your event?

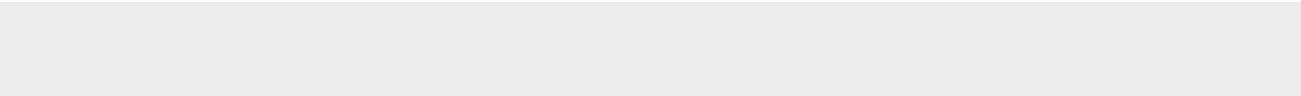


THINGS TO CONSIDER:

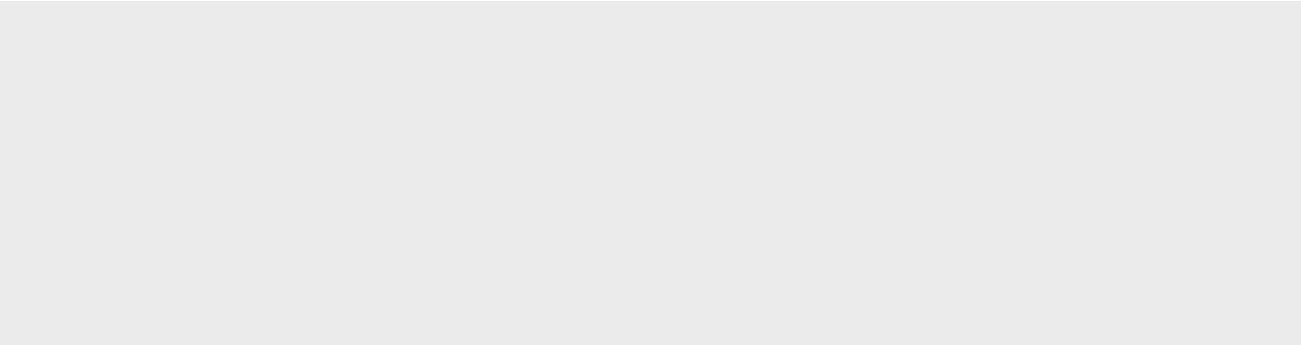
- Mastermind events tend to be best with fewer people
 - Workshops & groups can cater to larger numbers
 - Scarcity of tickets can be used as an excellent sales tool
- 

STEP 7: Decide how much to charge per ticket

What price point feels realistic to you when selling your event to people?
What price would you feel confident to sell at? How much would you be happy to pay to attend your event?



What expenses are you likely to have for running your event?



Here's one way you might want to calculate how much to charge for your events:

How much is 1 hour of your time worth?

How many hours do you think you will spend planning and running the event?

Multiply the above two numbers together:

Add the total expense amount you expect to have for your event

Divide by the number of tickets you plan to sell for your event

This final amount is a guide for how much to charge per ticket to your event. Remember that at the end of the course you will have the opportunity to access Corinna's event ticket price calculator.



STEP 8: Choose the date & time for your event

What dates & days of the week would be popular for your prospective customers?

If you are holding an online event, are there any different time zones you need to consider?

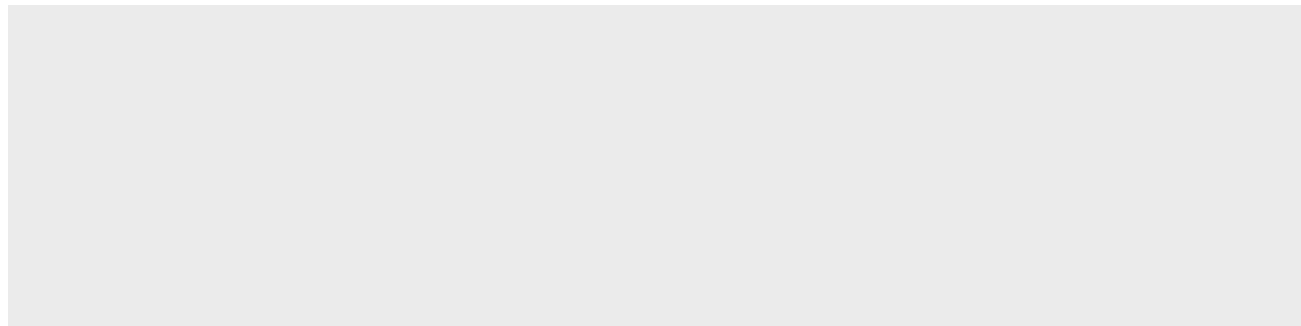
If you are holding an in-person event, are there any prime holiday times you should avoid? Or are there off-peak dates you can consider when venue hire may be cheaper?



