

Mini-Workshop-Method™ Cheat Sheet
**How to Enroll 5-15 Clients in 7 Days Using
Mini-Workshops!**

By Dino Gomez



The first webinar I ever created helped our business blast past 7 figures....

This was 2 years ago.
I was late to the game & in a competitive niche.

Our agency had become masters at Facebook advertising.

We decided to launch a program teaching others the fine art of running social media ads for small businesses...

We were competing against the giants of giants by choosing this niche all of whom had a 2 year head start promoting their program & a much larger warm audience to promote to.

Surely we were doomed.

We didn't see it that way...

While our competitors were much much bigger, had big teams, had bigger audiences, had a 2 year head start with their program...

We were tiny. (2 people)

We were hungry.

We were customer focused.

I slayed away day in and day out to make our Facebook ads program the best in the business.

We provided group coaching calls and 1v1 support.

We updated the course training consistently.

...Invented new strategies.

...Focused on our client's results.

...And the word spread online.

As our client testimonial count soared past 400...

I looked up to catch my breath only to realize we had built a 7 figure coaching program by helping our clients win with Facebook ads.

And we had done so... against all odds.

The Shift: 6 Months ago... our paid ads slowly began to become less effective for one of our programs... We were losing steam & had to figure out why!

6 months ago things started to change for us.

We had been using a webinar funnel & a Facebook group to promote our program.

- Our cost per webinar attendee remained almost the same..... (good thing) but our conversions on the backend weren't looking as good.
- We understood it wasn't rising ad costs... (Although ad costs do rise over time... it wasn't this because our lead cost was nearly the same).
- It wasn't an out-dated funnel either... (we updated it regularly).
- It wasn't the webinar... (we A/B tested several webinars including our original and saw increasingly lower conversions on the backend).

So why were our results coming to a screeching halt?

Can I be honest?

Our client-getting approach was becoming out-dated!

We were using an outdated and over-saturated marketing vehicle.

Fact is....

- **FB groups had become saturated** & were no longer a secret weapon.
- **Webinars were dying slowly...**

- Everyone had a “free” lead magnet...

But perhaps most importantly... The market had matured!

We went back to the drawing board and re-evaluated the industry. The market was becoming highly competitive....

Whenever something breaks in our business (*which is consistent with a growth-oriented business and any online business*) my first thoughts are, **“What can we do to help our clients?”**

My next thought is, **“How would I like to be marketed & sold to if I was looking to buy right now in this current market?”**

>>> Right now the market is flooded with:

- FB groups with a ton of spam
- Unwarranted cold messages from strangers
- Automated webinars
- Free challenges
- Free book funnels

>>> When the market zigs.... You want to zag....

I reflected back on a small live event we had held for our clients a previous year.

We landed an incredible 50-person studio loft in downtown San Diego to hold a 3 day advertising workshop. The tickets sold out fast!

To my surprise... people flew from all over the world to attend our 3-day mini-workshop. It was an incredible crowd. Not too big that guests felt like a number and not so small that it was boring.

We joked around and called our mini-workshop, “The anti-conference”... because we designed it to be unlike any traditional industry gathering.

Attendees had the time of their life and to this day we still hear it was the best event they have ever attended.



Two years after our San Diego mini-workshop... our client enrollment started slowing down... (this meant it was time for something new and we always love that challenge!)

We started putting more efforts into our organic marketing channels while we worked to figure out what we should do with our ads.

Our marketing efforts from our Facebook group kept us afloat! But I wasn't a huge fan of having to create content every single day to keep our group engaged. That can be exhausting and is not a long term strategy.

We needed to figure out the new methodology that would work with paid ads so we could grow systemically!

We tried a FREE 5 day event next! It wasn't what we had hoped for....

You've probably seen plenty of people running a "Free challenge".

They normally are marketed as a "Free 5-Day Challenge". We thought... let's give this a go!

So we planned our free challenge and marketed it like crazy. On the front end the numbers were good! We had several hundred people sign-up.

But something was off with the challenge. We didn't feel any connection with our audience given that there were hundreds of people and the feeling must have been mutual from our attendees.

Our up-sell certainly enrolled a handful of clients... but for the amount of effort we put into marketing it... it wasn't going to be a scalable marketing vehicle.

