

Write Your Event Description To Fill Your Workshop

Components

1. **Title** - A title that catches attention, is simple, and offers something people want.
2. **Problem You Solve** - Describe the challenge your ideal participants face.
3. **Result You Offer** - Describe the result your ideal participants want..
4. **Bullets Points** - 3 to 5 bullets points that show what your participants will get from participating. Focus on results instead of your process.
5. **What to expect** - Briefly describe your workshop process in ways that sound enjoyable and how it will affect your participants lives.
6. **How to Sign Up** - Offer one simple methods for signing up.
7. **Testimonials** - If you have testimonials, add them at the end. You can also sprinkle them at any point in your copy.
8. **Your Bio** - Share everything awesome about yourself related to your workshop topic. Experience is generally more powerful than credentials, so I recommend sharing your personal experience first.

Example Description from “Changing Lives Through Workshops”:

[Title]

Changing Live Through Workshops

[Problem you solve]

Workshops are a powerful way to share your gifts, transform lives, and earn a great income doing what you love. Unfortunately, many inspired workshop leaders struggle to get people to show up.

It can be disheartening to put your heart and soul into a workshop or class and end up with no one in attendance. So much so that many inspired workshop leaders give up.

[Solution offered]

Fortunately, it is possible to start teaching workshops that fill up with participants even if you have never done it before.

[Bullet Points]

In this FREE workshop, you will learn:

- 5 key strategies to filling workshops and classes.
- A life changing perspective to help you feel confident as you put yourself out there.
- How to offer workshops or classes as a fulfilling way to earn a great income.
- If you are a Holistic Practitioner, Coach, or Consultant, how to offer workshops as a way to consistently attract streams of new clients to your private practice.

[What to expect]

Through engaging presentation and experiential learning, you will leave this free workshop inspired and ready to take new steps towards filling your next event.

[How to sign up]

Are you ready to lead powerful workshops or classes?

***** Space is limited. Reserve Your Spot Here *****

<https://www.eventbrite.com/xxxxxxxxxxxxxxxx>

[Testimonials]

“This workshop was very informative and inspirational. It helped give me a structure to work with and gave me insight as to how to align my creative process with effective marketing and presentation.”

~ Bryan Anthony - Sound/Music Therapist

“Jonah’s workshop gave me the information and encouragement I need to confidently create my first workshop. I can’t wait!”

~ Deva Daniel

“Jonah’s workshop has given the empowerment to move forward with confidence in creating a workshop to change lives.”

~ Skye Li - MFTi (Therapist)

“Inspirational, empowering, and hands-on. I felt supported in where I am in my own self evolution in expanding my services that I offer. I left having practical skills to implement!

~ TamRa Wich’Ma - Community Organizer/Social Worker

“This workshop was informative on the formal and also the marketing on setting up workshops. I’m leaving empowered to put on one and feel prepared in doing so.”

~ Andre Williams - Student of Traditional Chinese Medicine.

[Bio]

Jonah Richman has studied marketing for over seven years and has lead over one hundred transformational workshops and classes. In the beginning of his workshop career he knew he had gifts to share, but he struggled to get enough participants to show up. It was so challenging that when he discovered how to consistently fill his workshops he knew he had to share it with others. Jonah is a certified coach and counselor through the Interchange Counseling Institute. He specializes in helping Holistic Practitioners, Coaches, and Inspired Educators create successful workshops and groups programs that change lives.