

FROM CONCEPT TO CASH

Pack Your Workshops With Perfect-Fit Clients In Just 7 Days

Your brilliant workshop ideas deserve better than collecting digital dust in your drafts folder.

Get the replay of the live session where I show you how to finally get those workshop ideas out of your head and in front of paying customers (with AI doing the heavy lifting)

And then I'll show you how to turn those happy workshop attendees into clients who actually stick around to buy your bigger offers.

GRAB YOUR TICKET (\$50-25)

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Right now:

- You'd love to run paid workshops, but the whole process of promoting them and getting people to sign up feels overwhelming
- Your "I'll launch it next quarter" workshop has been quietly judging you from your Google Drive since 2023
- Every time you think about promoting a workshop, your brain freezes like an overloaded computer - tabs open for 'how to write a sales page', 'what to charge', 'how to stop people ghosting your registration link', and 'wine delivery near me'
- Running workshops feels like throwing a party where everyone shows up, has a great time, and then never returns your texts again. You know there's got to be a better way to turn these lovely attendees into longer-term clients

From Concept To Cash

A 90-minute session where I'll show you how to stop overthinking your workshops and start selling them. And then turn those attendees into actual clients who stick around.

What We'll Cover:

Part 1: Plan Your Perfect Workshop

Let's stop playing workshop roulette and create something your audience actually wants to buy.

You'll learn:

- My reverse-engineering method for creating workshops that naturally lead to sales of your core offers
- How to zero in on the perfect segment of your audience (so your workshop feels like it was ripped straight from their diary)
- Strategic workshop pricing that keeps both your bank account and your conscience happy

My Profitable Workshop Wizard will do the heavy lifting - generating workshops your audience will love (and actually buy)

Part 2: Validate Your Ideas (Before You Build Anything)

Because life's too short to create workshops nobody wants.

- Find out if your workshop idea is actually brilliant (or if your mum is just being nice) with my audience-testing frameworks
- Build a list of people practically throwing money at you before you even open registration
- Create genuine buzz that doesn't involve dancing on TikTok

My Workshop Idea Validator Bot writes all these posts for you. No more staring at a blank screen wondering how to sound “casual yet professional”.

Part 3: Fill Up Your Workshop

Get paying attendees for your workshop this week (instead of 'sometime next month' when you finally get round to writing the copy).

- A simple system for turning interest into sales (by quickly tapping into the momentum you've already created)
- A sales page that writes itself (literally - the AI does it for you)
- Checkout pages that convert instead of confuse
- Simple reminder emails to get people showing up - all written at the push of a button

The Workshop Sales Page Sidekick writes your sales page, registration emails and checkout copy in minutes (hoorah!)

Part 4: Build Maximum Buzz

A complete 7-day promotional plan that creates momentum and fills spots - even if you're starting with a small audience.

- A content plan that writes itself - so you can finally stop staring at your Notes app hoping inspiration will magically strike
- Hooks and angles to create genuine excitement about your workshop (without using those manipulative marketing tactics we've all grown to hate)
- Content strategies for filling last-minute spots (without feeling like a used-car salesman)

The Workshop Buzz Builder creates two weeks of “where do I sign up?” promotional content (and it WILL sound like you).

Part 5: From Workshop Participant to Dream Client

Because you didn't create this amazing paid workshop just to wave goodbye to everyone at the end.

- Learn how to structure your workshop so working with you feels like the obvious next step
- Create “workshop-only” offers that turn happy workshop attendees into “*When can we start?*” clients
- Write follow-up sequences that convert without being creepy

Let the Workshop Upsell Buddy write all your attendee offers and follow-ups.

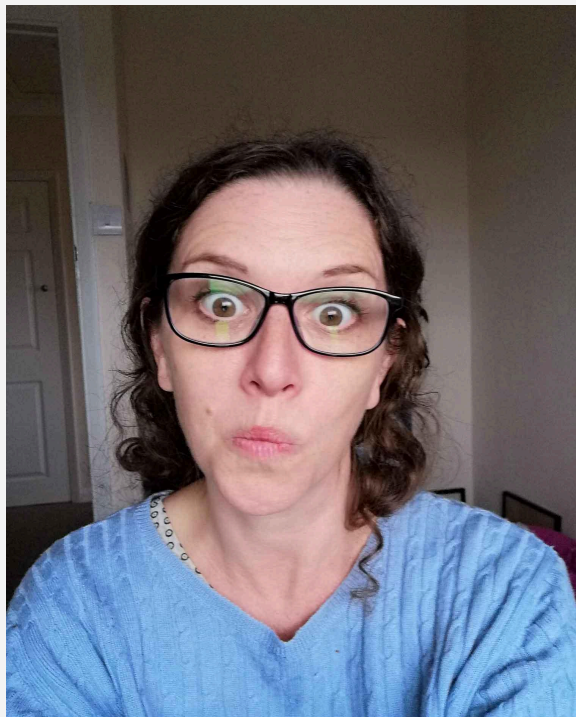
What's Included in Your Investment

- ✓ **90-minute workshop replay** (with lifetime access for when life happens)
- ✓ **The Profitable Workshop Wizard** (does the brainstorming for you)
- ✓ **Workshop Idea Validator** (writes your validation posts)
- ✓ **Workshop Sales Page Sidekick** (writes your entire front-end sales funnel)
- ✓ **Workshop Buzz Builder** (handles all your promo content)
- ✓ **Workshop Upsell Buddy** (turns attendees into clients)

This Is Perfect For You If:

- ✓ You're ready to stop overthinking and start selling
- ✓ You want your workshops to do more than just pay for your coffee habit
- ✓ You appreciate practical, no-fluff support (because theory is great but sales are better)

About Me



I'm Cathy. 🙋

I help businesses use AI to write copy that actually sounds like them (instead of some weird corporate robot version of themselves).

I also build AI tools that make marketing feel less like pulling teeth and more like having a very smart assistant who never needs coffee breaks.

Frequently Asked Questions

Do I need paid AI tools for this workshop?

Nope - I've built everything you need right into the workshop resources.
No extra tech (or money) required.

How soon can I run my first workshop?

With this system, you could have your first workshop planned, validated, and selling within a week. Unless you're a professional procrastinator - then maybe two weeks.

Ready to turn those workshop ideas into actual money?

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