

Create Your Workshop Outline

Time to create your workshop outlines. Now remember, we're not trying to help them scale the whole amount in one launch, we're just trying to help them take that first step with you. Now, the reason I love what we do at Love To Launch because we're not just focused on putting out information, we use content for so many different reasons. And the things that we're really going to be focused on over the next couple of weeks is using your launch content to showcase who you are and why they should actually engage with you, to filter out the people who aren't right for you, and to bring those amazing dream customers into your world. We're going to showcase your creativity so that people actually want to come and attend your amazing experience and we're going to build connection. These are some of the most important parts of the launch success pillars.

So your workshops, we're going to have three key workshops that are going to be mainly value content, we're going to talk about the value content today. In next module, we're going to talk about celebration party and sharing your offer. Don't worry about that too much right now. I'm going to take you through this step by step, but we're going to do things in the right order. I don't really want you worrying about your offer too much right now. So your launch experience is going to create an amazing buzz. But we're going to weave in so many different aspects into your launch content that you build rapport. And rapport is where you are able to build an amazing relationship with your audience, that they bond with you. So we're going to share content and ideas that truly speak to your audience that showcase your values, your expertise, and that brings them into your world in a way that feels good to them. We're going to help you build connection, build a relationships with your audience, because people want to work with people that they like, right? And we're going to help you to build authority, showcase why you are the experts. Remember, you don't need to be the world's number one expert, you only need to be a few steps ahead of people to actually help them. So doesn't even matter if you're just starting out, as long as you can actually deliver on what you promise or say you're going to do, you are the expert.

So this week, we're going to create your workshop outlines. And we're going to write the copy. In the next module, we're going to look at designing your slide deck. The reason we're doing it this way round is to make sure that you're not trying to fit your ideas into a slide template, is the backwards way of doing it. So we're starting off with your ideas. And then we're going to break it down into sections to make this super, super easy. So first, I would love for you to have a look at the things you've already created for this module. Because what we're going to do now is take your mountain ideas, we're going to turn them into workshop flows. So I've got some examples here for you. Maybe you've already got some ideas, but I've got some examples of flows that could work really, really well for these different examples of the mountain. Example one, discover that mountain climbing is the right path for them. Well, this is really looking at the overarching idea of mountain climbing being one sport compared to others. So your first workshop is going to be looking at all the different types of sports and how you discovered yours and

why you think it's amazing. Then workshop two, why specifically yours is powerful. Workshop three, the secrets of maybe being a successful mountain climber, what do people really need to know?

So we're starting off with the bigger picture, and a comparison, we're then doing a deeper dive into why yours is more powerful. And then the secrets of being a wild success. We are really building that belief and that dream that your audience can have that for themselves. How to know which mountain is right for them. This is one that I will typically use. Because it enables me to talk about all the different types of launches. So I love using this particular strategy. So it's first doing a big overarching, kind of like a vision cast, I guess, of the power of launches, in this instance, the power of mountain climbing. How to know if launches are right for you. So I'll talk about the ways they're powerful. I'd also talk about what kind of offers you can sell off the back of launches. And then I'll talk about the different types of launches. So this is a great one, if there are lots of different ways of doing your particular method. Example three, seeing the whole strategy and knowing the right way to progress.

So, workshop one, you'll be diving into the power of your overarching strategy of mountain climbing. Two, this is an interesting way to go, is to actually look at the mistakes that people make. This is exactly what I just did in my last launch, the best launch ever boot camp. I talked about the power of launches and mindset and the secret to success. Then I look to the mistakes and then I show people the right way to do things. So this is a great one if you have a particular methodology. Example four, great if you're in the health and fitness space, creating a habit of skill needed to climb the mountain. The habit of skill needed to create the ultimate vision. So workshop one, you can do a deeper dive into the power of your thing, what you do and get them taking an action.

Workshop two, you can dive into showing them where people go wrong, the key mistakes people make, and why your way is better than other methods. Workshop three can be showing them a path for progression, getting them excited, but also showing them that actually you're missing quite a lot of the pieces, we've got this one thing down, but it's not just about that. Example five, discover the best way to climb a mountain. There are two ways of doing this really. So workshop one, discover the power of what you do. So you'll see in most of the examples I give that we start off with this overarching strategy, the power of what you do. In this instance, number two, the different ways to climb and your personal approach. And then you can do two alternatives.