STEP 9: Market and sell your event

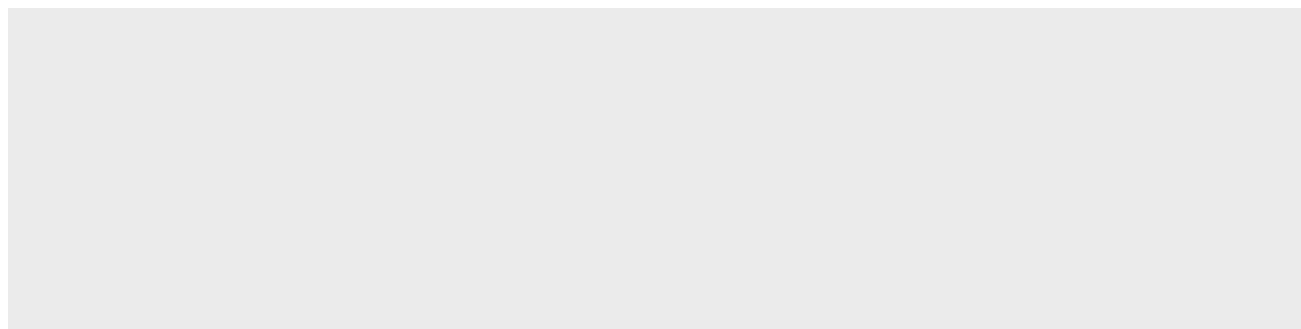
Make a list of any family or friends who may be interested in your event:

Take a look at your social media accounts. Which accounts do you have the largest followings or friend groups on?

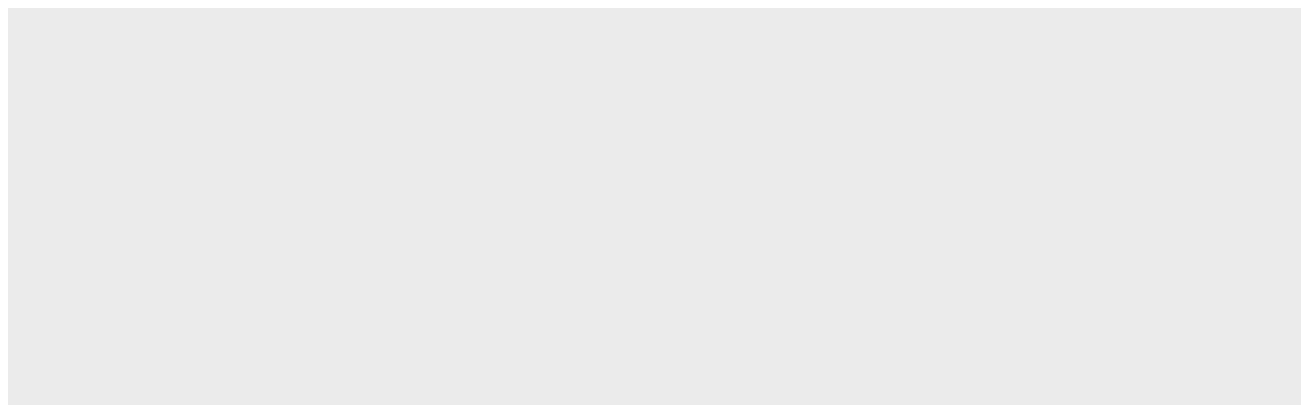


Think about how you will take payment for tickets to your event, will you accept card payments, bank transfers, Paypal, cash? You may want to consider creating a website with the ability to accept payments, or take a look at the Knowledge Business Blueprint Mindmint Software.