The other thing is that if it had been a small challenge with a dozen or so people we're not sure we would have enrolled any clients... after all "free" attracts just that... freebie seekers.

We went back to the drawing board once again!

What we liked about an "event" was the ability to form relationships with prospects prior to working with them... but the whole "free" thing was discrediting our value and attracted "freebie seekers".

I've been to a lot of marketing conferences, virtual events, & everyone in between in my 10+ years online. Most of them were garbage. Just a pitch fest wrapped around the name, "event" or "conference".

Ever been to one of these? It's a huge let down right? And a ton of time wasted.

I continued to reflect back on the mini-live-event we had held in the past..... People loved it! I kept trying to dissect what we did to make that San Diego event so amazing.

I remember smiles flying across the room, crowds of people around each other's laptops helping one another out, and folks jumping to put into action each training we layed out.

The one remark people continued to tell me during breaks was,

"I finally feel like I have a strategy and direction to take my business. This event has been remarkable, Dino. Thank you! I'm excited to learn more about the next step to work closer with you."

Whoosh.... As I rewatched the trailer video our videographer put together after the event... chills ran down my spine. My thoughts were churning and I could tell I almost had the answer to the next newest client attraction strategy online.

I just needed to put my thoughts to paper and brain dump. The dots would surely connect.

When I looked at my scribbles... it finally became clear. The magic of our in-person event could be broken down into 4 main components...

There are a lot of things that make a gathering of people special. In the case of our live event it was 4 main things.

Our live event was pure magic because:

1. **The Price Filter** - The people in the room were all on the same page because they valued the same things. Had the event been free.... Then you would have a mixture of people who were seriously invested in their growth and some who maybe were not as much.. . Instead everyone was there to grow their business and sacrificed their time, energy, & money to be there. The right hook filled the event and the price tag made sure everyone was equally invested!
2. **The Connection** - We did several things differently at our San Diego event that made everyone feel connected. We also made sure to personally meet with each attendee. This personal connection can't be duplicated in a webinar or anything automated.
3. **Content** - The way we structured the content made it so people could get results right there on the spot! Many attendees landed a client on the spot during the event. One gentleman actually landed a client 10 minutes after us delivering a strategy.
4. **The Up-Sell** - I would love to say we nailed the up-sell during our first live event but we did quite the opposite. I put close to zero effort into having an up-sell at our live event as I was so busy preparing the logistics of actually delivering the event. This clearly showed.... Since then I've invested, practiced, and

invented how to deliver an offer to an audience in an authentic and natural flowing process. (more on this to come)

The only problem with in-person events is they are just that... in-person & come with lots of physical moving parts + expenses...

My wife popped her head around the door and looked into my office.

“How is it going in here handsome?”

- ***“Really, good! Look at this!”***

“What is it? I just see a bunch of scribbles.”

- ***“That right there is the future of client-getting”.***

“And why is that?”

- **“Because it is everything people crave before they buy something and everything a marketer can deliver at scale.”**

“So what is it then?” - Tiff remarked.

- **“This is what I’m going to call, “The Mini-Workshop Method”.**

“Hmmm... very cool. Dinner is in 20 minutes. Tell me about it then!”

Tiff continued on downstairs and I stood there in awe!

“The Mini-Workshop Method”... I like that I said to myself. “MWM”.
Nice little ring to it too.

Two weeks later I had created, marketed, filled, scripted, and delivered on our virtual “mini-workshop method”. And this time... People bought our upsell like mad!

- 52 people paid for our virtual mini-workshop.
- It was \$27.
- 36 people showed up live.
- 12 people bought the upsell during the virtual event.
- And another 11 after.

32 clients came roaring in with one mini-workshop!

So what did I do next?

I grabbed the recordings of our mini-workshop.... Uploaded them... and sold them for \$27.

It just keeps getting better.

The great thing about running a virtual mini-workshop is that you have options....

1). - You can continue to run it live & to a bigger audience (might as well if it's printing money right?)

2). You can always train someone to run the mini-workshop for you.

3). - You can bundle the recordings and sell them.

So you actually have three options here on how to scale this. All too often I hear from entrepreneurs, "**But how do virtual mini-workshops scale?**"

Until you're at \$30,000/month my friend... scaling is not your issue.

