



## HOW TO STRUCTURE, WRITE AND PRESENT YOUR OWN WELLNESS WORKSHOP TO BUILD YOUR HEALTH COACHING BUSINESS

As you may already know, offering Wellness Workshops is one of the fastest ways to grow a high-quality email list, expand your Health Coaching practice and add a substantial amount of income to your business. Are you wondering how you could write and structure your own workshops? Below I will give tips on how to structure your own Wellness Workshop.

Are you feeling unsure or unprepared to create your own workshop? You may not feel prepared and I didn't either when I first started. It is okay to feel the fear, but find courage to continue to move forward. Start before you feel ready. You are **READY ENOUGH!** The best way to learn how to write and give workshops is by writing and giving them! I want you to experience giving workshops and have a waitlist of Health Coaching clients. You are not alone. I am here with all of the health coaches in Workshops Done to support you on your public speaking journey.

### 1. Brainstorm to Choose the Subject and Title. Create a Title Slide.

- A. What **health topics** are you most **passionate** about discussing with clients and friends? What subjects set your soul on fire and make you want to learn more? List all ideas below. These topics can potentially be turned into a new workshop!

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- B. From the ideas generated above, what is **one core subject** that is directly connected to your health **coaching niche**? What topic do you feel most passionate about helping other people to solve? (e.g. Sugar Addiction, Menopause, Healthy Family Meals, etc.)

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- C. What does your audience want to know about this topic? What is their biggest frustration or health concern? **What problem do they wish they could solve?** Ask your clients to complain to you. (e.g. Kick the Sugar Habit or they may want to manage menopause symptoms)

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- D. What is your one core purpose for writing this talk? **What do you hope people will be able to do when they leave the Wellness Workshop?** Or, what is the desired outcome you would like for your attendees? (e.g. Habits to reduce sugar cravings, Knowing natural ways to relieve menopause symptoms)

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- E. The title of your Wellness Workshop is what you want your audience to learn and be able to do. What is the **title** of your new workshop? (e.g. Kick the Sugar Habit)

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- F. When creating your PowerPoint presentation, include the **workshop title name**, your full name, and your title on the first slide. This slide will be up on the screen as people enter the room.

- G. As the audience members arrive, if possible, **greet** each one of them personally by introducing yourself, asking their name and telling them you are glad they are there. If time, ask them why they are attending or what they hope to learn from the workshop. Smile. If the handout is not on the table, give them a handout and your business card.

- H. Pass around the **sign-in sheet** or guide them to the table where the sign-in sheet is located. Let them know that you will also email the handout to them along with bonus recipes and possibly additional information.

- I. **START.** Welcome and introduce yourself with your name, title, and a quick description of what you do. Smile. If you lack confidence, act confident. Action and feeling go together, so act confident, and you will be confident. Fake it until you become it. The beginning of your workshop needs to be practiced the most, so you can start with an abundance of confidence. Also, be yourself. You can say, "I am nervous," and "I will look at my notes since I have a lot of important information for you and I don't want to forget anything." You can also start with a question to the group, with a strong fact or an inspirational story about why the topic is important to you. What suits your personality and will engage your audience? Find your authentic voice.



## 2. Tell Your Personal Story

- A. Focus your story on the juiciest bits to keep listeners engaged. Explain that you understand where they are right now because you have been there yourself. “Thank you for showing up today, I am excited you are here to learn how to overcome your sugar cravings, because just like you, I used to be a sugar addict. I was tired a lot and to get through the day, I would reach for candy bars and sodas.” Or, you have helped many others that have been in their shoes, so you understand. Or, **what inspired you to become a Wellness Educator?** What personal story will you tell?

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- B. Telling your personal story can be done before or after the Intention Slide.

## 3. Create An Intention (Agenda) Slide

- A. What is your **intention** for your workshop? Start strong and get them excited for the breakthrough they will have at the workshop. (e.g. “My intention for today, is to change my relationship with sugar.”)

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- B. What are the **main points or the agenda** that you will be covering during your workshop? (e.g. Sugar 101, Top 15 Tips to Kick the Sugar Habit and review an action plan.) List what will they learn in your workshop? This is also a good time to announce whether you prefer they ask questions during the presentation or hold them until the end?

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## 4. Engage with Audience/Students

- A. **Tailor your workshop to fit your audience.** Get to know your audience right away so you can adjust the workshop to suit them.
  
- B. Start by asking **open-ended questions** to get to know them. The starting, open-ended questions can be asked before or after the Intention Slide. Ask them what they are hoping to learn. Ask what they intend to get out of this workshop. (e.g. "There are no wrong answers here, what do you think of when I say the word Detox or what does it mean to Detox"?) It can be as simple as sharing what brought them to this workshop. Another general question I love to ask is, "If you could wave a magic wand over your health, what would you ask for?" The answers would be their goals for health coaching! What other questions will you ask?

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- C. **Ask questions that they answer as a group.** (e.g. "Raise your hand if you have ever done a Detox.") Ask if anyone would be willing to share their Detox experience. Ask them to raise their hand or say "yes" if they agree with certain statements. For example, you could ask, "Raise your hand if you have ever experienced the sugar roller-coaster?" Then ask them to shout out how they feel after they crash from a sugar high. Start with an answer yourself, so they know what you are looking for.

