

How to create a professional and functional workbook to accompany your course or lead magnet for potential clients

A step by step guide for attendees

Course Date & Time

Course Venue

Attendee



What's in Your Workbook



A Bit About Your Host



Why Have a Workbook?



Using Canva



What Are You Going to Include?



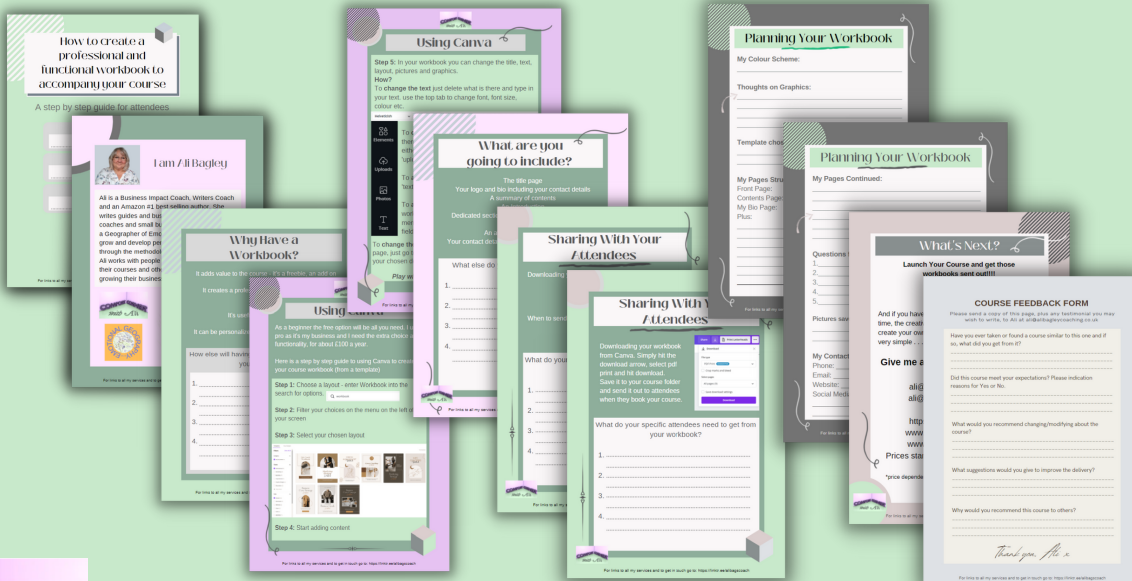
Sharing with Your Attendees



Planning Your Workbook?



What's Next?





Ali Bagley

I am a Business Impact Coach, Writers Coach and an Amazon #1 best selling author. I write and publish guides and business support books for coaches and small business owners. I am also a Geographer of Emotions, helping people to grow and develop personally and professionally through the methodology of Emotional Mapping. I work with people everyday, helping them to develop their courses and other written material for growth in their businesses.



*Ali
Bagley
Coaching*

Why Have a Workbook or a Lead Magnet PDF?

It adds value to the course - it's a freebie, an add on

It creates a professional image of you and your business

It's useful for your attendees

It can be personalized to act as a calling card for your business

How else will having a workbook benefit
you and your attendees?

1.
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2.
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3.
.....
4.
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Using Canva

As a beginner the free option will be all you need. I use pro as it's my business and I need the extra choice and functionality, for about £100 a year.

