



7 Easy Steps to Financial Freedom with Digital Workshops



**A QUICK WIN FORMULA FOR CREATING ONLINE
TRAINING CONTENT WHILE AVOIDING OVERWHELM**

2020 is the year that everything changed. When the world shut down, almost everyone started working from home. Those that did not have a job they could do from home suddenly found they had an abundance of time. So what do you do when you have time, diminishing income, and are forced to stay at home? Many have chosen to use this time wisely - educating themselves or working to educate others! Since you are reading this, I feel safe in assuming you have chosen to educate others, and in doing so, freeing yourself from the financial uncertainties of the “new normal”!

Creating online educational content is not easy. It is not as hard as it was in the early 2000's, although it still requires time and commitment. But what I am here to tell you, is that you don't have to immediately jump in with both feet and invest hundreds of hours into creating an in depth online course. By keeping it simple, you can start with a quick win.

In 2007 I founded a company called InfiniteSkills. Our goal was not only to bring technical skills training to the masses, but to find EXPERTS to deliver that content - regardless of their existing ability to navigate the treacherous waters of course creation. In order to do that, I had to develop a formula to simplify the difficult process of online course creation, and convey it in a simple and cost effective way. The end result? A formula for digital course creation that hundreds of authors used to generate millions of dollars in revenue.

I've now adapted that formula into 7 easy steps for creating LIVE digital workshops. So what is a live digital workshop? Before I answer that, you should know that there are primarily two methods of offering educational content online - pre-record your course and deliver it through an educational platform such as Teachable or Kajabi, or teach LIVE through a digital streaming platform such as Zoom or Demio. At a glance, the pre-recording may seem to be the easier option - but there are many more steps involved, a lot of pitfalls that you can run into, and requires a lot of time and dedication to get right. It is considered by many to be the conventional route to deliver your first course, and conventional it maybe, but it's a route with a very high failure rate!

The other option is live digital workshops which can be created in a relatively short time, target a single idea or concept, and draw in an audience quickly and easily, when compared to a pre-recorded course. Digital workshops are a **QUICK WIN**, and for an aspiring digital trainer, that is what you want to start with! That is why I have adapted my formula to show you how to create a 2 hour live digital workshop. Why 2 hours? Well, in the past, our experience has shown that students are hesitant to commit to more than 2 hours of their time, and when they do, their retention and

attention drops significantly beyond that time limit.

So why am I sharing my million dollar formula with you for free? To be honest, I had to think really hard about making it public. I normally charge a fee of \$997 for the onboarding consultation with prospective course creators, where we go through these exact steps. That allows me to evaluate their willingness to learn, and my willingness to take them on as a private client. In the end, I came to the conclusion that with the explosive demand for content right now, and the need for **YOU** to create alternative income streams in these challenging times, distributing this formula for free is the right thing to do.

So without further ado, I am going to share with you a process that took me more than 12 years to develop, and enabled me to teach hundreds of authors to generate millions of dollars in revenue over that time span.

P.S. I have included a bonus at the end of this guide JUST FOR YOU. You could skip to the end just to get that bonus, but you would miss out on all the good stuff you were looking for when you downloaded this!



Step 1 Understand your customer

Most new business owners, whether they are traditional brick and mortar, online ecommerce or digital content creators, get this wrong out of the gate. It is imperative that you understand WHO your customer is; and I don't just mean in general terms, I mean in detail. Create an avatar of your ideal prospect. What is their name? How old are they? Do they have a job? Is it an office job, a trade, or are they unemployed?

What are they looking for? What is the transformation that THEY want in their lives? Is it money related - to have the freedom to travel, spend time with their family, live where they want? Or do they simply want to learn something that will make their life easier, or more enjoyable - maybe they just want to learn something new.

Whatever that transformation is, the most important thing you need to understand **is what is preventing them from succeeding**. If they could do it themselves, they would have done it already. So what is it that is stopping them? THAT is the most important thing to understand, because that is what you have to overcome in order to turn them from browser into buyer.