So version a of workshop three, showcase in lots of examples that validate your approach. I love using this one, so I will go out and I will speak to friends in the industry clients, people who've had massive success with launches, and get them to share their secrets to success. It's all about creating inspiration. And also it's a really easy piece of content to create. It's all about validating your approach, the way you do things. So if the examples that you find completely contradicts what you say, then you know that this is not the right one for you. So this isn't right in all instances. So what you may want to do then if you don't have that, an alternative is to do a deeper dive into the first step that you recommend, where would you suggest that people start. Or you can go deep on one part of the ascent, so it may not even

be that you want to go deeper on the first bit. You may want to choose a particular part that you want to go deeper on.

So workshop one, why mountain climbing is powerful, workshop two, go deeper on one small part, and then three, show them how that one small thing that you've gone deeper on fits into the much bigger picture. So your task now is to create brainstorm flows, or your job is to create flows for each example. So this is the brainstorming task. I don't want you to really judge what you're doing, I don't want you to, I guess, overthink this, just go and create the flows for each example, you may find this really does not fit for my market, in which case, that's great. That's actually one example that you now know definitely does not work. It's all about finding the one that you feel in your gut is the right one for your market. And you will feel it, you will know this is the one, this is the one I'm actually most excited about teaching, we get excited when we know that this is a great fit. So really allow yourself to do the brainstorming, create those flows. And sometimes I find it also helps to move to the next stage and then circle back and make a decision because it's only through taking action that we get the clarity, it's only through having clarity that we have the confidence to move forward. And if that means doing a little bit of extra work on this next stage, I would rather you do that for a couple of examples, and then make a decision.

Okay, next, so once you have decided your flow, what that looks like, we're going to create the outlines of your structure. So a structure for each workshop, this is typically how we do it. And we're not going to dive into all of this today, because we don't need to, we're going to be focusing on the value content. And that's what we're working on this week. So the structure for each of your workshops will be, we'll do a piece to camera two or three minutes. This is all about building rapport, creating that connection, saying hello to people. We're going to talk more about that later on down the line. But it's super important that people are not just feeling like when they're coming on board, they're just seeing slides. This is your opportunity to actually say hello to people, those people who have given up their time and signed up for this thing and who want to get to know you. This is when you start to build relationships. Then you're going to have some intro content and typically, it is 90% the same for each workshop. So we're not going to cover that today. We're going to leave that to later on down the line because it's a very similar structure, there's not going to be too much deviation away from what I teach. The value content is the piece that we're going to be focused on this week. And then you'll do a piece to camera at the end, you'll probably do some QA, it's super fun. So we'll do a piece to camera, we'll switch to slides, we'll switch back to camera, you don't need to worry about any of this, you don't need to worry about the tech, the how to, the format, because the only piece that we are focused on right now is the value content. But this is where things get amazing because the way that we're going to structure this, the way that we're going to weave in story is you're going to build amazing rapport. You want your people going through this to go, "You're just like me", and that is what builds the trust. That's what helps people to believe that you are just like them and they want to get to know you. But there's an extra layer to this because you need to be ordinary for people to connect with you. But you also need to be extraordinary, for people to be inspired and to want to learn from you.

So it is a bit of a dance between being an ordinary person but showcasing the extraordinary things that you can do. Please, if you're feeling any doubts right now, about I'm not extraordinary, most people feel this. And I think for a long time in my business, I definitely felt like I was nothing special. In fact, that still creeps in, I'm not going to tell you that it doesn't. But when I am in my launch, I step into this extraordinary version of me because I know I can help people. And if I can showcase to people why I'm really great at what I do, I can help change their life. And so yes, ordinary is who we all are. But we also have to show people why we are extraordinary. And it's just about showing people, I've achieved this success and you can too. And it's definitely one of the hardest things to do. Some people feel like oh, if I say I'm extraordinary, then that's me being Mrs. Braggy pants, it's not about saying, it's about showing. It's about showcasing your skills and expertise in a way that people go, wow, she's just like me, he's just like me and I can be just like them too. I want that Success to me, so it's a bit of a dance. But you're absolutely going to learn how to master this one throughout the course of your launch.