You need lead generation & sales figured out first.

Once you're at \$30k/month then you can scale by either option #2 or #3 mentioned above. (and by working on systems, teams, & ops)

*Side note... **Tony Robbins still delivers his live events...** and last I checked was one of the highest paid consultants in the world... So can we agree... Virtual events scale?

After we had our mini-workshop converting we introduced paid ads to the equation.... Now we were onto something!

The great thing about mini-workshops is that they are attractive! When you have the right hook.... People are excited to pay and excited to take action!

Remember... people love to buy but hate to be sold to!

That is the spice of mini-workshops... when you have the “right hook”... people pounce at the chance to get their adrenaline flowing, buy, and to implement something new!

And that is step #1: **You must figure out the right mini-workshop “hook”.**

Underpromise with your workshop hook and only a few people will buy. On the contrary, overpromise on your workshop hook and people will be disappointed in the content and not buy the up-sell.

A great workshop is a balancing act.

Tip: Ask yourself, “What mini-result can I deliver during a mini-workshop that gives people a result they want that leads nicely into my up-sell?”

A great mini-workshop is just that because during and after the workshop your attendees FEEL or can SEE that they have made progress.

Don't promise the world... promise a step in the right direction!

We like to use organic marketing channels (Facebook groups, Instagram, Email lists, etc) to test that our mini-workshop hook converts!

> Aim for 20-30% conversion rates to a warm audience with a \$7 mini-workshop offer & 10-20% conversion rates to a cold audience.

>As you raise the price of your mini-workshop expect lower conversions naturally...

For inspiration: Our client Jessie recently posted these stats from her mini-workshop:

-16 people registered

-10 people attended

- 8 converted to clients on the up-sell
- \$13,000 cash collected
- \$24,500 total revenue

This was all done through an organic marketing channel to a warm audience!



To be clear nobody bought live during her workshop! Jessie was a bit nervous she had flopped it. But using our followup process... she said the right things and converted 8 of the 10 attendees.

Note: The money is in the followup! Your mini-workshop is not done just because you finished delivering the content.

(We teach a series of follow-up methodologies to our clients inside 7 Figure Visionary to maximize conversions on the backend of any workshop! We can help you maximize your impact and profits here).

**The best times to run a virtual mini-workshop....
Depends on a few factors...**

At the time of writing this... 94% of our clients are coaches or consultants. 6% are agency owners.

What we have found having worked with coaches, consultants, and even agency owners is that there are better times to run a mini-workshop based on your niche!

(Yes, our Mini-Workshop Method™ has been proven for coaches & agency owners in niches from “spirituality, lead gen, sales, photography, NLP, religion, relationships, FB ads, SEO...”)

For example.... If your audience is small business owners aim for the afternoon!

Working with stay-at-home-moms... host your workshop before noon.

When you book your mini-workshop gameplan call with us we'll help you determine the best time and days of the week for your virtual event based on your niche...

We invite you to [send Chelsea on our team a message on Facebook to get a call scheduled!](#)

Quality Over Quantity... & Getting Paid to Create Content!

Low open rates on your emails?

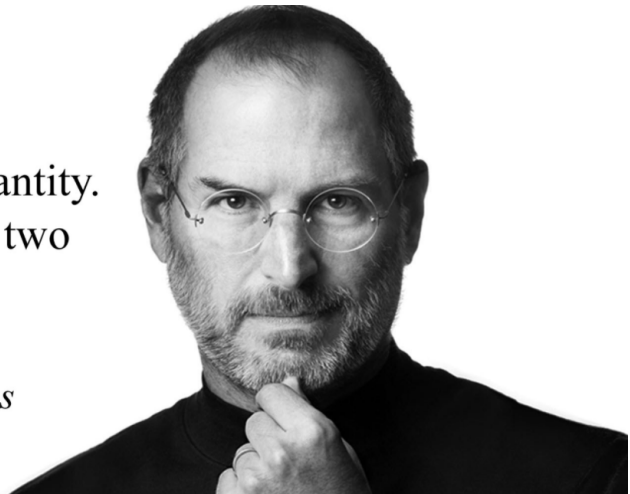
Low attendance rates to your “free challenge”?

Losing money on ads?

Prospects can’t “afford” your offer?