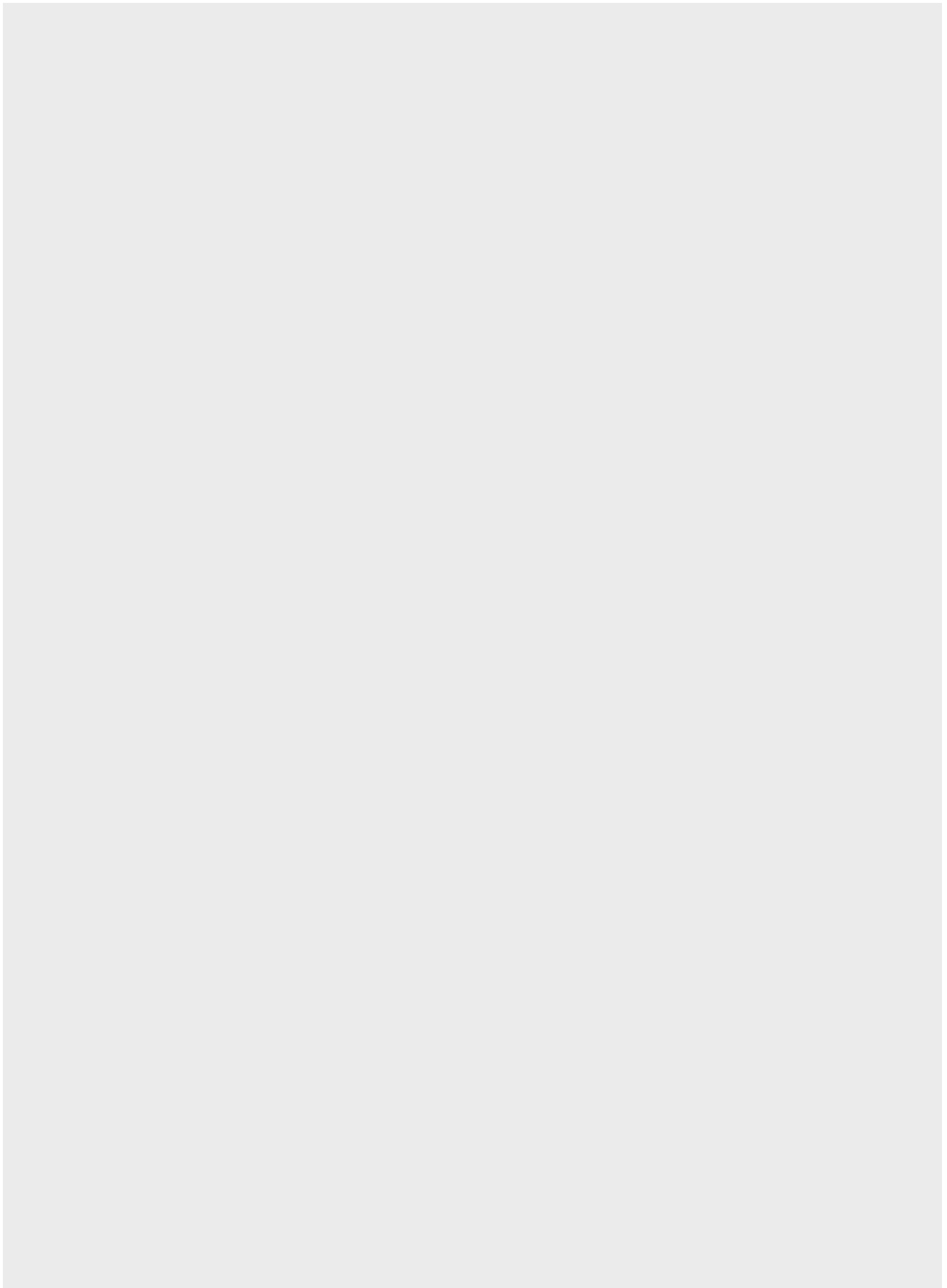
What payment methods will you accept?



Think about marketing materials you can create. You can use free software such as Canva to create posters, images, PDF's, flyers. What marketing materials will you create?



NOTES FROM MODULE 4:



