The Workshop Builder v2™

The Name Of Your Session

Design Your Weekly Workshop™

#Hashtags

STRAP: The fastest way to design a weekly workshop for your clients.

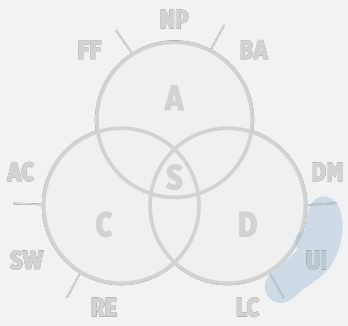
Cover Image/Metaphor

Designer Sketching on Drafting Table.

Program/ Branding

- ☐ Clients
- ☑ Black Belt
- ☐ Boardroom
- ☐ Million Dollar Coach

Genius /Categories



Boardroom Tags

- ☐ 10 Minute Tactic
- ☐ Energy
- ☐ Intensive
- ☐ Leadership
- ☐ Personal Wealth
- ☐ Pit Crew
- ☐ Planning
- ☐ Process
- ☐ Profit
- ☐ Retention
- ☐ Roundtable
- ☐ Scale
- ☐ Team
- ☐ Workshop

#1 Frustration: Painful + Slow to build

#1 Want: Fast + easy to design

#2: Exhausting

#2: let it breathe

#3: They get overwhelmed

#3: Engaging + Fun

Fear: Nothing Changes

Frustration: They do it live

Case Study: Mike + Taki

Question: What's the hardest part of building a training for you? 😩-?

Key Point 1: Assemble Art

Key Point 2: Distill your dish

Key Point 3: Draw Insight

Image/Metaphor: Pop Art. Andy Warhol: The Factory

Image/Metaphor: Chef plating dish w 5 pieces

Image/Metaphor: Simple treasure map. or "you are here" map.

Key Point 4: Plan spontaneity.

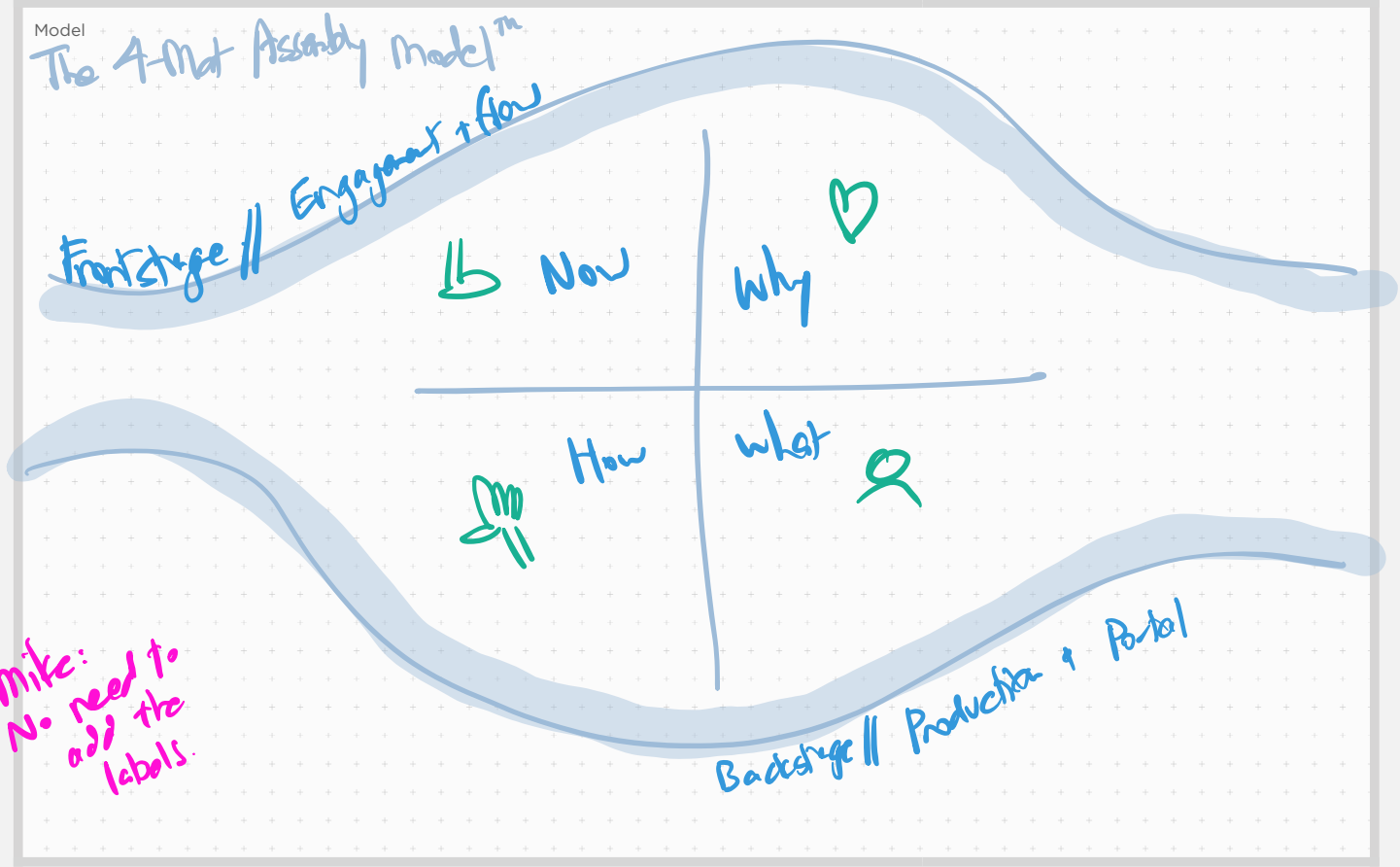
Key Point 5: Send em home with something.