Quality is more important than quantity.
One home run is much better than two
doubles.

Steve Jobs



There is an easy solution to all of this...

ADD A PAY-GATE!

- What if instead of people ignoring your emails... they sought to find them in their inbox and open them?
- What if instead of freebie seekers on your free challenge... you had people take action, get results, and want more from you?
- What if instead of burning money on ads.... People paid you to run your ads?
- What if instead of hearing “I can’t afford it”... you heard more often, “I have to have this. I’m in!”

A paid mini-workshop solves each of these problems above and flips them instantly into a positive!

Because... when people pay... they

- Pay attention
- Take action
- Pay for your ads
- Have self-qualified as a “serious prospect”

That’s one of the many reasons paid mini-workshops are working so incredibly for not only us... but for our clients (across all niches) so well!

Let’s get you on your way to your next successful mini-workshop....

There are several things that go into a client-producing mini-workshop! We’ve covered some gems so far and have more to deliver.

There are of course some things we haven't been able to cover since it requires working more closely with you.

A few things we we help our clients implement inside our program, 7 Figure Visionary are:

- **Ensuring your mini-workshop hook leads nicely into your up-sell** (don't over-promise or under-promise. Find that balance)
- **Using both organic marketing and paid ads to fill your mini-workshop** (scale your services as big as you want)
- **Delivering the right content that converts attendees into clients** (Your content must get your attendees closer to their goal without getting them all the way there or under delivering)
- **Delivering the right offer in the right manner** (Do people leave as you go into your offer? Are you nervous to up-sell? How do you sell with confidence in a manner that feels right?)
- **Nurturing your attendees** (both before the workshop so they are excited to attend and after so they are excited to convert into your up-sell)
- **Closing clients** (if your sales process isn't dialed in to compliment your mini-workshop then this all goes to waste)

If you would like help implementing the above then stay tuned for our invitation to work with us!

Here are 4 things you can do to get your juices flowing NOW for your next mini-workshop!

1. Start brainstorming the name of your mini-workshop

Example name categories:

- [Result in “X” days]
- [3 Tips to X result]
- [How we produced x result]
- [The first step to x result]

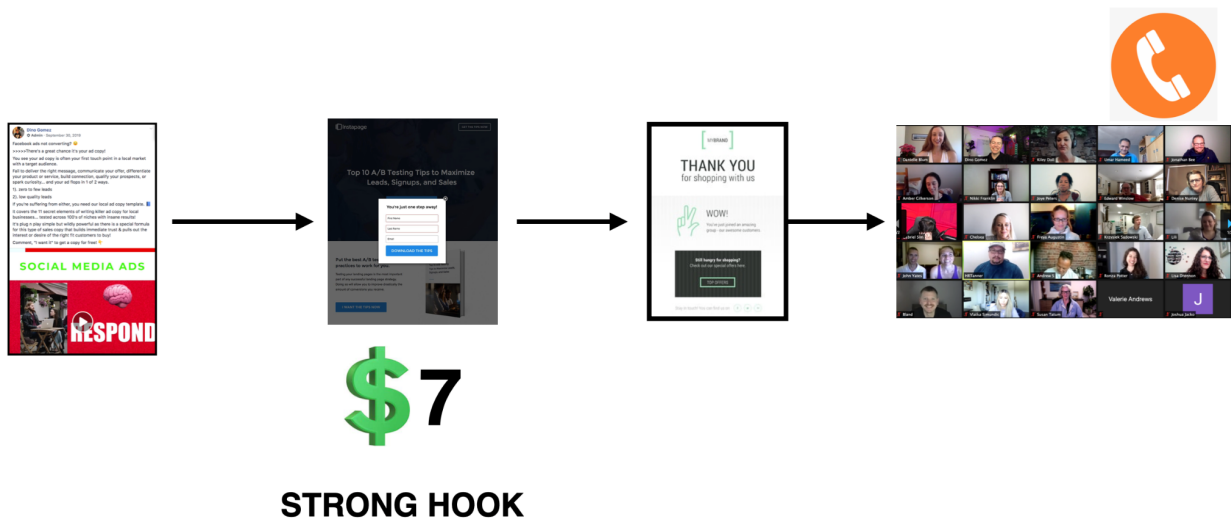
2). Test your hook on your organic marketing channels

Remember... a “winning hook” doesn’t always mean a “winning workshop”. Your workshop content, offer, followup, and sales matter just as much as the hook!

