

FIRED UP & FOCUSED FOLLOWERS MONTH

PITCH YOUR WORKSHOP TO SMALL AUDIENCES

This lesson will help you work out the kinks before you present your workshop to great-fit leads.

Apply this training immediately to strategically attract better clients.

NEXT WEEK! 2 HOURS FOR WORKSHOP PRESENTATIONS

Join us next Monday for two hours, where 3 to 4 students will present their 30-min workshop to the group exactly as they would do in front of a true / good-fit audience. You'll get useful performance tips and advice, and you'll be able to use the feedback to dramatically improve your workshop.

Here's why you should sign up: You need to practice your talk, and your diagnostic walkthrough in particular, a lot. Your goal is to know it so well that, if the power went out, you could present without anything on the screen.

DM Sarah in our group Slack to sign up. Confirm that your workshop and diagnostic are ready and that you can draw the diagnostic (e.g., you have a tablet). First come, first served. *BTW, this is supposed to be intimidating and scary - it's always harder to present in front of people you know than in front of strangers. So do this hard thing as a confidence multiplier.*



Top performers and speakers test their stuff out on small audiences all the time in order to improve what works, fix what kinda works and kill what doesn't.

TODAY, SEND 5 PITCHES BY EMAIL

Use LinkedIn Sales Navigator or a tool like Lusha to find contact information for new / small brands.

COMPANY NAME	CONTACT PERSON	DATE OF PITCH	DATE OF FOLLOW UP	REPLY (Y/N)	NEXT STEPS

REMEMBER THIS? USE THE SAME ORDER OF MESSAGES TO PITCH

COPY SCHOOL
PROFESSIONAL

MATCH WHAT THEY VALUE / EXIST FOR	DESCRIBE THE ICP...	ADDRESS THE EYEROLL	THE DIAGNOSTIC
WHAT YOU DO AND WHY THEY'LL CARE	BRAND A, RESULT A		SEED THE OFFER
		SEED DESIRE	
SPECIFY THE PERSONAS	BRAND B, RESULT B		SCARCIFY
		BLOOD GUSHER	

BEGINNER

INTERMEDIATE

ADVANCED



TEMPLATE: USE YOUR WORDS, DRIVE TO VSL

{ Intro }
{ What the company they work for values when serving customers; personalized flattery }
{ What your contact values / exists to do in their role }
{ What you do for people like them, and why they'll care }
{ Specifically, what you are pitching (e.g., I'd like to present a workshop called X to your audience) }
{ Who in their audience will love it }
{ Brand(s) you've got results for, with promise to share case study / example in workshop }
{ Drive to landing page with video covering everything from "Address the Eyeroll" onward }

{ Match where they came from and introduce yourself, thanking them for taking the time }
{ Why you're so much better than anyone they've worked with }
{ Seed desire for what their users / customers will love about your talk and, in turn, about them }
{ "Blood gusher" - what's the biggest struggle your workshop solves for their users }
{ Tease how you'll solve it (e.g., hold up iPad with your diagnostic on it, or quickly draw shape) }
{ Details on your workshop: title, how short it is, its three parts, easy to cobrand for them }
{ Ideal deadline to hear from them with yes or no }
{ If yes, book a time to talk on the Calendly embedded below }
{ Thank them }

WRITE THE EMAIL

Then improve the email when you type it into Gmail. This is rough. Don't perfect it here.

WRITE THE VSL SCRIPT

Then record it on your phone or in Zoom. Host it, embed it on a page, embed your Calendly below and publish the page. Update your pitch email with the URL, driving to this page. Test it. Hit send. x5