## 5. Create Content Slides with Your Top Tips

- A. The gist of the workshop will be the content, or the **main tips** that you want the audience to learn. Each tip will be on a separate page of your Powerpoint presentation and also correspond with the handout. What are the top tips that you would recommend to a client with this problem to solve?

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- B. You want the **focus to be on your message**, rather than the slides themselves. Keep the slides on topic, but simple enough that people can still pay attention to what you are saying, using the visual presentation to support your message. Keep text on the slides to a minimum.
- C. People recall information better when images are paired with it, as opposed to only text. So, to help your message resonate with the audience, **focus on visual content** when you create your slides. Use photos of people with emotions when possible. Switch out photos to relate to your audience. If you are speaking in front of families, put more family photos. If you are speaking to a senior group, add more seniors to the pictures. Help them to emotionally identify with what you are saying.
- D. When you include text on your slides, make it **readable** for your audience to comprehend, interpret quickly, and to avoid becoming distracted from your verbal message. If you include text that's too small to read quickly, they'll become too focused on trying to decipher it to pay attention to what you're saying. Try not to use anything smaller than 28 point font. Use 32 point fonts or higher. **Know your audience**. For more mature/senior groups, always have the text on the slides and handouts be a large font. On webinar slides, the print can be smaller and additional content is okay.
- E. For the handout, **limit your text** to 2-4 sentences for each tip. Add speaker notes to support or to go more in-depth. Always have a footer on each page of your handout that states your name and website. Print your full contact information somewhere on the handout.

## 6. Tell Stories

- A. Mention your **client's successful experiences** within the workshop and also how you have personally overcome something as well. Turn off your inner critic and write about your life stories. The first draft will not be perfect, just write. Discover all of the wisdom you have within yourself, and pair it down to tell the most inspirational parts. What stories will you tell?

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- B. Create a vision so they can **picture themselves having that same success**. "From talking with some of you before class, I heard that many of you are struggling with..."

## 7. Create A Conclusion Slide with an Action Plan (For Them!)

- A. Pull the entire workshop together by giving a quick **summary**. Create a slide that asks the audience to create an action plan from what they learned today.
- B. Ask them to **share**, with the person next to them, one piece of knowledge/tip from your top tips that they will implement this week. Or, do a group share if time is limited.
- C. **Health coach on the spot** with how they will put this action plan into place. Think of a few tips and how you would health coach someone with these tips before the workshop, so you can quickly coach on the spot.

## 8. Create A Questions Slide

- A. At the beginning of the workshop, let them know if they can ask **questions throughout the workshop or if they should wait until the end**. Either way, have a slide that offers time (a few minutes) to answer some questions at the end of the workshop.
- B. If people are not asking questions, this is also an excellent time to let them know you will be **available to talk after class** for personal questions that may not pertain to the whole group. The time after class is precious, you may have a few mini health consults after each workshop and leave with new clients!

## 9. Create a Call-to-Action Slide (for you!)

What do you want them to do **next?** Tell them about what you are offering next, such as 5-Day Detox, Free 30-minute break-through Health Coaching session, sign up for a newsletter, etc. What will you say at this point of your workshop? What do you have to offer them right now?

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## 10. Create A Testimonial Slide

This is the perfect time to share a **client testimonial** or a before-and-after picture on a slide. Do you need to gather testimonials? Which one(s) would be the most meaningful to this audience?

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## 11. Inform The Audience of Your Niche Market

- A. Let the audience know **who your ideal client is** and what Health Coaching looks like. What would you say to them?

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- B. If you're signing up **Health Histories**, schedule them on the spot while people are inspired. Pass around a clipboard with the schedule sheet for health consults (templated included) and follow up with an email. Tell them details of what a health consult looks like.

- C. Let them know that you will be available for \_\_\_ minutes after class for **individual conversations**. These can even be mini health histories and be prepared to book clients after a few minutes.

## 12. Confirm That You Have Everyone's Email Address

Make it easy for attendees to give you contact information for follow ups or more free events, etc. Ask if everyone **signed in** and let them know what "gifts" you will be emailing them. What will you be emailing as your follow up?

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## 13. Say THANK YOU!

- A. Tell them a big "Thank you" for the **opportunity** to speak to them.
- B. Thank them for attending. They should offer **gratitude to themselves** for taking action to create a better life; a life they always imagined. Remind them that they took a big step by attending the workshop today. How would you say this in your own words?

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- C. Optional: Handout a **feedback form** for opinions. Some places of business already have this form to hand out. Let the audience know there is a feedback form. I like to tell them about other workshops I have and ask if they would be interested in attending those workshops. They usually say "yes" to a few topics. Then I ask them to write those topics down on the survey form.

## 14. Follow Up with An Email

Let them know to look for an email from you tomorrow. **Ask for their business** again and give them an opportunity to sign up for a health consult or online group detox program.

## QUESTIONS?

Post in our Facebook group at <https://www.facebook.com/groups/workshopsdone/>, and I will get right back to you. Or, contact me directly at 612.720.1335 or [info@mindfulhealthwithlori.com](mailto:info@mindfulhealthwithlori.com).

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