

# HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

## Repurpose Content to Save Time + Grow Your Business

The Done-For-You materials from Workshops Done Academy (WDA) can be used in multiple ways. Repurpose the content to work smarter and not harder. You will save time, reinforce your message, and increase your productivity. Savvy wellness entrepreneurs are strategic about their efforts and tend to take content they already have created and repackage it into something new. The Done-For-You content in WDA can build engagement with your client list, create a brand new program, build your email address list and much more. The wheel has been invented, so use it – and re-use it!

### USE IT FOR AN IN-PERSON WORKSHOP

An in-person workshop is giving a talk, seminar, or presentation at a location with people listening and watching. It is optional to use a PowerPoint presentation during your workshop. The attendees will be local residents nearby the venue. You will learn more about venues, settings, and promotions in later modules.

### USE IT FOR A WEBINAR

A webinar is a workshop that is held online. Webinars offer a personal experience and an active connection with the audience from the comforts of home, wherever home may be. You are not limited to a certain number of chairs to fill or by venue location, so the sky is the limit. A webinar is often called a virtual workshop or masterclass when promoting it. You will learn more about presenting and promoting a webinar in the additional modules.

*"By 2022, online videos will make up more than 82% of all consumer internet traffic – 15 times higher than it was in 2017." Cisco*

### USE IT FOR A FREE PUBLIC WEBINAR

This is a virtual workshop that is open to the public and free for attendees to sign up. You will teach for part of the webinar and transition to selling your coaching services or a group program. Presenting free webinars is recommended to build your email address list and have your ideal client know, like, and trust you.

# HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

## **USE IT FOR A PUBLIC WEBINAR – INDIVIDUALS PAY TO ATTEND**

This is a public webinar with a fee. Individuals sign up and pay you directly.

## **USE IT FOR A PUBLIC WEBINAR – ORGANIZATION PAYS**

This is when an organization hires you to give a public webinar. You share your promotion and the organization offers their members entrance for free, or they may charge them. These are usually lower pay per workshop, but you can meet a lot of new people. For example, my local library has a budget of \$200 per webinar or workshop. They promote the webinar to their members and the members attend for free. My local health foods store also has a budget of \$200 and they charge the members \$5 each to attend. The organization handles the registrations for the workshop.

## **USE IT FOR A PRIVATE PAID WEBINAR**

A corporation or organization pays you to give a webinar to their employees or members. This is not promoted to the public. They pay you directly. You teach to teach without any sales pitch for health coaching or a program.

## **USE IT FOR A FREE PUBLIC WORKSHOP (IN-PERSON)**

This is an in-person workshop that is open to the public and free for attendees to sign up. You will teach for part of the webinar and transition to selling your coaching services or a group program. Giving free webinars is recommended to build your email address list and have your ideal client know, like, and trust you.

When I first started, I gave two free workshops a month at a yoga studio. I did the publicity and they gave me the use of their space for free. I am also a regular speaker at Soul Fest in my community, where I offer workshops for free during the festival. I pass around a clipboard to gather email addresses and promote a program or health coaching.

## **USE IT FOR A PUBLIC WORKSHOP (IN-PERSON) – INDIVIDUALS PAY TO ATTEND**

Same as above, but lighter sales effort.

# HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

## **USE IT FOR A PUBLIC WORKSHOP (IN-PERSON) – ORGANIZATION PAYS**

This is when an organization hires you to give a workshop. You both share in promotions and offer their members entrance for free or charge each person to attend. These are usually lower pay per workshop, but you can connect with a lot of new people. For example, my local library has a budget of \$200 per workshop. They promote the workshop to their members and the members attend for free. My local health foods store also has a budget of \$200 and they charge the members \$5 each to attend. The organization handles the registrations for the workshop.

## **USE IT FOR A PRIVATE PAID WORKSHOP (IN-PERSON)**

A corporation or organization pays you to give a workshop at their workplace for their employees or members. This is not promoted to the public. They pay you directly. You teach to teach, without any sales for health coaching or a program.

## **USE IT FOR A WORKSHOP SERIES**

This is a workshop divided up into three separate days. It could be three days in a row or three weeks in a row. Workshop series can be done in-person or virtually.