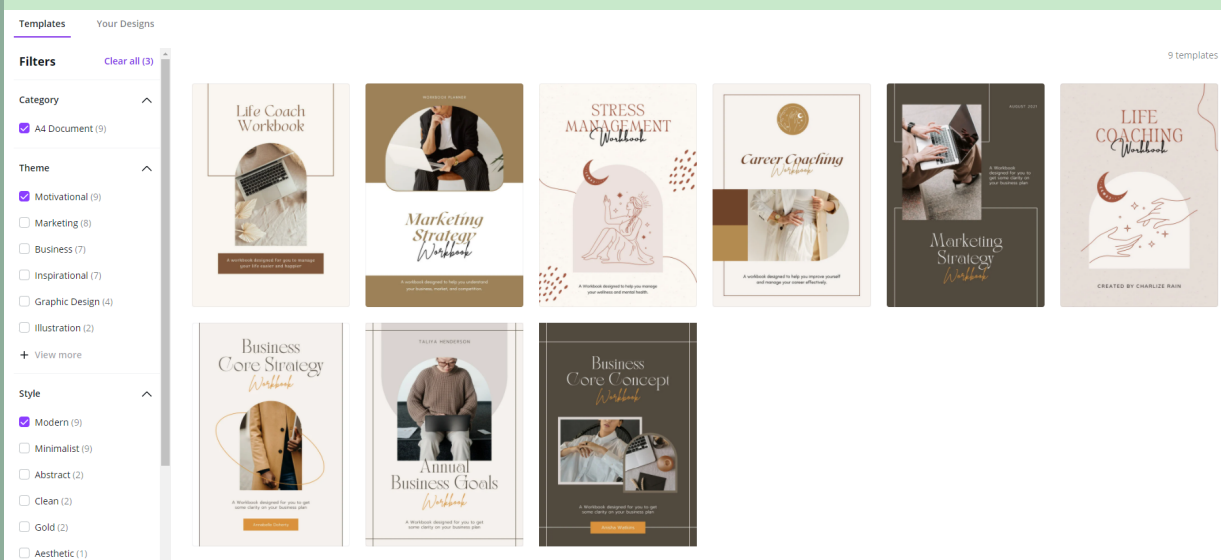
Here is a step by step guide to using Canva to create your Workbook or Lead Magnet (from a template)

Step 1: Choose a layout - enter Workbook into the search for options.

