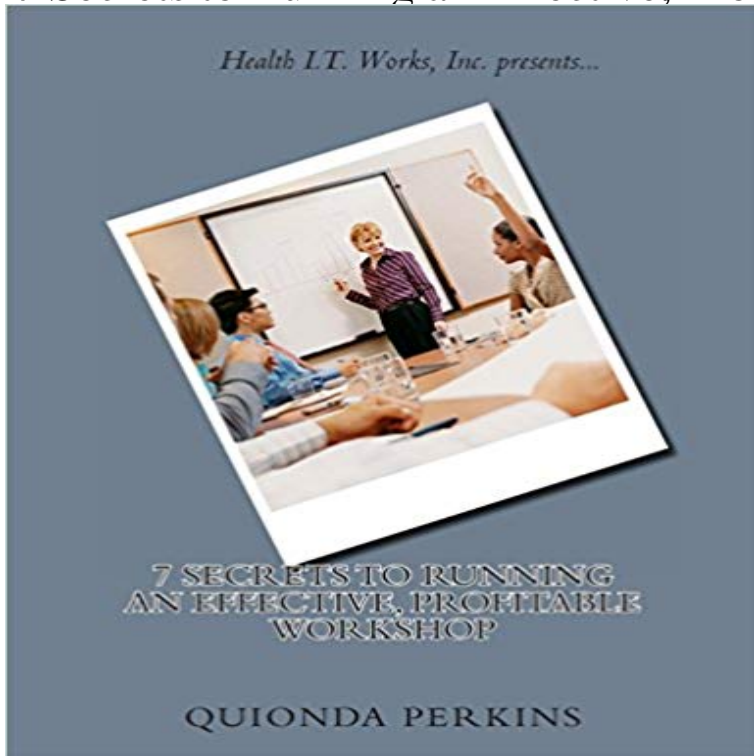


7 Secrets to Running an Effective, Profitable Workshop



Are you an entrepreneur? Are you a motivational speaker or trainer of some sort? Do you offer webinars, workshops, or seminars online or face-to face? If you answered yes to any of these, then this interactive workbook is for you.

Encompassing 20 years of research and experience, in this book you'll discover a simple, 7-step process that will enhance your training, accelerate your business, and increase your sales. If you've ever needed expert advice to improve your seminars or presentation delivery, this workbook is for you. In this workbook you will learn:

How to determine your non-negotiables for and when you will conduct a workshop
How to understand your participants and manage difficult behavior
How to prep for your workshops logistics, using format and layout to enhance your training and knowledge transfer
How to keep your audience engaged, encompassing all learning styles and personalities for the entirety of your workshop
How to market your knowledge, products, and services to increase your bottom line
How to ask the right questions at the right time to track your workshops progress
How to overcome your fears and cultivate your leadership capabilities
The 7 Secrets to Running an Effective, Profitable Workshop will equip you with the necessary tools to deliver an optimal training experience from start to finish.

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