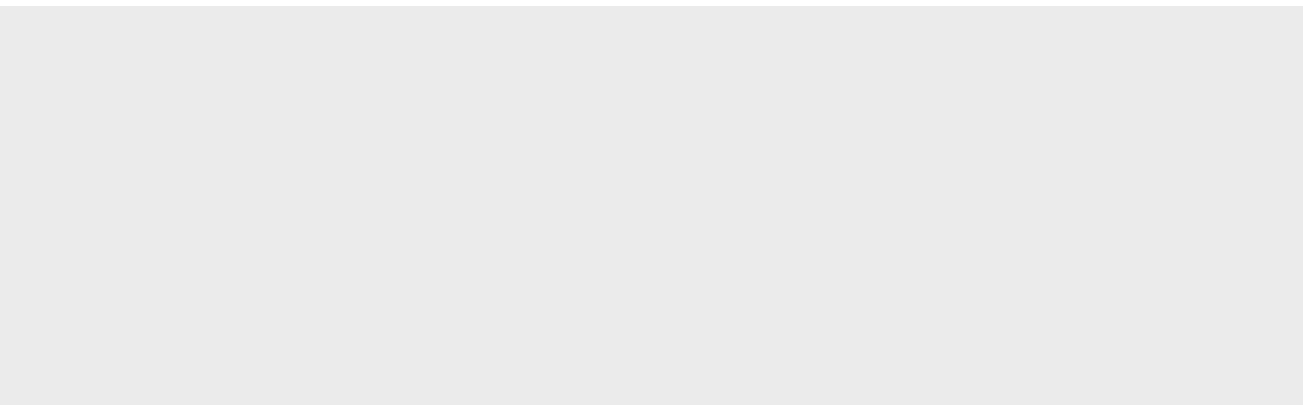
MODULE 5



Running your workshop or mastermind event

STEP 10: Running your event

How will you keep in touch with your attendees before the event? How frequently will you contact them, and what will you say?



FOR ONLINE EVENTS

Have you sent your attendees details of how to join the event, and any instructions for using your meeting software?

YES / NO

If using Zoom for your event and you expect the call to last longer than 40 minutes you should consider purchasing a Zoom subscription. Will you be buying a Zoom subscription?

YES / NO

If you are new to online video call hosting and plan to use Zoom, you may be interested in Corinna's new workshop training:

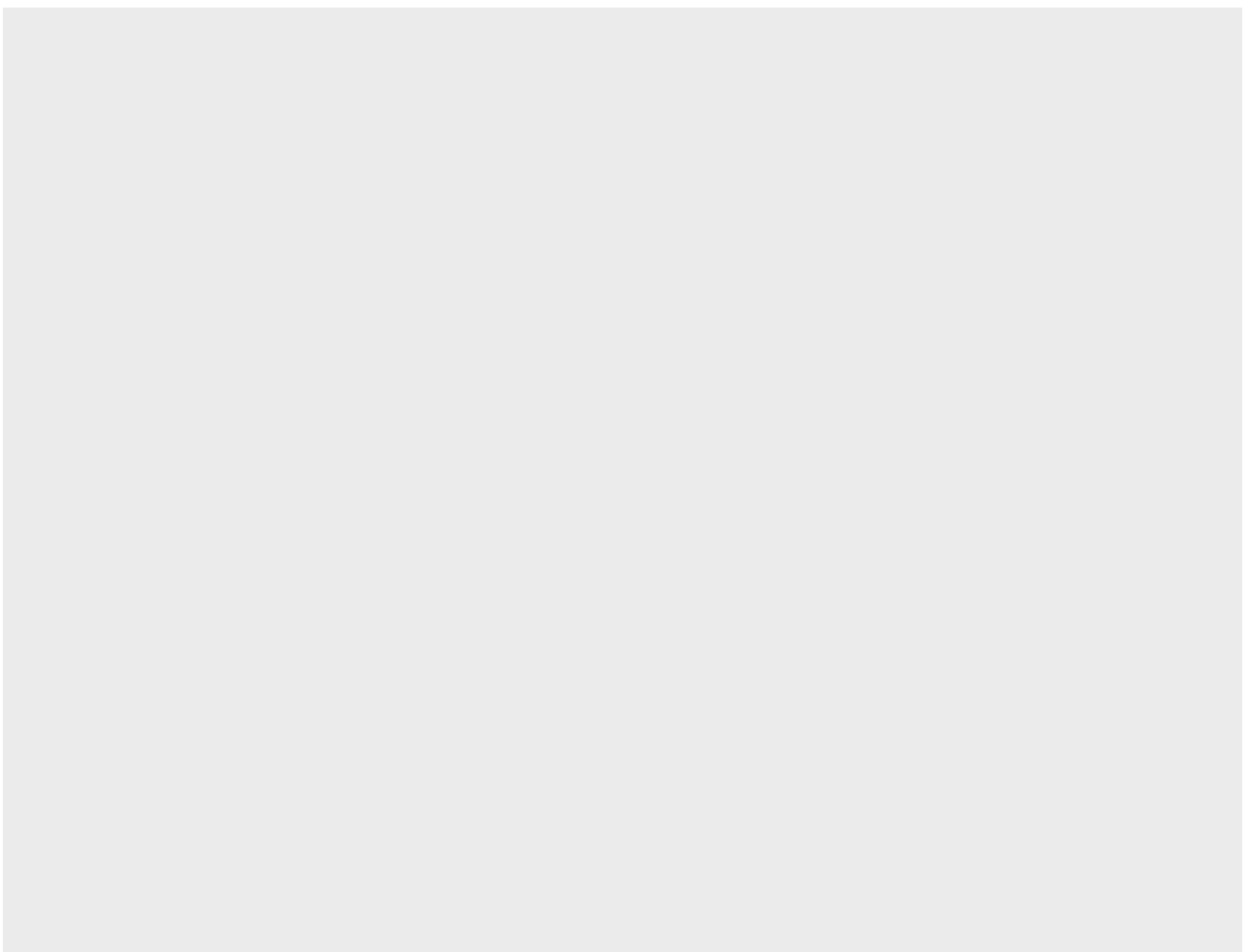
**How To Use Video Calls For Your Online Mastermind,
Even If You're A Total Beginner**