Q workbook

Step 2: Filter your choices on the menu on the left of your screen

Step 3: Select your chosen layout



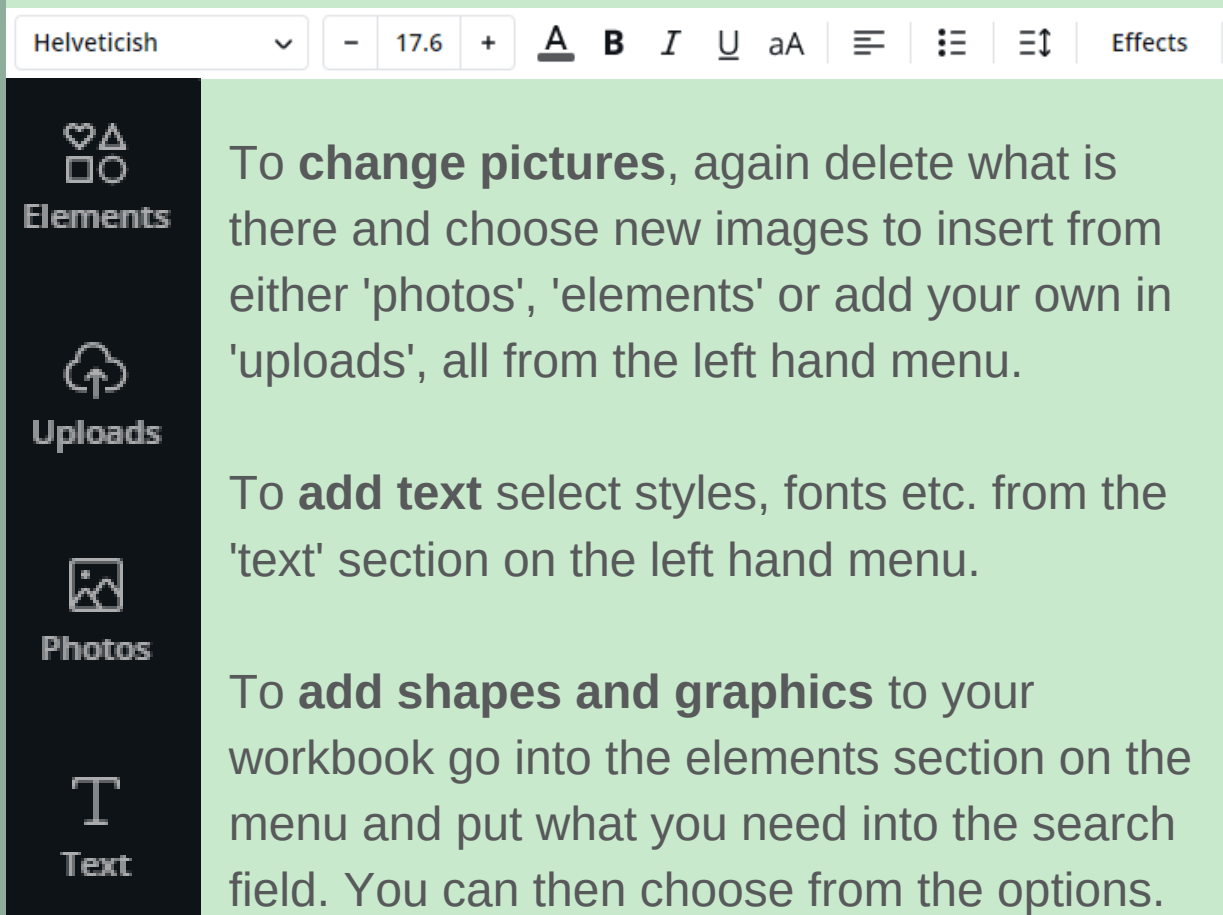
Step 4: Start adding content

Using Canva

Step 5: In your workbook you can change the title, text, layout, pictures and graphics.

How?

To **change the text** just delete what is there and type in your text. use the top tab to change font, font size, colour etc.



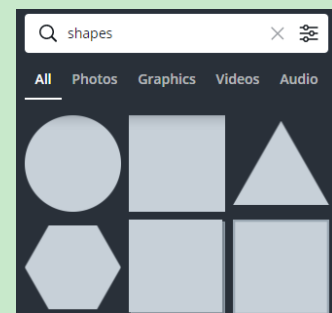
The image shows a screenshot of the Canva interface. At the top, there is a text editing toolbar with options for font (Helvetica), font size (17.6), and text formatting (underline, bold, italic, underline, aA, list, list, list, Effects). Below the toolbar is a dark sidebar menu with icons and labels for 'Elements', 'Uploads', 'Photos', and 'Text'.

To **change pictures**, again delete what is there and choose new images to insert from either 'photos', 'elements' or add your own in 'uploads', all from the left hand menu.

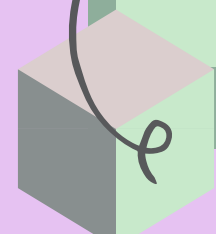
To **add text** select styles, fonts etc. from the 'text' section on the left hand menu.

To **add shapes and graphics** to your workbook go into the elements section on the menu and put what you need into the search field. You can then choose from the options.

To **change the background** of each page, just go to backgrounds and select your chosen design.



Play with it, have fun!



What are you going to include?

- The title page
- Your logo and bio including your contact details
- A summary of contents
- An Introduction
- Dedicated sections relating to your course content or your lead magnet content
- A summary page
- An attendee / reader feedback form
- Your contact details and a summary of your business

What else do you think you should include?

