

# 117: Create Another Revenue Stream by Selling Social Media Group Training and Workshops

**Laura Davis:** [00:00:00] In today's show, we're diving into how to get started selling group training.

**Laura Moore:** Welcome back to another episode of "JFDI With The Two Lauras". If you're tuning in for the first time, it's lovely to have you with us. We're here every Tuesday sharing tips and ideas to help freelance social media managers to win and work with clients, and create different revenue streams so you can create a flexible business that works around your lifestyle.

Something we harp on about a lot is building your business using what we call 'The Offer Triangle Framework', whereby you have three distinct areas of income: long term offers, one to one offers, and group offers, and in today's episode, we're going to help you add a group offer to your business in the format of training and workshops.

Now, no doubt you will have questions about this after the show and we will be on hand in our Facebook group to help you out. So unlock your phone, open the description for this episode where you'll find the link to join the group. Request to join by adding your details and we'll let you straight in so you can ask your questions as soon as they crop [00:01:00] up.

Okay, let's get into it.

**Laura Davis:** So we're talking here, you know, about all group training, aren't we? So we've kind of bunched this together. So this could be in person, it could be on a masterclass, it could be in-house even. So it's all of those things.

**Laura Moore:** Yeah, totally.

**Laura Davis:** But let's start by I suppose, what should you be teaching, or maybe what shouldn't you be teaching?

**Laura Moore:** Yeah, I think this is the thing that kind of gets people stumped. Like, okay, this is great, it's telling me you need to have a masterclass or a workshop, but what the hell am I going to teach someone? And like, it's totally valid.

**Laura Davis:** And I think there's a danger here that people can end up, they see an opportunity, they run away with it, but potentially it's not their strongest topic.



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I'm trying to think how to say this all kind of very diplomatically. And I think [00:02:00] what's really important, especially when you're new to training, you want to train people in something that you know so well, like, it's what you could get up and do your TED talk about. It's your thing. It's not something that you've skirted around the edges about.

So, have a think, like, what is it that you can talk really confidently about, like, what, what is it that when someone asks you a question about something to do with social media, for example, that you can really easily chat about without hesitation?

**Laura Moore:** And like, keep it small, like, we're not like, don't answer this question by saying Instagram.

**Laura Davis:** Yeah.

**Laura Moore:** You know, answer this question by saying, Instagram Reels or, you know, Instagram stories or, you know, something small and, and it like, if we phrase this question a bit better, what could you talk to us about without any preparation for 45 minutes and feel really comfortable? Like, you know, put a time limit on it.

And could you do that? [00:03:00] Could you fill that gap and make it useful to somebody?

**Laura Davis:** Yeah. It's a really good point. And I think like back in the day when I used to do workshops, I, I would have just done a broad how to use Instagram strategically because -

**Laura Moore:** Which I think is fine for an actual workshop, but for ideas like for this kind of starting out on that idea, it can be overwhelming if you think to yourself, oh, well, I could just talk about Facebook.

Like, oh my God, where am I going to start?

**Laura Davis:** But I don't even know whether it is - my point is, I actually think a broad Instagram training is a bloody lot. Like it used to be a lot, you know, how eight years ago, like now I think you'd struggle. People would, you'd have to have a whole day and people couldn't cope with that. Like it's too much.



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So your point about being specific, it's very valid, I think, it doesn't, and we see that a lot, we see lots of people who are really successful doing workshops just on how to create copy for social media or [00:04:00] how to do reels or how to manage Facebook groups. Like they're small, they're much more tangible and they're much more hitting a specific pain point.

**Laura Moore:** Definitely.

**Laura Davis:** So just because you're a social media manager and you may work across all different platforms, that doesn't mean that you're naturally going to be able to confidently stand up and talk. It depends how good a trainer you are. Like I've trained all my life, I've done train the trainer, I've, it's all been through all of my careers.