So this is the easiest way to create your workshops. First, we're going to break down your value content, maybe into three or four sections, five, if you must. But we want to keep it super simple because the thing I know to be true with most of the people I work with, when they start to write things down, ideas start to flow, and they create far more than they think. If you plan out loads and loads of content, to begin with, you're creating more work for yourself because you're going to have to cut it back afterwards anyway, 'cause it'll be too long. So three or four sections to begin with. We're then going to break up those three or four sections into smaller segments, and these are actually going to become your individual slides. So what you may find is once you start writing that actually there's too much content here for a slide, this is like two or three slides that I need to break up. If that's the case, if you think it's going to take you more than one minute to deliver that, we're going to break it down some more. I'm going to walk you through this whole process.

So first thing we're going to do, chunk down your flow into sections. So here's how you can break down workshop one intersections. So let's say, for example, let's go to one of these discover mountain climbing is right for them. So workshop one is the different types of sports and how you discovered yours. Let me find my other slide again 'cause I've lost it. Here we go. So you're going to talk about, first, the big opportunity of what you're sharing and get them excited. And this is your opportunity to share your story. This is how you showcase you're ordinary, but how you became extraordinary, how you've done something extraordinary. It may even be that you don't feel like you've done anything extraordinary. But you've got extraordinary results of other people, so this is your opportunity to showcase it. I want you to step into the most super successful version of you and claim that spot at the leadership table. There is no one, absolutely no one, who is going to do this for you. If you cannot say how amazing you are at what you do, you're not going to win the launch game. So you do have to get good at that. You have to push your ego to one side. It's going to feel uncomfortable. Brits especially, you're going to feel like you're blowing your own trumpet. But there is no one who's going to do this for you. You don't suddenly wake up one morning and walk downstairs and there is a golden envelope sat there and you open it and it

says, "Congratulations, you're now a leader "and you can start talking like a leader." That's not how it happens. Remember, what I talked about, be, do, have, you need to be the leader first and then you'll have the leadership success.

So this is hard, it feels like a dance. But what I would invite you to do is if it really is a challenge. Let your clients do the talking for you. What would they say about you and weave that in, it's definitely the hardest piece, it was definitely the hardest bit for me. Being a bit of an introvert and a Brit, I don't want to do anything that brings attention to myself. But the one thing I've learned is that I'm the lighthouse, I'm showing people what success can be like for them. And if I'm not willing to stand up and say, I'm really good at this, how am I able to show the people that they can be good at it too. So you're then going to teach them something, and that's going to be related, obviously, to your subject. So you're going to show why you are an expert in what you do. Again, you don't have to be the world's number one, you just need to be a few steps ahead of the people that you're helping. And what I encourage you to do is to weave in as much story as you can. So you're going to share your story, what some people called your origin story, and where you came from and where you're at now. But also, if you're teaching them something, you want to share a story about that lesson. It not only gives people context, but it also gives people belief that they can do it too. If you can weave a particular story around that lesson, it's far easier for us to tell a story than it is to do anything like teaching, it's far easier for us to actually teach a story around it. So you can also use several stories, stories build rapport and they create amazing connection, the more of them you can weave in, the better. I don't know how many I weave in, probably four or five sometimes per workshop is what comes most naturally to me, and it enables me to talk very naturally, in a way that builds up friendship, it builds bond, and it builds that connection and shows people I'm ordinary, but because I'm wrapping it around these amazing strategies that I'm teaching, it bridges the gap between the ordinary and the extraordinary in a really beautiful, natural way. So I love weaving story in.

So let's look at what this outline might look like. And in fact, I'm going to share with you my actual examples. This is how I do my launches. So workshop one, it's all about my story with launches. How I got started, why I started doing them, sharing a bit of I was a teenage mom and I had burnout, and that's why I started turning my skills into courses. And then I move into talking about mindset, mindset comes first to talk a bit about be, do, have and the launch rollercoaster. And that if you want to have success with your launches, mindset is first. So I then talk about what it means to be a launch pro. Being a launch pro is the key to success. So if you have joined, let's launch together, after the best launch ever boot camp, you will recall this content, and I've included some links so you can actually watch this content and see how mine works. Now, what I don't want you to do is to watch mine and think I've got to do exactly what Laura does. I want you to be you, to create this around your story about your way of doing things. Do not try and be a cookie cutter version of me, it's not going to work. We're crafting this the right way but I have given you mine just an example so you can see how this flows. So workshop two, you're going to, again, do the intro, and we're going to talk more about that in a later section. This is just about the value contents, I keep losing my slides. So remind them what you did in the last workshop,