What questions does your avatar need answers to? These are the objections that they have before they pay you money to achieve their transformation. Remember, they won't give you any money until they are convinced you can help them, and that's only going to happen if you know what they need help with.

Maybe they want to know why **you are different from your competitor** (and you do have competitors!) Perhaps the questions they have are related more to the time it will take to learn what you have to teach - time is precious, and they don't want to waste theirs. Understanding the questions and objections that your ideal prospect has will allow you to address them upfront in your marketing.

If you don't know who your customer is, what their pain points are, and what their objections are, your path to success, while not impossible, becomes much, much more difficult than it needs to be.



Step 2

Find your niche

Don't be naive. Whatever topic you are choosing to teach is NOT unique. A mistake that many first time trainers make is that they pick a topic that is much too broad. For example, let's say I wanted to teach a course on Microsoft Excel. If I googled "Microsoft Excel Training" right now, I guarantee that there are over **500,000,000** results! How can you stand out in that crowd? You need to find your own little niche, what I call "finding the gap."

The gap is the space between what is already being covered many times over for your topic, and specifically what your customer wants to know. If you have done your research, and understand the pain points, the questions and objections of your customer, you know where to start digging. With some google-fu, and haunting of Facebook forums, you can start to see patterns to the questions that your ideal prospects are not getting answered - that is your opportunity to fill in the gap!

Let's take our Excel example. With a bit of research, I can immediately see that one of the hottest topics is Pivot tables. That narrows my competition on Google from ½ billion to just over 4 million. If I refine it further by talking to a few prospective customers, I can see that a lot of data scientists want to use this tool to validate their data - suddenly I have a topic with just over 250,000 results ("microsoft excel" + "pivot table" "data validation" + training)

- a VERY manageable result set to work with. Not so small that there are no customers, but a market large enough to already be validated, and not overwhelmed with competition!

“Success comes from finding a niche audience, over-delivering, and then totally dominating that market”

So with a little bit of google research, talking to prospective customers, and investigation of Facebook forums, coupled with understanding the pain points and objections of your ideal prospect (from step 1!) you can quickly narrow down your topic and find your gap!



Step 3

Create a Compelling Title, Pick a Price, Commit to a Date

This may seem like a small step in the big scheme of things, but this is what I call a “quick win”. After researching prospect profiles and finding your gap, you need something small and quick to keep you on track and encouraged! Picking a title should be fast, easy, and fun.

Since we are talking about teaching a skill, my favorite way to format a title is the “How To” format. It is really quite simple: “How to do **X** in **Y** steps.”

For example: “Learn how to Sew Like an Expert in 3 Quick Steps” or “Learn how to Create a Window Box Garden Using Construction Site Scraps”

You want a title that quickly and clearly communicates what your prospect will achieve or learn in your training, while also expressing your method or niche (“3 Quick Steps”, “Using Construction Site Scraps) at the same time - intrigue them into wanting to know more!

When you price your product, the first mistake everyone makes is that they price it too low. Don’t undervalue your content! Just because everyone else is selling it at \$9.97 doesn’t mean you should too! You spent a lot of time and hard work creating it, price it according to its value and your marketing will prove to your prospect that it is worth every penny, and more!

That being said, knowing your customer is key. You are not going to price a workshop at \$497 for customers that are unemployed and looking for

a job... conversely, marketing a VIP workshop for C-level execs of Fortune 500's at \$97 is a sure way to get passed by! Know your market, and price your content to its value, not based on your competition!

“If you can’t be the cheapest, there is no strategic advantage to being 2nd cheapest, you may as well be the most expensive”

The final part of step 3 is something I force my students to do on day 1. That is, commit to a delivery date. It is too easy to push something to the side and say “I will come back to it”. No, you won’t. Set yourself a deadline. When developing a live workshop, pick that first date, and set it up in the webinar software! That way you are committed. There are a million things that are going to distract you if you let them, but if you put the pressure of a firm date on yourself, you have a much higher chance of succeeding than if you did not!