Image/Metaphor: Advent calendar

Image/Metaphor: Kid w Painting

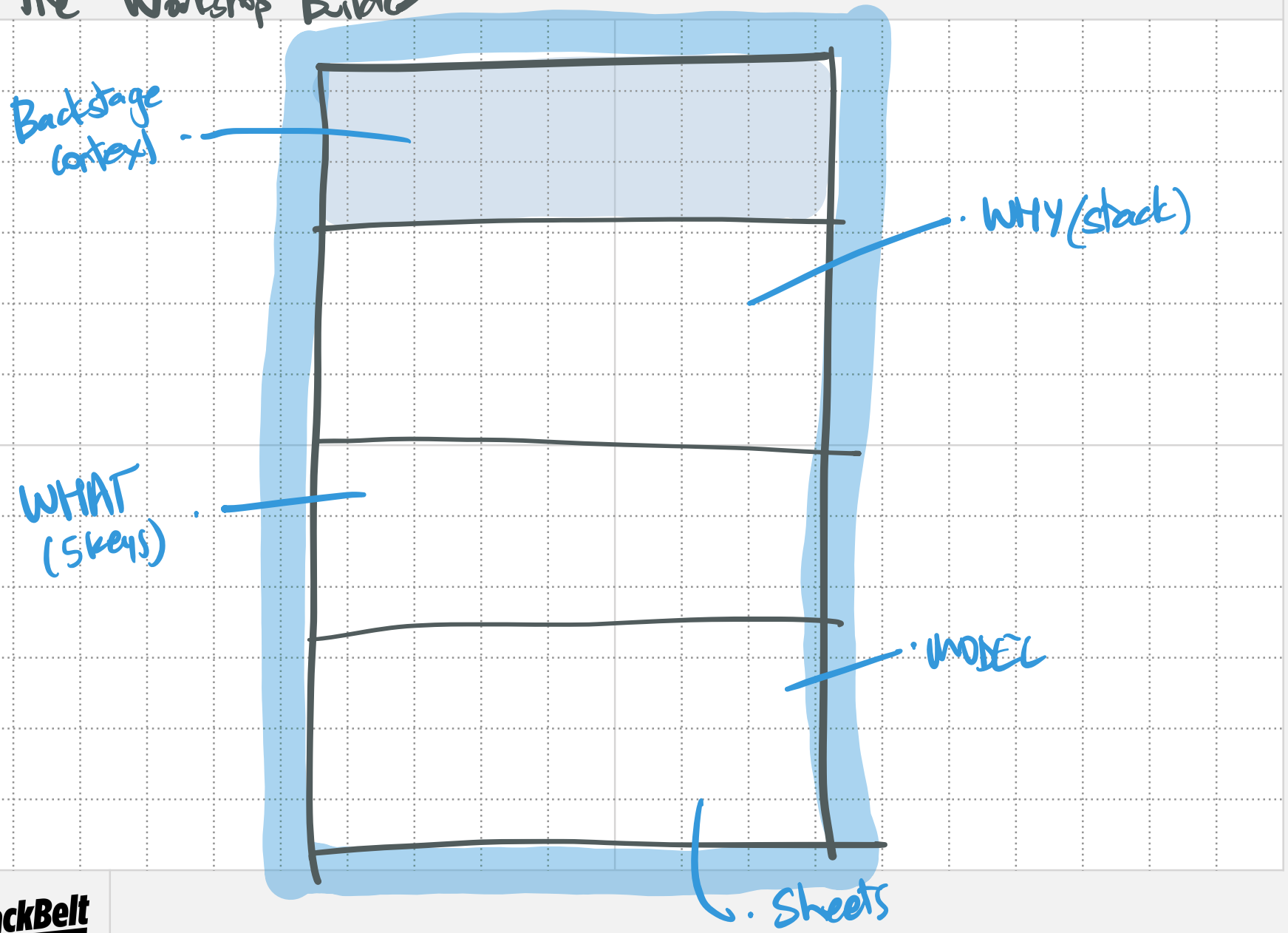
Question: What's been most useful so far? 😩?