give them a recap, then you're going to teach them something cool. Again, share examples, share stories, weave those pieces in. And this is your opportunity to go deeper, to go much, much deeper. So I say teach them something cool, you're probably going to teach them many cool things. So this again, this is my last launch. So we recap what we did. Then I talked about the top five mistakes that people make. I call them launch killers. And then we move into the right way of doing things. And that's actually how we do things at Love To Launch. So this is, it's a big workshop and it's talking about some big things, but ultimately what I'm doing is like this is the mistake, this is what we do instead. So it is all about showcasing my skills, our way of doing things but helping them avoid some of the mistakes. The reason I talk about mistakes is because most people who join my launches, I've already had a launch before. So it makes more sense for me to talk about maybe the things that they're getting wrong right now. Because when I can speak to that person who is struggling, and identify the things that they're doing wrong, they know that I'm the guide to show them the right way of doing things.

So for us, it's an important part is not necessarily highlighting that this person is a bad person, or that they're an amateur. But that these are the mistakes that people make. And maybe you can identify yourself in some of these. And this is how we should be doing things. So actually, it's a really positive thing, and people get a huge amount from that workshop. Workshop three, again, remind them what you did in the last workshop, you're going to teach them something cool again, share client examples if you have them, it's all about building proof. And then at the end, you're going to share how this relates to what you do. And the reason we want to do that is because it creates a much softer landing to your offer. This was something I learned from my first launch mentor, the amazing Jeff Walker. And Jeff's approach is called the Product Launch Formula. And what he teaches is a very different way to how I do launches, the very powerful and it was my first launches were under his guidance. And he talks about workshop three is your soft landing to workshop four, which in his instance is a sales video. So the reason I like that approach is because having a soft landing, means that when you share your offer, it's not a surprise. Actually, I flip that on its head, I talk about the offer from the very, very beginning. And the reason for that is because it means I've got a whole week to position my offer and to talk about it and to hint that something amazing is coming. So if people don't watch all of workshop three, they still know something amazing is coming. So I much prefer a softer, softer landing. But essentially you can start talking about your craft, your methodology, your strategy, and talk about it a little bit more in detail in workshop three.

So, recapping what we did in workshop two, I, in this instance, was talking about how launches evolved and why they had to. So talk about the challenges with marketing and business these days, and why launches have had to change. And that now you can't just put out information, you have to create an experience. And I share the launch success pillars. So it's all about showing people, this is why what we do is different. And if you want to take things to the next step, if you want to continue the journey, I'm going to talk to you about that after our celebration party next week. And that is exactly when I say it's just so easy for you to say, if you love this, let me show you what the next step looks like. And they don't feel like they're being sold to, so you knew there was something for sale from the very, very beginning.

And it's such a beautiful way of doing it. So, time for you to do the work. We need to break up your flows into those sections. You've got some printables that you can use for this. Next, we're going to create slides in quotes, because we're not actually creating slides right now, we're planning the slides for each section. So let's use this workshop one as an example. So, the key lesson I wanted to teach is why being a launch pro is the key to wild launch success. So here you'll see, I've got my section, mindset for success, all about being launch pro, and the key things I want to teach people. So we've got a Google spreadsheet for you to use for this, but you can create your own and do whatever you want. I would recommend doing this on a spreadsheet rather than a piece of paper because you're going to be moving things around, you're going to be editing. And also if you notice something is really quite long, you can add in another piece. So if you think that one of these slides is going to be over one minutes, add in a new slide and just break it up a little bit more, we want to maintain attention. And if you're spending five minutes on a slide, 10 minutes on a slide, you're going to lose the attention of people because they haven't got anything visually interesting to keep them moving forwards.

