

FIT CHICKS ACADEMY WORKSHEET:

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





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

1. Who do you serve?

Example: I serve women ages 35+ who are trying to lose weight using the keto diet. They are already following the diet and are familiar with its principles.

2. What is the problem they are dealing with?

Ex. With the keto diet, they struggle with:

Knowing what to eat
Creating recipes that their family likes
Snacks other than FAT BOMBS
What to order at restaurants
What snacks are keto approved

(IMPORTANT- If you already have clients or an email list, ASK THEM!)

3. What do they currently believe?

Ex. With the keto diet, they currently believe:

- It works for weight loss but is hard to follow
- Preparing recipes takes a long time
- Have to prepare everything from scratch
- They have to always eat at home



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

Ex: I could teach them:

- Keto recipes
- Keto recipes with less than 5 ingredients
- How to make keto meals in under 10 min
- What to order at a restaurant
- Keto approved snacks (both homemade and store bought)

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

EX:

Before : Feeling discouraged by the keto diet because they feel it is stressful to cook on the fly and limited to what they can do like eating out and grabbing snacks. They want to learn more about this lifestyle and how to make it do able for them

After: They will feel empowered, confident and excited to cook more keto recipes. They know how to navigate through the grocery store, at restaurants and what to grab on the go for snacks.

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

Example: What would stop them from being successful would be,

- They forget when they are out what I told them to order
- They get confused because the recipes are long
- They don't have the recommended snacks in their area
- Their family doesn't like keto so there are temptations



STEP 2: WRITING YOUR WORKSHOP OUTLINE

NAME OF YOUR WORKSHOP:

Keto Shortcuts or Keto Made Easy : The Ultimate Fat Loss Workshop to help you live a keto lifestyle without spending hours in the kitchen or tons of \$\$ on products

Who is this for: Busy women who women ages 35+ who are trying to lose weight using the keto diet. They are already following the diet and are familiar with its principles.

Who is this not for : Men, vegans, vegetarians, lactose intolerant

INTRO-

1. Introduce the workshop
2. Introduce yourself and share your background how it pertains to topic / why you are there teaching it
3. Give overview of what you will cover and how they will receive materials or notes

TOPIC 1 : How to Create Delicious Keto Meals for Fat Loss in less than 5 mins

What you will cover:

- What is keto and how it works for fat loss
- What foods are keto approved in the grocery store
- How to put together simple keto meal combinations (give 3 example combinations for breakfast, lunch, dinner that are easy but they may not have thought of) that you can make in less than 5 minutes
- 5 pieces of keto cooking equipment to set kitchen up for success
- How to meal prep to make keto easy

What they learn / takeaway :

- How to create keto meals at home in less than 5 minutes so they are not overwhelmed
- How to create delicious keto snacks
- What kitchen tools they need for keto cooking success
- Step by step how to meal prep so they have frozen meals to take out or grab and go



Handout

- Create Your a Keto Meal in Less than 5 minutes Cheat Sheet

What will you demo (if applicable):

- Bring in Instant Pot cooked One Pot meal

Do you need any assistance:

- Yes - I will need a volunteer to share my recipe and give samples to the group

TOPIC 2: The Keto Snack Attack

What you will cover:

- What are the best ingredients to create keto snacks
- Keto snack attack - Creating a fun, simple, fast keto snack (approx 5 examples)
- What snacks foods are keto approved
- Hidden info on labels - what might be listed that is a keto trap
- What snacks are approved and where to get them

What they learn / takeaway

- Learn how to make easy keto snacks quickly
- Know what snacks to buy and where to buy them
- Set up for fat loss success in any situation

Handout

- Keto Snack Recipes + Snack Attack Guide

What will you demo (if applicable):

- Demo how to make a keto snack like a pudding or a keto smoothie
- Sample a store bought keto snack

Do you need any assistance:

- Yes - I will need a volunteer to pour my smoothie and give samples to the group

TOPIC 3: The Ultimate Keto Guide to Eating Out

What you will cover:

- What is considered eating out
- What to look for on a menu that is keto and non keto friendly
- Keto Condiments
- Approved keto restaurants or take out



- How to navigate through a restaurant when eating out at a restaurant, event, etc (5 steps checklist where to go, from what to drink, eat, dessert, etc)

What they learn / takeaway

- Confident in eating out and have the flexibility to incorporate keto into any event
- Fool proof and effortless plan for fat loss in any situation
- Set up for success when travelling so they can enjoy the time

Handout

- List of Keto approved restaurants and meals at those locations

What will you demo (if applicable):

- No

Do you need any assistance:

- No

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 = 1 hr
- COOKING CLASS / Workshop = 2 hours
- Clean Up = 30 min

	Approx time to complete	Start time
Prep time in advance of class (As listed above)	1hr	4:45pm
Double check everything is set up	15 min	6:15pm
Introduce workshop and background	10 min	6:30pm
Topic #1 and Demo	Approx 30 min	6:40pm
Topic #2 and Demo	Approx 30 min	7:20pm
Topic #3 and Demo	Approx 30 min	7:50pm
Wrap Up / review tips for success and takeaways how to implement and Q & A	Approx 30 min	8:20pm
Clean up time	Approx 30 min	8:50pm
Complete by		9:30pm



STEP 3: WRITING YOUR MARKETING MESSAGING AND EVENT INFO

MARKETING OVERVIEW

Why is the KETO Diet so popular? It's because of the amazing benefits that can be achieved from following a low-carb, high-fat, and moderate-protein KETO diet including weight loss, decreased sugar cravings, more energy and that is just to name a few.

But why many women fail at fat loss on this amazing diet and lifestyle approach - even after seeing great results - is that they: **(CALLING OUT TO OUR AUDIENCE ...WHO YOU SERVE)**

- Get frustrated not knowing what to cook or spending hours in the kitchen preparing lengthy recipes or eating separate from their family
- Get stuck only eating 1 - 2 snacks (you can only eat so many FAT BOMBS!)
- Feel isolated at events or are terrified to eat out as you don't know what to order
(THE PROBLEM - ACKNOWLEDGING AND AGITATING)

It doesn't have to be this way!

In this 2 hr live, interactive workshop called "Keto Made Easy for For Fat Loss": you'll learn:
(THE SOLUTION)

- **What is keto and specifically how to use it for weight loss**
- Common misconceptions about the ketogenic lifestyle
- **How to Create Delicious Keto Meals for Fat Loss in less than 5 mins**
- **Keto Snack Attack Guide so you can**
- 5 pieces of keto cooking equipment that will cut your cooking by 80%
- How to meal prep to make keto easy
- **The Ultimate Keto Guide to Eating Out**



- How to personalize the ketogenic diet to fit your needs and lifestyle at any event, travelling, etc **(SHOWING THE SECRETS TO SOLVING THEIR PROBLEM)**
- Bonus 30-Day Quick Keto Meal Plan
- Bonus #2 - All workshop notes, handouts, worksheets and more! **(SWEETEN THE DEAL WITH BONUSES)**

Plus, you will get to sample delicious keto recipes and take home tools to set you up for success.

Please note this workshop is not recommended for vegans, vegetarians or lactose intolerant **(WHO THIS IS NOT FOR)**

Your Bio / Instructor **(BUILD AUTHORITY AND POSITION YOURSELF AS THE EXPERT)**

Laura Jackson is Founder of FIT CHICKS® & FIT CHICKS Academy , Canada's largest women's only fitness & health education company . Starting in 2008 with only 7 chicks and many companies in the industry failing to grow, Laura's goal of "fierce fitness made fun" that's accessible to ALL women expanded their award winning women's only boot camp from over 20 locations to include health retreats, fitness DVD's programs, nutrition challenges and FIT CHICKS Academy(r) online certification programs for women in fitness, nutrition and business. To date she has helped over 10000 women transform and reach their goals personally and professionally in the health space.



Leading Fitness Expert, Holistic Nutritionist, Health Educator and Fitness Business Coach, Laura is also the host of the top 100 rated Fitness & Nutrition Podcast on Itunes named "FIT CHICKS Chat" as well as the TV Host of "Shape Up with FIT CHICKS". She is also a fitness and nutrition contributor to national publications and TV Shows such as Canadian Living Magazine, The National Post, Breakfast Television, CTV Morning Live and has appeared on CBC's "Dragon's Den" and The Shopping Channel. Laura's commitment to women's health earned her 2018 Top 3 Canadian Fitness Professional of the Year in Canada & Stevie Award for Women in Business – Health & Wellness Company of the Year. She will continue her help of helping women create the life, health & career of their dreams and build healthier communities around the world with the internationally recognized and top rated FIT CHICKS® Academy online certifications including the Fitness & Nutrition Expert Certification Program, Holistic Nutrition Weight Loss Expert Program & The Online Biz Builders Lab.

INCLUDE THE CALL TO ACTION (INCLUDE HOW TO SIGN UP AND HOW TO CONTACT, TIME AND DETAILS OF) ...SCARCITY & URGENCY

FAQ'S- INCLUDE TOP OBJECTIONS - OPTIONAL