How One Monthly Workshop Can Easily Fill Your Coaching Program Without the Hustle with Janelle Anderson

with Janelle Anderson · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Janelle Anderson says coaches should stop asking how to find clients and ask how to help clients find them.

- [ ] Decide the one offer you want workshop attendees to step into next, such as a program or a discovery call.
- [ ] Package your coaching sessions into a program built around the result your clients want.
- [ ] Talk to people in your audience to find the one topic they want help with.
- [ ] Pick one piece of your method, often the first step, as the workshop's single focus.
- [ ] Plan three content blocks, each helping people past one false belief, and build a story, exercise or demo into each.
- [ ] Leave room for journal prompts, sharing, breakout rooms and live coaching.
- [ ] Promote the workshop on social media, to your email list and through friends who can share it.
- [ ] After each workshop, watch the recording, get feedback and check registrations, then refine the same workshop.
- [ ] Run the workshop again every month or every couple of months, even if only one or two people come.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/workshops-to-get-clients-janelle-anderson/
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