These are usually more interactive and you get to know your attendees better. With more time, you can dive deeper into the content and ask your attendees questions.

I would not recommend doing a series for free. If you want to do a series, give the first workshop for free and sell the rest of the series. Individuals pay you directly.

## **USE IT FOR A WORKSHOP SERIES WITH A PARTNER**

Same as above with a partner such as a fitness studio or community education. Individuals pay (\$97, \$147, \$197) the organization directly and split their profits. You both promote the workshop series.

# HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

## USE IT FOR A GROUP COACHING PROGRAM

Similar to a workshop series but spread out over six to eight sessions via Zoom or in-person. Group size is typically limited to 6-12 people for group coaching. Sessions are typically 60 to 90 minutes each.

It is more interactive for a group coaching program than a workshop, and you ask more open-ended questions at each session. Content includes an action item for each group session.

Most coaches charge 25-50% of their one-on-one coaching price to develop the group coaching rate, but the price depends on your ideal client.

For example, if your coaching rate is at \$150/hour, your group rate could be \$75/hour. If you are having eight or more in the group, you may want to discount further. I price my groups to make about \$500 per session or for my clients to pay around \$50 a session. My sweet spot is six sessions between \$297-347 per person, with a goal of 8-10 people. I would suggest a price of \$50 higher than the amount you want to offer an early-bird discount. For example, if you're going to charge \$297 for your program, you would list it at \$347 and the early-bird discount is \$297, a \$50 discount. I love one-on-one sessions, so I like to offer an early-bird bonus of a free individual coaching session as well. Follow your intuition to see which is best for you and your clients.

See below for examples of pricing for a six, eight or twelve sessions group coaching program.

- 6 sessions x \$75 each session = \$450 for the six-session program  
*(\$450 is the amount each person pays you to be part of your group coaching program. Broken down, they would be paying \$75 for each group session.)*
  - \$450 per person x 10 people = \$4500 total income  
*(\$4500 is the total amount you would make in total income if you had ten people in your group coaching program at \$450 each.)*
  - \$4500/6 sessions = \$750 per session income  
*(\$750 is the amount of income you would make per each group coaching session.)*
  - I would list this program at \$497 and offer an early-bird discount of \$447 with a bonus of a one-on-one coaching session.

## HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

- 6 sessions x \$61.17 each = \$397 for the six-session program
  - \$397 x 10 people = \$3970 total income
  - \$3970/6 sessions = \$662 per session income
- 6 sessions x \$49.50 each = \$297 for the six-session program
  - \$297 x 10 people = \$2970 total income
  - \$2970/6 sessions = \$495 per session income
  - *This example is the price-point and time frame that works best for my ideal clients. The price at \$347 with a \$50 early-bird discount, so they pay only \$297.*
- 8 sessions x \$62.13 each = \$497 for the eight-session program
  - \$497 x 10 people = \$4970 total income
  - \$4970/8 sessions = \$621.25 per session income
- 8 sessions x \$49.63 each = \$397 for the eight-session program
  - \$397 x 10 people = \$3970 total income
  - \$3970/8 sessions = \$496.25 per session income
- 12 sessions x \$49.75 each = \$597 per session
  - \$597 x 10 people = \$5970 total income
  - \$5970/12 sessions = \$497.50 per session income

### USE IT FOR A GROUP COACHING PROGRAM WITH A PARTNER

Same as above, the individuals pay the partner. The company/organization pays you or splits the profits with you.

### USE IT FOR A COURSE

It is similar to a workshop series but spread out over short lessons via Zoom (live), in-person, or recorded. It is typical for a digital course to have the lessons recorded and available on-demand for when people want to listen. Most courses are online, and the focus is education with results for your students. You are not limited to the number of people for a course, so there is a lot of value in offering a lower price-point. This could be a "how-to" course, and this could be part of a membership where you give live video trainings.

## HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

A starter or mini-course is where you help your students get started. Your lessons will give them just enough information to help them begin to move forward. Typically, you charge between \$100-\$200 per student for a starter course to make it easy for them to say "yes." This smaller course leaves your students wanting more, allowing you to move them into a more significant course down the road. For example, the *"How to Kickstart Your Email Address List to Grow Your Wellness Business"* is a mini-starter course under the Workshops Done Academy umbrella. It has one module with five lessons and is priced at \$157.

