

AMY YAMADA'S

WORKSHOP FRAMEWORK

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WELCOME:

Share a story that is relevant to the theme/topic of this workshop



INTRODUCTION:

Introduce yourself by sharing three things about you that your audience needs to know.



ROADMAP

Share the 1, 2, or 3 elements that you are going to teach throughout your workshop - OR take them through an experience.



CONTENT

Follow through with the roadmap or experience. If you are sharing several teaching points or elements, with each element, share an example through storytelling and/or an exercise your audience can go through to really GET the content. I am a fan of worksheets. If you use worksheets, have a team member/ friend/ colleague ready to put the downloadable PDF in the chat. You can also email your attendees the PDF prior to the workshop.



CALL-TO-ACTION

What is the action you're inviting your audience to take? Whether it's a new habit or action step in their life, a free strategy call with you, a free resource to download, or an invitation to invest in a program/ package/ service, this is your chance to invite them to take a next action step. If you are offering a free call, resource or paid offer, have a team member/ friend/ colleague supporting you so they can pop your link in the chat for people to grab.

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One example of a simple CTA to book a call is: “How many of you...” or “Who here...”-- “...would like some more personalized help with _____? Type “me” in the chat. (Me, me, me). Okay - here’s what I’m going to do - I’ve opened up some spots on my calendar over the next few days to provide a free private coaching session with you to _____(benefit). I’m popping the link in the chat - so go ahead and grab the link - go ahead and grab it and pick a time that works for you. In this call, we will _____ (what you’ll do and how it’ll help them) - and I can’t wait to chat with you.



STORY or Q&A

You can wrap it up with a story or Q&A or a combination of both