And I reckon I could stand up and teach most things knowing very little. But that's because I've got 20 odd years of experience of training. So if you don't have that kind of background or that kind of experience, then just cut yourself some slack, do yourself a favour. Choose the things that you're most comfortable with, because if you're not comfortable, it's nerve wracking anyway, delivering training in front of a group of people.

So if it's a topic that you're kind of [00:05:00] blagging slightly, I think it's just going to add to your uncomfortableness, and that will show, and people will see that, and it's not going to be a positive experience for everybody. So, yeah, be confident and comfortable.

**Laura Moore:** Yeah, definitely. And also like in line with those things.

What does your audience want to know? And when I say, what does your audience want to know? I mean, the audience you have now so you could go out and you could sell a workshop. I don't mean someone else's audience because you might spot that there's a gap in the market that loads of people want to learn about, I don't know, Facebook groups and you know nothing about Facebook groups.

You don't need to go and learn about Facebook groups so you can teach people about Facebook groups unless your audience wants to know about Facebook groups. You know, don't, don't try and fill a gap that where there isn't one for you like right now.

Like sure in like a year's time when you've learned everything there is to know about Facebook groups and you've built an audience who wants to know about Facebook



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groups, deliver a Facebook groups workshop. But right now, what does your current audience want to know?

**Laura Davis:** Yeah.

**Laura Moore:** And how can, how does that align with what you [00:06:00] already know?

**Laura Davis:** And just think like, you know, you could be really confident on or be able to comfortably work on LinkedIn, but your passion and your thing that you can talk about your TEDx is Instagram. So, you can still use your LinkedIn to promote your Instagram training because there may be loads of people who are on LinkedIn going, God, I wish I could get on Instagram, but I just can't figure it out. It's too visual. I'm going to stick to LinkedIn.

So you can use your skills to sell it. And maybe your audience on LinkedIn need the Instagram training. But don't just think anything you can do you can just talk about and teach and assume that everybody wants that as well. Like you've got to understand your audience.

**Laura Moore:** Definitely. On that note, I think we should talk about how you can do that. Like, it's, it's so important to know what your audience needs, but sometimes it can feel really tricky to find that out, but it doesn't have to be hard. Like you can make it so easy just by using the built in platform [00:07:00] features, like put up a poll.

People love to answer a poll, you know, put a poll in your stories or do it like a more formal survey, but not 100 questions. Like, you know, two questions. What do you want to learn? Why do you want to learn it? You know, what are you struggling with? What would happen if you fix that problem? You know, those kind of questions.

And then you can start to understand what your audience wants to know from you and is struggling with and that you can solve and don't just think, oh, I put a poll out last week. No one answered it. So I'm, you know, I'm going to cut my losses. Like people might just not have opened your stories that day.

Ask, ask, ask, keep asking, like, ask a hundred times.



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**Laura Davis:** And the way you asked the question just might not have quite hit the mark. It just might not have resonated with them. So give it a couple of days and ask something in a different way. And just on that point about more formal surveys and not writing too many questions, it's so true.

Like there are lots of things that we would want to necessarily, we do want to find out about businesses, but just think, what do I need [00:08:00] to know now to make the decision? Don't just go, oh, whilst I've got them, I'm also going to ask them this, that, the other. And before you know it, you've got hundreds of questions, because you've got to have a bit more respect for people's time, really.

And one or two questions should give you enough information for you to make a decision and to be able to deliver something based on their responses. Keep it tight. Cut out the crap.

**Laura Moore:** Yeah. Because if you think about it, like, what's the point in having an amazing survey with 20 questions if no one's filling it in?

It's better to have two questions that people, you know, that you get 10, 15, 20, however many responses to that can actually, you know, give you some information.

**Laura Davis:** Yeah.

**Laura Moore:** And if you're like stuck on what these questions should be, test them in your stories, you know, ask a question, see if people respond to it.

And then the ones that get the best responses and the most responses, put those into a survey.