3). It’s not the funnel that counts... it’s the content

We run ads to the simplest of funnels. Our funnels are normally 2 steps or 3 steps long. Recently we've been testing a 4 step funnel to compare the difference. *(Always be testing and share those results with your clients as a coach! It goes a long way to keep your best insider tips for your clients.)*

HOW MINI-WORKSHOPS WORK



(Above is our simple 3 step paid mini-workshop funnel flow.)

Although a funnel is an ingredient in a mini-workshop ... a successful client enrollment strategy is **less about “the funnel” and more about the content of the funnel!**

You must practice the art form of “connection”, “relation”, “selling”, & “timing”.

4). Ask yourself.... How can you over-deliver to your workshop attendees while maintaining a gap from your core off?

This part is where the magic happens. Your content on your workshop, the environment you create, the stage you set, and your followup process is critical.

Do what you can to make your workshop memorable & exciting! This can look different for everyone but adding your own flare is what separates you from the crowd.

Rather just knock your first mini-workshop out of the park & have the skillset to enroll clients from virtual events for the rest of your career?

How we can work together.....

There are a ton of gems inside this cheat sheet that will help you get started brainstorming a client-enrolling mini-workshop!

Use this information wisely and put it in a safe place for keepings.

Of course we are unable to cover absolutely everything here without publishing a book.

Just know... a massive part of your workshop's success is in your hook, delivery of your promise, backend offer, & sales process.

Beginners will think it's the "funnel" or that running a "mini-workshop" alone is the secret....

...That's like saying dinner is going to be delicious because you're having chicken. (Ever had dry chicken? Chicken alone doesn't guarantee a yummy meal.) 🙌

A mini-workshop alone as a concept doesn't imply success. There is a **recipe that must be followed....** Just like any chef understands.

The SECRET to enrolling clients is actually:

- Your mini-workshop hook (don't over-promise/ under-promise)
- Your content formula (blending ever so nicely into your core offer)
- Your strategic up-sell (timing, price, presentation, flow)
- Your follow-up (natural, friendly, & timed to maximize conversions)
- Blending organic & paid channels (both for lead gen & backend conversions)

This is something we work extensively with our clients on so they know exactly what to say, how to follow-up, when to say the things,

how to trigger emotions, build connection, and ultimately ascend workshop attendees into their premium core offers.

{ The delivery of your content is what separates a mini-workshop from adding tens of thousands to your bank account in one swoosh from one that doesn't. }

Should you be interested in learning more about our mini-workshop method as just one client attraction vehicle we help our clients implement... [hop onboard a client attraction blueprint call with our team.](#)

You'll gameplan with one of the team members you see here and we can discuss your custom action plan for your very own client-enrolling mini-workshop.



If at the end of the call you like the strategy we have laid out and would like our help implementing this....

... We'll explain what our program looks like and options for getting started right away!

[Click here and book a free client-attraction call with our team today.](#)

Final Thoughts...

Our goal when putting together this mini-workshop cheat sheet was to provide value so you knew the exact steps and strategy we are using to grow our business.

We wanted this read to be authentic... we showed you that we shifted client-attraction models as the market matured & got rid of offering any type of “freebie” including a webinar.

That is precisely why you are only reading this if you purchased one of our accompanying mini-workshop trainings or recordings.

We always like to walk the talk & that is something I always look for in mentors myself.

In the end... ***taking action is king!***

Remember to spend time finding the balance between your mini-workshop hook and your core offer. Focus more on the content of your training than the funnel.

Your workshop attendees must see a “Gap” between what you delivered in your workshop & your core offer or they won’t be interested in working further with you.

Finally, be sure to follow-up with each attendee! It goes a long way.

Of course, should you like us to guide you through each step and work with you to enroll your own clients & scale your business big... then you'll find our team is brilliant at identifying opportunities inside your business!

We have one of the industry's best client-success track records.

Take action my friends.

The world needs doers as much as dreamers.

-Dino & The Team

P.S. [Here's our final invite to book a free call with us today!](#)

“An investment in knowledge pays the best dividends.”

- Benjamin Franklin