Model: The 4-Part Assembly Model™



Title

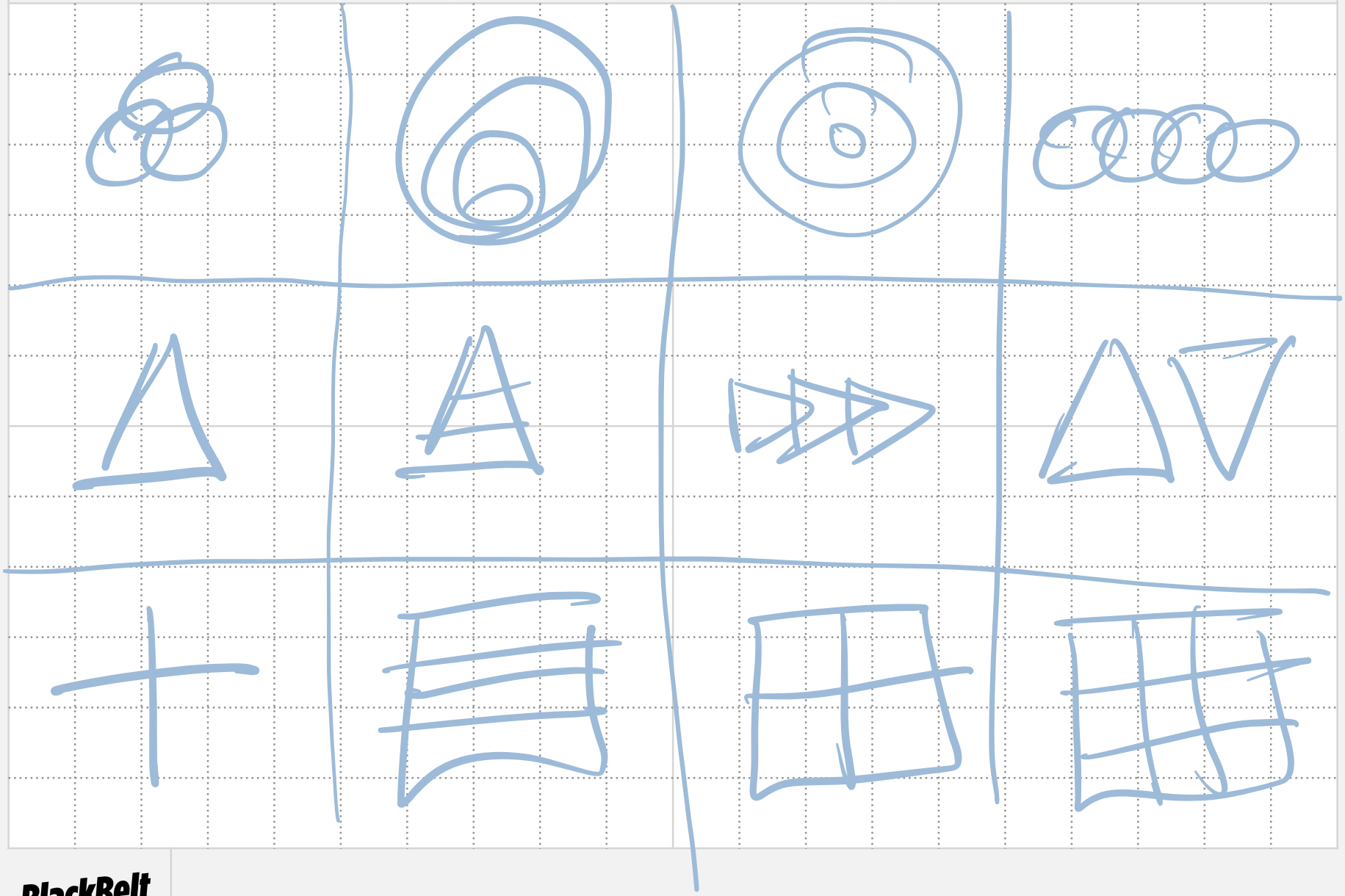
The Workshop Builder



BlackBelt

Title

The Model Menu™



BlackBelt