The Workshop Builder v3™

The Name Of Your Session

Strapline

Hashtags

Cover Image /Metaphor

Genius /Categories

Program /Branding

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

Template

- ☐ Training slides & worksheets
- ☐ Planets, satellites
- ☐ Workshop (PDF /worksheets only)

Why

#1 Frustration	#1 Want
#2	#2
#3	#3
Fear	Aspiration

Case Study

Question

Model

Key Point	Image /Metaphor
Key Point	Image /Metaphor
Key Point	Image /Metaphor
Key Point	Image /Metaphor
Key Point	Image /Metaphor

Question

Model

Context | Model

Context | Metaphor — what's it like?

Concept | Key Point

Content | Facts • Statistics • Evidence

Content | Stories • Pictures

Context | Model

Context | Metaphor — what's it like?

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