

From Telling to Training:

Transform Your Keynote to Training for More Sales

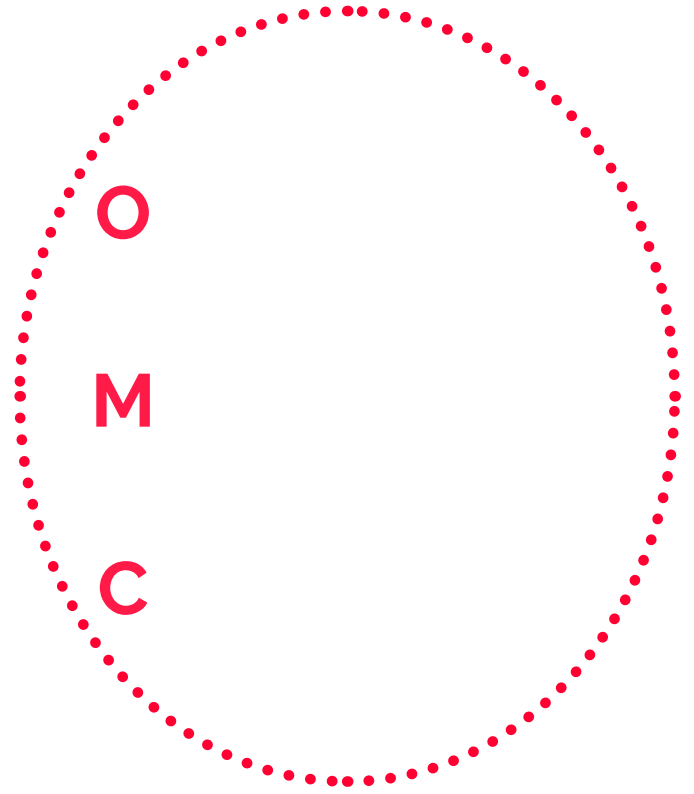
OBJECTIVES

Understand how to create learning objectives.

Create learning objectives that help sell your course.

Learn how to develop workshop activities.

Know how to format training workshops.



It's about the HOW, not the WHY!



Activities let us practice for the real thing!

ACTIVITIES

Good activities are:



Rules to Follow









Activity Inspiration

FORMATTING

Format Content in Modules

- 1 Introduction & Why
- 2 Content & Engagement
- 3 Big Activity & Debrief
- 4 Conclusion & Commitment

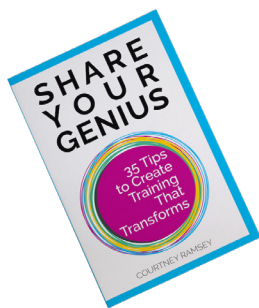


Content & Engagement



Big Activity

RESOURCES & OFFERS

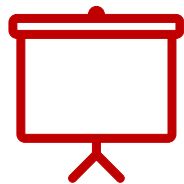


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