Step 4 **Set up the Tech**

This tends to be the scariest step for most new (and established!) digital content creators, but it does not have to be! It isn't 1997 anymore, when you had to create your own tools and invent ways to deliver content online! There are dozens of fully featured websites, applications and tools that are easy to use, and require little in the way of technical expertise to set up.

That does not keep this step from being intimidating however. After all, you are an expert in your topic, not in course delivery software right? With my Masterclass groups, I walk them through each of the tools that they need to deliver their content. You need to pick:

- ✓ A sales page service (Leadpages, Clickfunnels, Kajabi, Wordpress)
- ✓ A payment service (PayPal, Venmo, Stripe)
- ✓ A content delivery service (Kajabi or Teachable for pre-recorded content, Demio or Zoom for Live Content)

- ✓ An email marketing service (Constant Contact, Active Campaign, Drip)

Frankly, there is too much to go into here, but I can tell you that each of these services are easy compared to what was out there when I got started, and also cost effective! Companies also understand more than ever that stellar service, whether that is in the form of guided training, recommended experts to hire, or live support chats, is key to retaining customers, and that is to your benefit when getting up to speed on the tech!

When in doubt, and if you are totally overwhelmed, there are people called VA's (Virtual Assistants) that will, for a fee, handle every aspect of your technical needs, so you can focus on your content while they focus on the tech. Sites like UpWork, Fiverr and PeoplePerHour are loaded with experts that can help you with the tech.



Step 5 Create the Content

This is arguably the most important step in creating your workshop, and the most intimidating! After all, 2 hours is a long time to spend teaching, right? That is what I thought the first time that I put together an educational workshop! But let me share a few things with you that I have realized since that first one, so very long ago...

✿ **Design with flexibility in mind**

So often, me, or my students, have gone into a webinar with a solid, detailed lesson plan, only to be derailed by a question in the first 10 minutes! That is why I always teach that you should design with flexibility in mind. What is the famous quote? "No battle plan survives first contact with the enemy". Similarly, no lesson plan survives first contact with the students. Be prepared to get off topic, but also have a plan to get BACK on topic. Cover the most critical pieces first, and leave time to cater to the needs of the individuals in your classes. That will gain you more long term customers than any fixed, rigid plan ever will!

🕒 **A 2 hour workshop is not 2 hours of content**

Ok, I wasn't going to do this, in fact, I have never shared this before except with my master class students, but I think that it is important that you

see my outline for a successful workshop, if for no other reason, than to illustrate that 2 hours does not have to be 2 hours of teaching, in fact, it is more harmful than good if you talk without break for 2 hours! Your students will get bored, distracted and tune out. Instead, structure your workshop like this:

1. Welcome - 10 minutes (begin 5 minutes before the official start)

2. Build your authority - 10 minutes

3. Teaching Part 1 - 15 minutes

4. Break 1 - 5 minutes

5. Teaching Part 2 - 15 minutes

6. Break 2 - 5 minutes

7. Teaching Part 3 - 15 minutes

8. Lesson Review - 5 minutes

9. Q&A - 20 minutes

10. Closing - 5 minutes

So you can see here, that you are only actually **teaching** for 45 minutes, less than HALF the entire workshop. Honestly, if you can't come up with 45 minutes worth of content for your webinar, you are sunk before you even get started... in my experience, the challenge is condensing everything you want to convey into only 45 minutes!

Everyone loves a handout

Whether it is a summary of the lesson, an exercise to complete during a teaching section, or just a copy of the slides that you used, handouts and assets are a great way to engage your audience, and can also serve to reinforce what you are teaching. You can use handouts as a part of the workshop you are teaching, or deliver them after the fact, or even both! They are additional points of contact that can serve not only as teaching tools, but as marketing material for future workshops or other digital content that you will create. So always plan to have at least one handout for your workshop!