Current Sale price: £67

Email workshops@inspiringlifedesign.com for more information

It's useful to have a checklist of things you need to do immediately before your event begins, with timings. This could include opening your video software, preparing items for screen-sharing, starting the session recording.

Create your pre-event timings checklist below:



If your event is an online Mastermind:

Are there any ground rules you will lay out for your students?

Will you ask someone to be a time-keeper, or do this yourself?

ASK SOMEONE TO VOLUNTEER / DO IT MYSELF

Use this space to decide how long you will allow for each hot-seat time-slot, how many hot-seats you will have per call and what questions attendees should answer when they are on the hot-seat



FOR IN-PERSON EVENTS

Have you sent your attendees details of your event location, and any details about parking, accommodation and the local area?

YES / NO

Have you visited the venue(s) you are considering to check their suitability?

YES / NO

Have you secured your event venue for the date(s) of your choice?

YES / NO

Consider this check-list when booking your event venue:

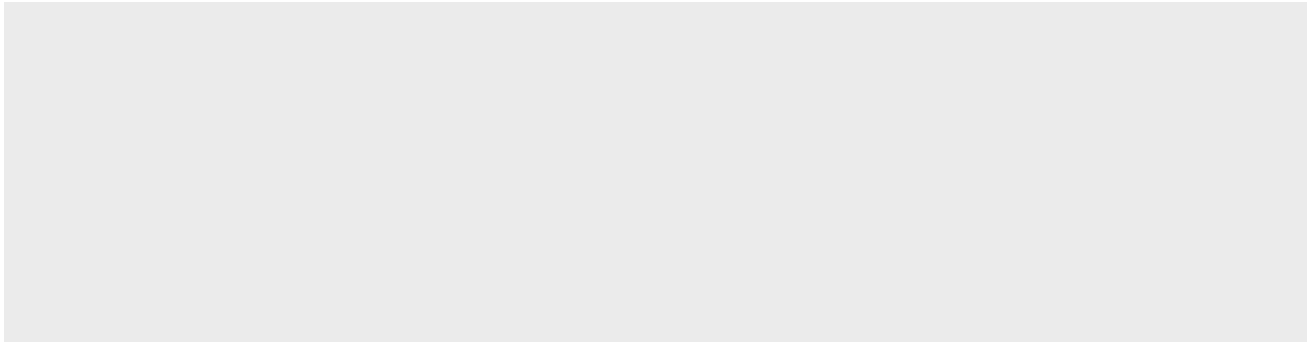
- ☐ Event space size - is it right for the number of tickets you are selling?
- ☐ Breakout space - is there one?
- ☐ Food & beverage options
- ☐ Equipment available? (projectors, screens, flipcharts, pens...)
- ☐ Power socket availability
- ☐ Wifi - is it available and is it included in the room hire?



Decide how to register participants (consider any forms you want them to sign, any items you will be giving them such as name badges and workbooks)

A large, empty light gray rectangular box, likely a placeholder for a form or content related to the registration process.