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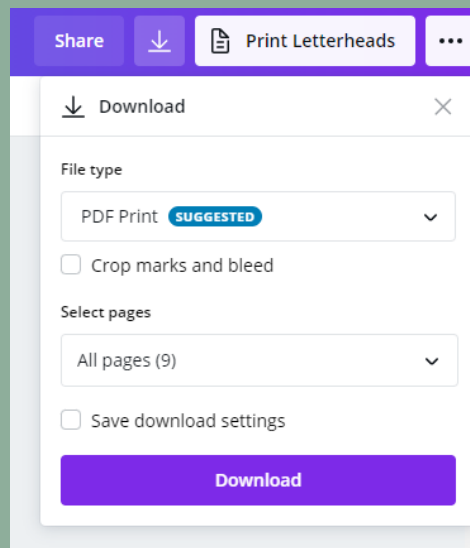
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Sharing With Your Attendees / Prospective Clients

Download your workbook / Lead Magnet from Canva. Simply hit the download arrow, select pdf print and hit download.

Save it to your course folder and send it out to attendees when they book your course or email it when it is requested from your website.



List what your specific attendees / prospective clients need to get from your Workbook or Lead Magnet

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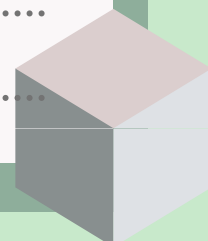
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Planning Your Workbook / Lead Magnet

My Colour Scheme:

Thoughts on Graphics:

Template chosen from Canva:

My Pages Structure:

Front Page:

Contents Page:

My Bio Page:

Plus:





Planning Your Workbook / Lead Magnet

My Pages Continued:

Questions for the attendee/reader feedback page:

1. _____
2. _____
3. _____
4. _____
5. _____

Pictures saved here: *(link to file/folder location)*

My Contact Page:

Phone: _____

Email: _____

Website: _____

Social Media Links:



What's Next?

*Launch Your Course and get those
workbooks sent out!!!!*



And if you have decided that either you don't have the time, the creativity, the motivation or the inclination to create your own Course Workbook or Business Lead Magnet then the next step is very simple . . .

Give me a call and I will do it for you

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ali@bertagniconsulting.co.uk

+44 7763610892

<https://linktr.ee/alibagscoach>

www.comfortcornerwithali.com

www.alibagleycoaching.co.uk

Prices start from just £100* per
Workbook/Lead Magnet

*price dependent on design requirements and page numbers





















For links to all my services and to get in touch go to: <https://linktr.ee/alibagscoach>

And What About Getting Help to Develop Your Course?

EVERYTHING YOU NEED TO KNOW ABOUT ONLINE COURSE DEVELOPMENT

A STEP BY STEP COURSE OF LESSONS YOU CAN TAKE WHEN YOU WANT, WHERE YOU WANT, DEVELOPED BY AN EXPERT IN ONLINE COURSE CREATION, ALI BAGLEY, THIS IS EXACTLY WHAT YOU NEED TO CREATE YOUR ONLINE COURSE

- | | |
|---|---|
|  1. What Problem are you solving? |  2. Whose Problem are you solving? |
|  3. What Is Your Niche? |  4. What Media will you use? |
|  5. What is the purpose of your course? |  6. Making Your Course a Journey |
|  7. Timing |  8. How people learn |
|  9. Using a slide deck |  10. Using the right equipment |
|  11. How do you structure your course? |  12. Free or Paid? |
|  13. Payment Mechanisms |  14. Freemiums |
|  15. Visibility |  16. Networking |
|  17. To Collaborate or Not? |  18. Live or pre-recorded |

www.AliBagleyCoaching.co.uk

www.comfortcornerwithali.com

<https://alibagleycoach.samcart.com/products/everything-you-need-to-know-about-online-course-development-recorded>

Just £49.99



For links to all my services and to get in touch go to: <https://linktr.ee/alibagscoach>

SESSION FEEDBACK FORM

Please send a copy of this page, plus any testimonial you may wish to write, to Ali at ali@alibagleycoaching.co.uk

Have you ever taken or found a session similar to this one and if so, what did you get from it?

Did this session meet your expectations? Please indicate reasons for Yes or No.

What would you recommend changing/modifying about the session?

What suggestions would you give to improve the delivery?

Why would you recommend this session to others?

Thank you. Ali x