**Laura Davis:** Yeah, yeah, definitely. That's a good idea. Yeah. Ask the questions and keep asking [00:09:00] the questions. And you'll also, before you start writing your slides and doing your workbooks, go and validate that offer. Try and sell it.

Sell it before you start doing anything, because the worst thing, and we've seen this happen a lot, is people will like plan their whole work, they spend days, they make it look nice.



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**Laura Moore:** I've done this myself in the past.

**Laura Davis:** Yeah, and I think I understand why people do it because they wanna know what it, they kind of feel like they wanna know what it is before they can sell it, and they can then confidently sell it knowing what's what's going in it.

But sometimes so much of it goes to a waste. Like we've often, you'll have seen before we've promoted things, we haven't got enough interest, so we've just cancelled it and refunded it. No one knows that. Well, apart from the people who've had it refunded.

**Laura Moore:** Apart from everyone who's listening to this podcast that we've just told.

**Laura Davis:** Well, yeah, but, but you, as in I like, I think sometimes people think, oh, well I can't.[00:10:00]

Like I've gone to all this effort, I've put together all these slides, I've gone out there, I've tried to sell it, it's not interesting, now I'm embarrassed that I'm going to have to kind of cancel it. You don't have to publicly cancel it.

**Laura Moore:** Yeah, you feel like you're, you're too in it.

**Laura Davis:** Yeah, you don't have to put a post out saying “event cancelled”, you just need to discreetly tell the people who have booked, offer them something else, saying look, there's not been enough interest, would you like a one to one with me instead?

I'll do it at the same price or whatever, you know, depending on what they've paid obviously. So don't feel like you can't validate it by selling early. Now there are slight caveats to that. So for example, when I've done workshops, like face to face workshops, so I won't have necessarily planned the very first ones, but what I did do was make sure that I knew what venue I was going to use and knew that they had availability on some potential dates, because the last thing I wanted, I don't [00:11:00] live in a particularly large area like city.

There's not a lot of options in terms of location. So I didn't want to get to a point where I'd sold it and suddenly couldn't find a venue. So there is maybe some legwork you can do if it's in person.



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But just don't waste hours and hours and hours until you've validated that idea through selling.

**Laura Moore:** Yeah, I, like I said, I've done this in the past, I've spent ages like, creating slides and all of this stuff and then no one's interested. And it's because like, what you think people need isn't the same as what people want.

And the two things might be the same, like in the box, but on the outside on the wrapping, it needs to tell them the thing that they want. And if you can't get that messaging right, then, you know, you're never going to be able to sell what it is. So when you're validating, if you're putting an offer out and you're not really getting much response, it might just be, that the way you framed it isn't quite right.

So, you know, if you put a poll out and you were like, I'm thinking about doing X, Y, Z training, would you be [00:12:00] interested? And the people who say yes, find out, you know, get them on a list, find out whether they, you know, how serious they are. But the people who say no, you could just go to them and say, I'm really curious.

Why is it you said no? What is it that you actually do want from me? Or what would make this a no brainer? And it might just be that, you know, you've put something out saying, I'm going to teach you how to get more sales from Instagram. Whereas actually they don't think they're ready to make sales yet.

And what they want to know is how can they get more engagement on their Instagram or vice versa, right? So you just, you know, and it might just be that messaging that just needs tweaking. So it's always really, really useful to actually go to people and find out why they don't want it or why they do want it.

And when you're validating, like you don't have to, do a massive sales pitch to, you know, your whole audience to validate things. You might know people who you can just go to and just say, look, I'm thinking about putting this thing on. Would you be interested? And, you know, you might sell out a whole workshop just by doing that direct outreach to people who you already know that [00:13:00] it would be right for, you know, you can say to them, look, based on the conversations we've had in the past, I was thinking, that I might do a workshop and I know you've struggled with this thing, are you still struggling with that?