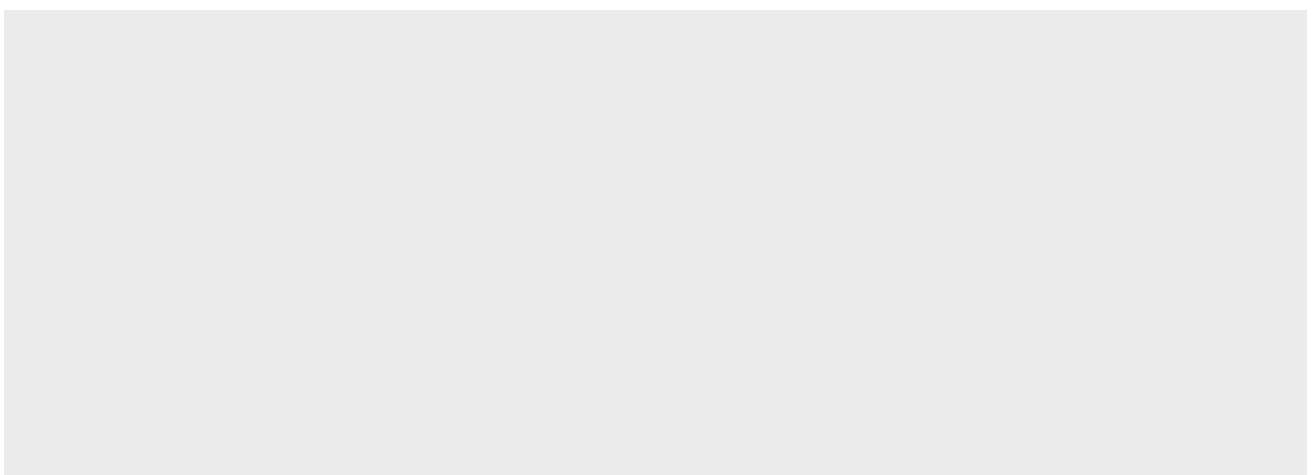
Will you have anyone to help you run your event (for registration, staffing)?
Who will this be?



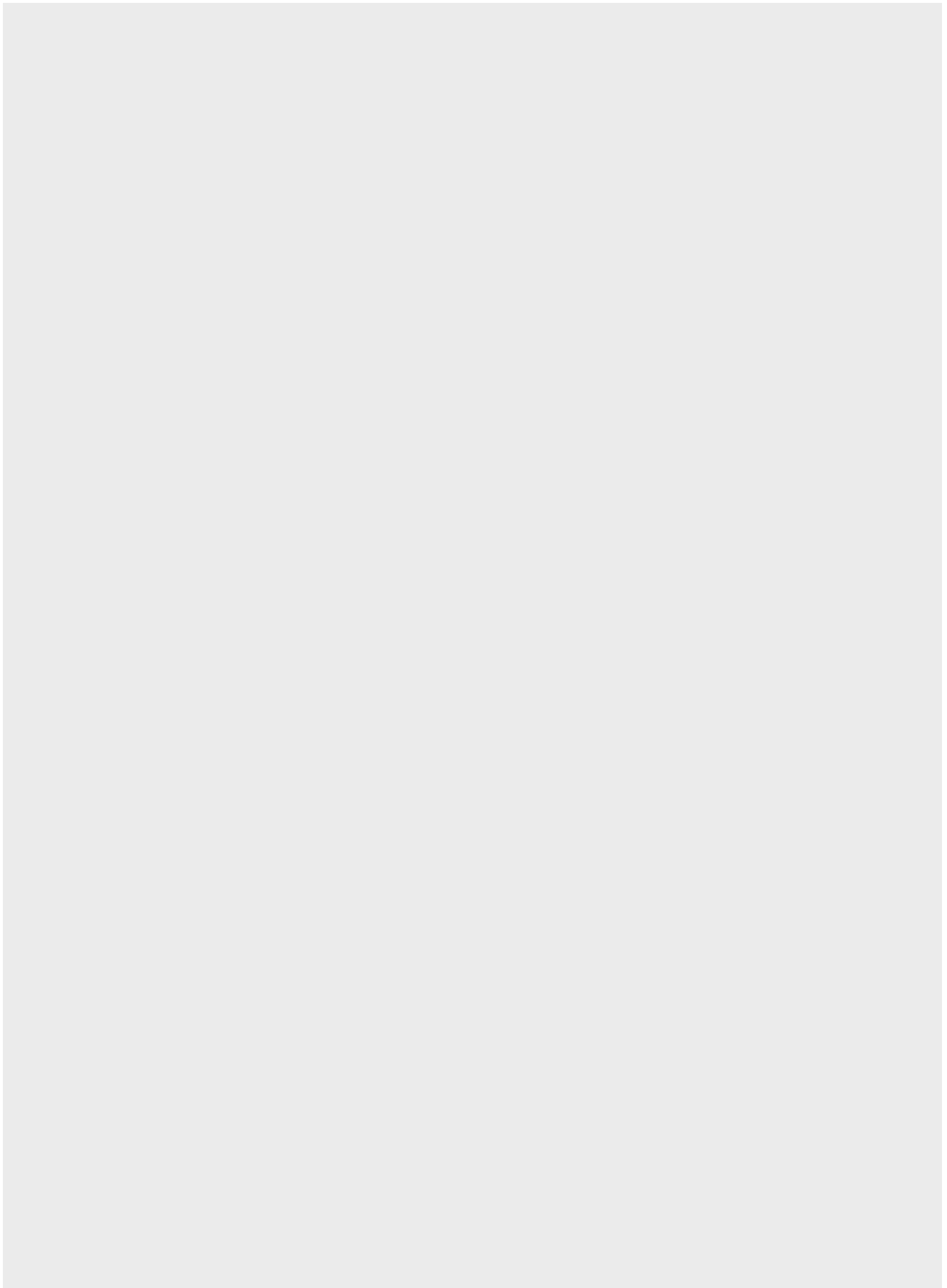
On-site checklist before your event starts:

- ☐ Signage to your event room
- ☐ Seating & tables arranged
- ☐ Equipment set-up and tested
- ☐ Drink and/or food stations set-up
- ☐ Namecards or badges
- ☐ Welcome packs and/or workbooks ready
- ☐ Registration desk set-up
- ☐ Spare equipment stowed in safe place

What feedback would you like to ask your participants for?



NOTES FROM MODULE 5:



MODULE 6



Taking your workshop or mastermind to the next level

This free course has just touched the surface of how to run a mastermind, group or workshop event. To finesse your events to make them outstanding it's a good idea to continue your learning.

As Tony Robbins teaches, it's important to practice "C.A.N.I." which stands for Continuous And Never-ending Improvement

Tony Robbins, Dean Graziosi and Russell Brunson are offering you a free training to learn more about the booming knowledge industry and the amazing opportunity to be an early-adopter right now.

Have you reserved your space for Tony's free training at inspiringlifedesign.com/kbb/free yet?

YES / NO

Have you taken a look at the bonuses you can get if you decide to buy the KBB course through Corinna?

YES / NO

Have you accessed your free end of course tools?

YES / NO



CONGRATULATIONS!

For successfully completing the course

- **Free knowledge business training** by Tony Robbins & Dean Graziosi
inspiringlifedesign.com/kbb/free
- If you decide to purchase the **KBB course**, here are the bonuses you get **included for free** from Corinna, as a thank you for buying with her link:

BONUS 1: MASTERMIND MASTERY BUNDLE

Designed specifically for KBB students. Includes Corinna's:

- + **KBB mastermind** - 3 month membership
- + **KBB private chat** - invitation-only group for real-time chat with Corinna & KBB students
- + **KBB crib sheets** - quick reference for key KBB action points
- + **Private Coaching from Corinna** - 3 private sessions to support you creating your first event

VALUE £600

BONUS 2: VIDEO HOSTING FOR BEGINNERS

Be the first to get this brand new training as it launches this year:

"How To Use Video Calls For Your Online Mastermind, Even If You're A Total Beginner"

VALUE £67

BONUS 3: TIMESAVER TEMPLATES

Make use of Corinna's event workbook template so that you can easily create a beautiful, branded resource for your events. Access to event template library also included

VALUE £33

GRAND TOTAL BUNDLE VALUE: £700

Other Resources From Corinna

- **Mastermind Mastery Coaching Bundle** with Corinna. 6 private sessions for £500 (usually £600). Email coaching@inspiringlifedesign.com to apply
- **Private one-to-one coaching** with Corinna. Introductory offer for first call £75 (usually £100). Email coaching@inspiringlifedesign.com to apply

If you have any questions, don't forget you can ask them in the Inspiring Life Design Facebook Group: [inspiringlifedesign.com/facebook](https://www.facebook.com/inspiringlifedesign)



NOTES:

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