

HOW TO CREATE A MASTERCLASS FOR YOUR COURSE OR SERVICE

YOUR WORKBOOK

Prepared For :
Attendees of the
Masterclass Masterclass

Emotional Geography UK LTD
The Educational Arm of Bertagni
Consulting s.r.l.

THE WELCOME

Every Masterclass should begin, whether live or pre-recorded, with a welcome from the host. This can be done anyway you are comfortable with but must include the following as a minimum:

- A thank you for your attendance / for listening
- Who you are
- What people can expect
- How long it will take
- That they can take notes
- That they will get a copy of the recording
- In live classes, ask attendees to intro themselves in the chat and say what they are hoping to get out of today,

Make sure before you begin that all of your technical stuff is sorted - sound, video, appearance etc.

The next step is to ease everyone in with an overview of what they can expect from the class:

- What you will be teaching
- How long it will take
- The benefits they will get from it
- The problem it is going to solve for the attendees
- Why they should stick with it until the end

And finally, show them the bonus they will get by staying to the end. you need the to stick with it because this is all about upselling your paid services which you will present at the end of the Masterclass.



ALI BAGLEY

BONUS!



THE STRUCTURE OF YOUR MASTERCLASS PRESENTATION

SECTION 1

SLIDE 1: Title, subtitle and your name

SLIDE 2: Your Introduction / Welcome

SLIDE 3: An overview of what to expect from the Masterclass

SLIDE 4: The bonus people are going to get by staying until the end

SLIDE 5: The Please Turn Off All Distractions slide

SECTION 2

SLIDE 1: The introduction to your first lesson

SLIDE 2: About why you are the best person to be delivering this

SLIDE 3: A bit about you personally and your success

SLIDE 4: Your attendees hopes and dreams

SLIDE 5: The first part of the plan to reaching those dreams

SECTION 3

These slides are your tutorial, taking your attendees through the lessons you have developed that give them information and value related to the class and your later upsell.

SECTION 4: The Upsell

Intro to and then detail the upsell course or service

Show them the full price then the offer price

Show testimonials from previous clients

Outline any bonuses offered when people register for the course or service

Give Guarantees

Clearly indicate where people can go to buy the offer



YOUR PLAN

SECTION 1

TITLE

SUB-TITLE

INTRODUCTION

CLASS OVERVIEW

BONUS'S

NO DISTRACTIONS



— YOUR PLAN

SECTION 2

LESSON 1 INTRO

.....

ABOUT YOU

.....

ABOUT YOUR ATTENDEES HOPES AND DREAMS

.....

PLANNING TO REACH THOSE DREAMS

.....



YOUR PLAN

SECTION 3

THE LESSON/S

1.

2.

3.

4.

5.

6.

7.

8.

.....



— YOUR PLAN

SECTION 4: THE UPSELL

INTRO THE UPSELL

.....
DETAIL THE UPSELL

.....
PRICE - FULL & OFFER

.....
TESTIMONIALS

.....
BONUS'S

.....
GUARANTEES

.....
SIGNPOST TO BUY

.....



— MARKETING

YOU WANT THOSE EMAIL ADDRESSES FOR YOUR EMAIL LIST

so, here is your launch plan to get those in order to have a list to invite warm leads to your Masterclass



WEEK 1

Create a Lead Magnet and your SM Content



WEEK 2

Grow your audience with regular content, blogs, posts, emails, etc.



WEEK 3

Grow your audience with regular content, blogs, posts, emails, etc.



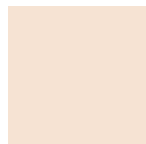
WEEK 4

Grow your audience with regular content, blogs, posts, emails, etc.



WEEK 5

Begin marketing your masterclass. Invite email list, post on SM etc.



WEEK 6

Deliver your Masterclass / classes and open the purchase window for your course/service



WEEK 7

Deliver your Masterclass / classes and close the purchase window for your course/service



WEEK 8

Deliver your Course / Service



CREATE YOUR BLOG FOR YOUR MARKETING

BLOG TITLE

A multi page blog on you, your subject, the problem you solve, tips for success, etc.

TIPS FOR SUCCESS

DOWLOAD

A value pdf that can be downloaded from the blog

WHAT WILL READERS LEARN?

WHAT IS THE LINK TO BOOK THE MASTERCLASS?

WHAT ELSE CAN YOU INCLUDE TO GENERATE INTEREST?



www.emotional-geography.com

<https://alibagleycoach.samcart.com/products/how-to-develop-your-writing-skills-to-grow-your-business>



How to Get the Writing Skills You Need to Grow Your Business

A six hour live interactive course that takes you on a journey from where you are now, through the basics of writing for business, into practical strategies and processes for success.

Thursday the 19th & 26th May and 2nd June 2022
from 7pm to 9pm BST

Writing is a key skill for any coach. Whether it's copy for your website or program launch or the book you know will help build your business and credibility, Ali's writing course is a must! Ali's creative and just do it approach is focused on freeing and empowering your inner writer to share your message. Ali's step by step program helps organize your thoughts and gets you writing from day 1. Her book writing formula is genius and helps you plan, structure and give life to your book. Lots of great advice and guidance to take the angst out of getting started and gets you writing! Susan L

The full course, 6 hours over three weeks on zoom (value £600)

Free pdf of Nailing Your Niche (value £5)

Free 20 min consultation session with me (max 5 available value £50)

Free pdf of 'The top ten things that get in the way of writing a book' (value £5)

Free templates for course and book development (value £100)

Plus

Access to 150+ personal and professional development services we offer at EMME (free with both the full course and all modules)

and

all the recorded modules to download and keep (value £49.99)

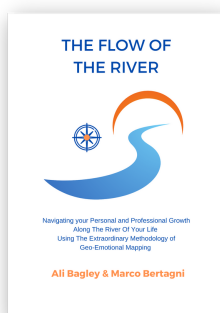
Total Value of the Full Course Offer:

~~£809.99~~

**PRICE TO YOU
WHEN YOU BUY
BEFORE THE END
OF APRIL 2022**

£250.00

BOOK BEFORE 15TH APRIL 2022 TO GET THESE BONUSES

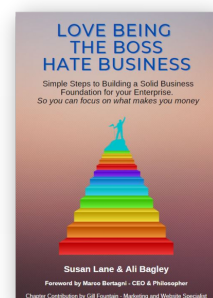


a free copy of my e-book Love Being the Boss Hate Business,

my e-book The Flow of the River and
a voucher for 50% off my course:

Building a Solid and Resilient Foundation for Your Business.

<https://alibagleycoach.samcart.com/products/how-to-develop-your-writing-skills-to-grow-your-business>





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ANY QUESTIONS OR TO COME AND CHAT TO ME ABOUT THIS COURSE, THE MASTERCLASS OR ANY OF MY SERVICES JUST EMAIL ME:
ali@emotional-geography.com

**PRICE TO YOU
WHEN YOU BUY
BEFORE THE END
OF APRIL 2022**

£250.00

Thank You

Ali

<https://alibagleycoach.samcart.com/products/how-to-develop-your-writing-skills-to-grow-your-business>