Step 6 *Market your Workshop*

This is a massive topic. In fact, I don't even cover all the ins and outs of marketing digital content in my master classes! There are hundreds of different trainers out there pounding their pulpits on the latest and greatest way to market your content to the masses, but the fact is, there is no magic formula, there is no silver bullet that will solve all your marketing needs. Nothing but hard work, testing, and patience is going to do the trick.

With that being said, there are a few tried and true techniques that I come back to, not only for my own courses, but for my students as well.



Market where your audience is

As a part of your customer avatar development, you should have an idea of where your market is. Selling beauty makeover tips for teens? Facebook is probably NOT where you want to market to. Teaching seniors to live on a budget? Stay away from TicToc. Go where your audience is.



Video Sells!

The marketers mantra used to be "Sex sells" - but I feel pretty comfortable in saying that is played out. Video is the new sex (hey I should trademark that!). I am sure that you have seen the sales pages that scroll on and on and on and on - I'll admit, I've used them! I still do to some extent - but honestly the conversion rates on that are a struggle. Once I switched to video - bam. It gives you a chance to CONNECT with your audience, to actually teach them something of value. Prove you can help, by actually helping. That is the whole premise of the workshop anyhow - why go back to text when we know video works?

The key is to go light to draw them in, and then heavier on the sales page. If I am advertising on Facebook for instance, I will start with a 30 second or less video, enough to get their attention, qualify them as a prospect, and convince them to click through to my sales page. Then I give them VALUE - 10 - 15 minutes teaching a topic that they can USE, something actionable, but not enough to give the farm away. Always leave them wanting more - that is what is going to get them clicking on that signup button for your webinar!



Friends and Family Matter

Don't underestimate the power of your existing friends and family network. Even if they are not your ideal prospect, tell them what you are doing! They may have friends, or friends of friends that ARE your market. Ask them to share a post on Facebook or Instagram, it is a cheap and easy way to start creating a bit of buzz, and you should never underestimate the power of social media!



Step 7 Deliver Your Workshop

It all comes down to this. All the hard work that you put in, and the final step is going through with the delivery of your workshop. If you took the time to do each of the previous steps right, then this will be a breeze! It is more a celebration of your success; after all, each attendee has paid to be there, you are thrilled that they are helping you achieve YOUR goals, while you are teaching them how to achieve theirs right?

Predictably, I do have a few tips for ensuring your masterpiece goes well...

- ✓ Practice - if you go in cold, you might hit a snag, and that would look unprofessional. Always practice at least twice, with one of those being a full run through with a friend or two on the line to get their comments and feedback.
- ✓ Prepare for the worst. Murphy exists, and he has come knocking more than once during my live workshops! If you are prepared, you can recover. Be ready with alternate ways to deliver handouts, how to deal with bad internet connections - even failures (emails prepared to send to participants, backup dates scheduled, etc). If you are prepared for it, it will not faze you when it happens. The best laid plans of mice and men afterall...
- ✓ When it is all over, analyze it. Be super critical of yourself, watch the playback and see, from the customers perspective, what went right, and what went wrong. Each workshop you run is an opportunity to improve on the last, until you have it so perfect, that you don't even need to market anymore, students are knocking down your digital door to attend!

I understand, this is a lot to absorb. But if you follow my 7 Steps, you are breaking down a monumental task into achievable parts that will not overwhelm you. Delivering a workshop is only the first step in your own journey of transformation to be a digital educator. It is a quick win, a way to validate that **you've got this!** Even if you never create a digital course, and you focus on delivering amazing workshops 2 or 3 times a week, I guarantee that it will improve your financial position, create opportunities for you to enjoy all the things in life you strive for, be it family, travel, retirement, or anything else.

At the beginning of this guide, I promised you a bonus. This is where I deliver! I have created a video that covers this topic, but even more in depth than I could go into here. Like this guide, it is absolutely free. Seriously, my accountant is going to make me regret it, but in these times, it is the right thing to do, helping you to help others.

[Watch the video now](#)