A signature course is more extensive and breaks up your knowledge over multiple modules and lessons. It is a complete, comprehensive course that is specific with a lot of detail to guide your student, from start to finish, a total transformation. The Workshops Done Academy is an example of a signature course.

### **USE IT TO CREATE A LEAD MAGNET/FREEBIE**

Create a checklist, how-to guide, quiz, e-book from a workshop. This is what I did with the How To Kick the Sugar Habit content, and it's currently a download on my health coaching website as a list builder and repurposed as the mini-course *"How to Kickstart Your Email Address List to Grow Your Wellness Business"* with Workshops Done Academy.

### **USE IT TO OFFER A BONUS**

Remember that How To Kick the Sugar Habit content? Re-use any content as not only a lead magnet but offer it as a bonus checklist or as an infographic in PDF form for those who attend your course or group program.

### **USE IT FOR SOCIAL MEDIA POSTS + GRAPHICS**

Choose one tip a week for a topic to write and post about on Facebook, Instagram, LinkedIn, Pinterest, Twitter, and other social media spots. Use content from your workshop to post on social media 10-14 days before a public workshop. Post daily with how they can sign up. Have fun, maybe even create a poll!

# HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

## **USE IT FOR FACEBOOK LIVE/ FACEBOOK STORIES/ INSTAGRAM REELS/ INSTAGRAM STORIES/ INSTRAGRAM LIVE/ IGTV/ YOUTUBE**

It is essential to have consistent activity and content within a social media platform. Use one tip from the workshop each week to discuss 'live.' Each live can be from 3-15 minutes each week. Don't go more than 20-minutes each week. Have them want for more.

*"Video has become the most effective form of marketing. Consumers love watching videos."* Promo.com

## **USE IT FOR A FREE FACEBOOK 3-5 DAY CHALLENGE**

Use the workshop material to create a free challenge within your Facebook Group. Take a tip from a Done-For-You workshop and do a free 3–5 day challenge. When people sign up, get their email address and invite them into your FB Group. For example, have a water challenge or a plank challenge. It's fun, it creates accountability, and it helps you develop relationships.

## **USE IT FOR WEEKLY EMAIL CONTENT**

Again, choose one tip each week and send an email. Pre-write your emails to have them ready to go. You have all the content – just repurpose it. Let them know when you are doing your 'live' presentation for them to attend. Use content from your workshop to promote your public workshop in your emails. Send three emails for two weeks about the topic and invite them to sign up for the public workshop.

## **USE IT ON YOUR WEBSITE**

Make a video with a sample of the content to sell the workshop or program. Use it to create a pop-up for your freebie, webinar, or program. Think of your business as your exclusive sponsor, advertise your wellness business and tell your followers what's coming up.

*"78% of business owners believe video has helped them get new customers, plus adding video to a landing page can increase conversions by 80%."* Forbes

# HOW TO USE THE WDA DONE-FOR-YOU MATERIALS

## USE IT FOR A BLOG/VLOG/NEWSLETTER/WRITE A GUEST POST

Choose one tip each week and write a blog about it.

## USE IT FOR A PODCAST

Have you been asked to be on a podcast? You have all the content in a workshop to be a podcast guest. Give the host the handout so they know what tips are coming next. Better yet, contact your favorite podcast hosts and pitch a few topic ideas to them. They are always looking for new guests. Or, create your own audio-only or video podcast!

## USE IT TO CREATE HANDOUTS FOR CLIENTS

Use the handouts as resources for your health coaching clients. People like leaving with something to reference and it will include your name and contact information!

## Gather Feedback From Your Accountability Pod

If you have an Accountability Partner or are part of an Accountability Pod, I recommend sharing any ah-ha moments about repurposing the Done-For-You materials. Is there a program you want to put together and repackage with other members of WDA?

If you would like to find an Accountability Partner, look under GUIDES in our [Facebook Group](#) for the Accountability Partner thread and contact a few other members.

## Questions?

Post in our private members-only Facebook Group at [www.facebook.com/groups/workshopsdone/](http://www.facebook.com/groups/workshopsdone/), and I will get right back to you.

To access the WDA program, please go to <https://courses.workshopsdone.com/>

*Lori Kampa*

0421