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Would this be suitable? Would this help you? What do you want in this thing if I put this thing together? And then they feel like, oh my god, this is perfect because she knows exactly what my problem is. And she's already told me exactly what she's going to do to fix it. And yeah, like sign me up, you know, those conversations can be really handy.

**Laura Davis:** And that's, just as a side note on that, that is why having some kind of prospecting list tracking is really important. So conversations that you have with people that are maybe a year ago said, I'm really struggling with this. Can you help me? But you couldn't, or you didn't offer something or they wanted something, but they couldn't afford it.

Whatever those kind of had those conversations panned out that you can then make a note of that. So when you get to this situation where you're developing a new offer, whatever that is, to be honest, you've got a database of people that you've been in [00:14:00] contact with that you can go back to, because let's face it, like for me, it was always Instagram DMs.

I used to have so many DMs from businesses that would chat to me like locally, because that's obviously I did local workshops and I, I would have like, my Instagram DMs are not particularly busy compared to, like, the big influencer type people but they were busy enough that I would have lost their messages or I'd have forgotten, like, oh, what was that person's name called again?

So having somewhere that you can just jot down their name, what their problem was, what they were looking for, something may come of it if you're organised like that, so do take the time to try to, you know, to document that database of contacts.

**Laura Moore:** Yeah, definitely. So you've thought about your idea, you're like thinking, yeah, this is a goer, you've gone to your audience, you've, you know, validated, you've done all that stuff.

And then the next thing is like, how are you going to deliver it? And you can keep this so simple. My very, very first online workshops that were not even in this industry, [00:15:00] I just did a Facebook live into a group, and I only let the people in the group who had paid for this workshop. But, you know, you can do it in all sorts of different ways.





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If you're going to do it online, keep it simple. Use tools that you know work really well, like Zoom. Like, we all know and trust Zoom. Everyone knows how to access Zoom. Because, you know, we've just been through a pandemic, and that's how everyone was actually communicating. So don't try and, you know, reinvent the wheel and create something new.

Keep it simple. Find a way that you can take payment and a way that somebody can get on a Zoom if you're doing an online thing. Keep it short, keep it specific so people know exactly what they're getting. And if you're doing in person, and I know we've spoken about this on podcasts in the past, because Laura obviously used to do loads of in person workshops.

Keep it small, keep it to a small group, depending on what you're doing, you know, some, some things might be okay to have a bigger group, but then it's probably more likely that you are kind of talking at people rather than talking with people, the more people you've got, the harder it is to give bespoke, like one to one advice, isn't it?

Because there's so many people in the room.

**Laura Davis:** I think [00:16:00] it, as you say, it just depends. And I think if you're going to just stand up and you're basically talking at someone then you can fill a big room. But the reality of a lot of what we do in our industry is that it's quite a practical, creative thing. So, if I was to stand there and say to somebody, you know, educating them, I don't know, on an Instagram reel or on TikTok, the chances are they are going to get their phone and they are wanting, they're going, like I do it.

If I go to conferences and they're talking about a particular feature or function, I'm like that. Like I can't, because I learn by doing and I have to, if I, if I didn't press those buttons in that workshop and I walked out that door two hours later, and I hadn't pressed the buttons, it would go, my brain would not have retained that.

So, if you're going to do a much more practical session, which I suspect for most of us, that will be the case, you want to have space and [00:17:00] time available. A, for people to be able to do something, create a reel or do an Instagram story or to write a first draft of a copy for LinkedIn, whatever that may be.



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They need time to do that, and you need time to help each individual person. So if you've got 20 people in a room and you're doing a two hour workshop, the time it will take you to go round those people is quite a lot. Now you don't have to offer that, you don't have to include that. And in some of the things that I did people, like I used to do ads training, people would bring their laptop.

So you couldn't, I didn't have the venue to sit that many people when they needed the table space, they needed the laptops, whereas if it was a Reels training, where people are just going to need their phone, I would have probably been able to get more people in.