So if you think a slide is going to be over one minute, add in a new one. So your job now is to plan the slides for each of those sections. Don't judge yourself right now, just get them all down. Because what you will find is you'll create more than what you need, and then you'll cut it back out afterwards. I want you to create the ideal flow right now. Plan those sections, break it into slides, and then see where you're at. It really isn't until you've practised and you've created the slides and the design, and you've gone through a couple of times and watched it back, you go, actually this whole section needs to go, or I need to add in some extra story, or I need to add in some context to help people get the most from this experience. You don't get that at this stage. Right now we're creating our version 1.0, and we're going to keep moving forwards with all the stages of this process until we're happy with what we've got. So once you have planned those slides, you're now going to write for each slide. So I would recommend starting off with maybe around 50 words per slide. Now, in an ideal scenario, you probably will say less than that. But I want you to just write, I want you to write without judgement, and to write for each of the slides that you've created. And when you chunk it down, and perhaps you're going to spend a day doing this, you're going to write. I've got 10 slides to do. I'm going to do 50 words on 10 slides, and I've got two hours to do it. And when you chunk it down that way, all of a sudden your launch doesn't feel like this big, huge beast, you've broken it down into little chunks.

Maybe this is what you're going to do when you get up an hour earlier each day. Or maybe you're going to take yourself off to a coffee shop for a day. And you're just going to write, but work in the way that best suits you. But if you start off with 50 words per slide, it gives you a really great foundation for the rest of the workshop. So my top tips for writing launch content. Number one, block out distraction-free time to write. So my favourite time of the day to write is first thing when I'm rested, cup of coffee, when it's quiet, in my office, on my own. That is my favourite time. It's when I'm at my most creative. I encourage you just write, don't judge. Just write and keep writing, and keep writing, keep writing, because you can always adjust it later on down the line. And you will once you have put this all together and you've rehearsed it, you're going to watch it back and you're going to go, hmm, I need to take that

out, that bit didn't really make that much sense. But if you're judging yourself now before you've even put it all together, you're just wasting time. So don't judge, just write. What you may find is that when you're writing this, you get a stroke of genius. Yes, I need to talk about that thing. In which case, what I recommend you do is pause the writing, hop back to your plan, add in that slide, because this is going to help you identify the graphics that you also need to create later on down the line. So, I will always switch back, just to this summary. And I will add in a slide if I feel like it needs a new one. And just keep writing, and if you want to cut back later, you can.

So you'll probably find you'll cut out about 20% of this at some point. The workshop that I think I'm going to create is never the workshop I put out, I'm always changing things. And I'm writing something like, yes, that needs to go in, or have a stroke of genius. Or I realise it's too long, or I'm going down a path of being too technical, or too tactical sometimes. So is this process of writing without judgement, adding in new sections if you need to, and then just cutting it back, but not until after your practise, for now I just want you to keep writing. And I love, love, love this is quote, I don't know who it was by. Maybe it was Hemingway who said something similar. "Write tipsy, edit sober." Please don't take this for the literal. What it means is, like write in flow, and then edit afterwards. And when we're writing tipsy, and I have done this before, I've actually tried it, we write without judgement, we just write, we write, we write, and then it's only afterwards that you want to go through and edit it with your head. And it's almost like writing in flow and then editing with your head. That's how it feels to me. And so I want you to write tipsy, edit sober. If you want to give it a go with wine, please do so, let me know how you get on. But it is all about, I guess losing your inhibitions. It's about writing from a place of no judgement. And then afterwards, you're going to edit with your head on.

So please, please, please follow the process I've laid out for you, trust in the process I've laid out for you. I've made so many mistakes in how I've approached launches. Made things really complex for myself, and this programme has been designed around how you absolutely should be doing things, for more ease, for better results, more efficiency. And if you want to bring in a glass of wine for that, I absolutely advocate unless it's like 10 o'clock in the morning. But that it's just the concept, it's the idea of not judging yourself. And then just writing, and writing, and writing. And then going back through afterwards, and then cutting and editing. So your job now is to go and write your workshop copy. This is probably going to take you a couple of days to do, it's a big piece of work, it's the most important work that we're actually going to do, because this is what is going to deliver that result, it is the bit that people are going to enjoy. So start by blocking off that time, whether it is an hour a day, whether you're going to do the whole thing in one day. Workshop one will be the hardest one to write because this is all new. Workshop two will be so much easier. But if you start off with the value content first, we'll then add on those other pieces later on down the line. All I need for you to do right now is just to create the copy. And then next week, we're going to talk about the celebration party and the offer. And we're then going to start adding in these other elements and doing the design itself. You're going to be writing a lot this week, enjoy it. This is an absolute joy. When you think about the lives that you're actually going to change in your launch experience. And when you think of it like that, that is just one of the most

beautiful places to be in business. So go focus on that person, create that amazing experience for them because it all really does start off with that copy. All right, I'll see in the next lesson.