

Summary

0:00

In this lesson, I am going to talk about workbooks, and why you should be including them. Workbooks are an essential part of everything that you teach, but not every product will need one, especially if your product is more of a coaching experience.

Workbook Features

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- **Appeals to visual learners** – people learn through examples, videos, audio, and some people (visual learners) like to learn through watching you speak, and then working through a workbook.
- **Keep it simple** – needs to be applicable to them, and how they like to learn. Even though it is packed with amazing content, it should be presented in a simple way (e.g. not overdesigned/ too much information).
- **Low print consumption** – this is very important! Make sure to not use bright or oversaturated colours. You can leave the colour for a digital version, if that's what you require for your product.
- **Space for notes** – as well as the work you include.
- **Buyers will ask for this** – people tend to ask if there are worksheets included in courses they enrol in. When doing a Beta launch, this is a vital part of your testing process. Was there anything you didn't include? Did they enjoy having the sheets to work alongside the course?

Examples

2:37

I have included links for downloads of my past workbooks in this course. As you can see, many of my past workbooks use the exact same design. The front cover can be changed - and I have done so before - if it is for a separate product I have created. Even though many of you may be afraid of going this 'basic', a black and white design throughout has been very well received by my clients.

However, even if you have included a bright coloured front page, people can choose to not print that page, to decrease their printer ink consumption. As you can see here in my workbooks, I leave plenty of space for people to write down some notes, and I make sure to have my name at the bottom of every page, so as to reinforce the branding.

For one of my full-day workshops, I created a workbook that was set out so people knew what to expect next, and so could prepare for it. I included work to be done spread out across it, including a spreadsheet to make a 'Customer Profile' exercise. Another great thing to include is an 'Any Unanswered Questions' space at the end of every section of the course. This is very valuable for if you're including a Q and A session later on, and it also helps to build engagement.

At the end of every workbook, I like to include resources for if my customers would like to delve further into the topics they have learnt.

Using Templates

6:00

I recommend that you use templates when creating your workbook, as this saves cost and time. There are two ways of doing this:

- **Vertical Presentation** – for example you can buy these from Creative Market, a fantastic template website, or you could even create your own. By doing it this way, you can save costs by not using Photoshop or iDesign, which can be a big expense. However, I don't recommend you use the templates with printable photos; make sure you keep it simple and streamlined. Make sure to always look for pages that have a substantial border, this helps it to print nicely, and prevents ink bleeding off the edges.

An example of a template on Creative Market, is the Rhino template. It has a very simple layout, feels really cohesive, and has pages of icons that you can use.

- **Canva** – this is another online bank of templates, which is free to use, but you can have a paid membership to unlock more tools. Options include planners, checklists, and worksheet templates, all of which are very useful for your students. Remember, no heavy block colour!