FIT CHICKS ACADEMY WORKBOOK:

HOW TO BUILD A NUTRITION WORKSHOP LIVE OR ONLINE THAT SELLS TEMPLATE

STEP #1 - The 6 Step Method to Creating an Irresistible Workshop Offer

Who do you serve?

What is the problem they are dealing with?

What do they currently believe?

What could you teach them to overcome this belief in order to make them successful?

Where would they be BEFORE taking my nutrition workshop and where would they be AFTER taking it?

What would stop them from being successful after my nutrition workshop?

Property of LAJQ Chicks Enterprises Inc. Not to be repurposed, reformatted or redistributed. For Members only

STEP 2: WRITING YOUR WORKSHOP OUTLINE

NAME OF YOUR WORKSHOP: (IMPORTANT: Name your workshop last)

INTRODUCTION TO THE WORKSHOP

TOPIC 1 :

What you will cover:

What they learn / takeaway :

What will you demo (if applicable):

Do you need any assistance:

Handout (if applicable)

TOPIC 2:

What you will cover:

What they learn / takeaway :

What will you demo (if applicable):

Do you need any assistance:

Handout (if applicable)

Property of LAJQ Chicks Enterprises Inc. Not to be repurposed, reformatted or redistributed. For Members only

TOPIC 3:

What you will cover:

What they learn / takeaway :

What will you demo (if applicable):

Do you need any assistance:

Handout (if applicable)

Wrap Up / OTHER

TAKEAWAYS / HANDOUTS / EMAIL PDFS

Property of LAJQ Chicks Enterprises Inc. Not to be repurposed, reformatted or redistributed. For Members only

OPTIONAL (Do a Time Flow Chart to make sure you are aware of all timing and do not go over + for space rental)

TIME FLOW –

- Prep time in advance before arrival =
- COOKING CLASS / Workshop =
- Clean Up =

	Approx time to complete	Start time
Prep time in advance of class (As listed above)	1.5hr	
Double check everything is set up	15 min	
Introduce workshop and background	10 min	
Topic #1 and Demo	Approx 30 min	
Topic #2 and Demp	Approx 30 min	
Topic #3 and Demo	Approx 30 min	
Wrap Up / review tips for success and takeaways how to implement and Q & A	Approx 30 min	
Clean up time	Approx 30 min	
Complete by		

Property of LAJQ Chicks Enterprises Inc. Not to be repurposed, reformatted or redistributed. For Members only

MARKETING OVERVIEW

Your Bio / Instructor

Property of LAJQ Chicks Enterprises Inc. Not to be repurposed, reformatted or redistributed. For Members only