So having an understanding of how practical you're going to deliver your workshop and [00:18:00] the practicalities in terms of, are they going to need space for their laptops? Are they going to be moving around? Do they want it to be an aesthetic? I know this sounds daft, but do they want it to be a slightly Instagrammable aesthetically pleasing venue to help people with their kind of creativity.

All of that kind of stuff you'll want to bear in mind, but definitely I, my advice would be to keep it small. I used to do like six to eight people and it was great.

**Laura Moore:** Yeah, and I think it's very much like, is this a workshop where people are doing stuff like you're saying practically, or is this a training where they're just learning like a strategy, for example, that they don't actually need to do?

And I think also bearing that in mind will determine how many people you have in the room, but also how long it takes, you know, like an online masterclass. It's hard to sit through an online masterclass that's longer than like 45 minutes to an hour. It's tiring watching. If you're in person after an hour or 45 minutes, you're probably going to have a tea break, you know, so you could then go again, but you're probably not going to do that [00:19:00] on Zoom.

So it just really depends on, you know, how much in depth there is, you know, whether people are actually taking action at that time.

**Laura Davis:** And just on that note of in person workshops, just, I know it's ridiculous, but just have a think about that teas and coffees thing. Are you going to be providing teas and



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coffees and generally speaking, I think that's assumed when you go to things, are you going to buy refreshments, those kind of things.

Think about that now, and that might be a prerequisite of the venue, like I didn't get charged to use my venue, but I did say I would be buying teas and coffees and refreshments for people. That's important when you're pricing. Because, you know, a couple of coffees and a chocolate brownie, that adds up, so make sure you're aware of that when you're pricing, so you actually walk away with having made money, and preferably more money than the coffee shop you're doing the training in.

**Laura Moore:** Totally.

In terms of what you need to actually get this out to market then, like after you've [00:20:00] done all that research and planning and what have you. Most people will tell you you need a sales page. And in some instances, you probably do need a sales page, depending on how you're going to sell this. Like if this is going to be a big online masterclass and you want a hundred people at it, you're going to need a sales page. You're going to need to have some sort of big promotion.

If it's, you know, something that you know that you can sell 10 spots at because you know 10 people who will buy it, you know, it's like in person or what have you. Even if it's online, like I, when I used to sell online masterclasses, I would go in a Facebook group and that would be my sales page.

You might not need a sales page, right? Don't let the thought of, oh my God, I've gotta write a sales page and I've got to go and create it on a WordPress website and all of this stuff. Don't let that put you off from taking action because you probably don't need that. You need good messaging - that could be in an email to somebody, could be in a conversation to somebody, it could be in a DM, it could be on an Instagram story, could be on a Reel, it could be wherever.

So you need the messaging that [00:21:00] tells people what it is that they're going to buy, and you need a way that they can make payment with you in advance. This is really important, get paid in advance for these things. And that could be that, yeah, you need some sort of checkout system. But you could reign that right back and you could use PayPal and send them a PayPal link.



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You could say, I'm going to invoice you. Here's your invoice. You know, it could be so simple to get payment for these things. So you can get this up and out into the world and start making money from this training. And then once it starts going well, and once you're ready to scale it up, then you create a sales page.

Then you get your checkout system and all of that in place. You don't have to do that from the beginning.

**Laura Davis:** Exactly. Cause you might not, you might not like it. You might deliver this masterclass and then just think, God, that was the worst thing I've ever done. I never want to do that again. I hated it. I hated every single second and that's fine.

But you've, you've made a bit of money, you can move on and you don't need to, you know, you don't have to think, oh God, I've got to keep doing this because I spent those two days writing that sales [00:22:00] page and I did this and I've done that. It doesn't matter if you, you just do what you can to test it like a bit of a beta really.

**Laura Moore:** Yeah, definitely. And then think about like the delivery of it. Like if you're doing an in person workshop, you probably don't need slides. You need a device that you can show people, like share your screen, maybe on a big TV or whatever. You might not even need that, but if you're doing something online to keep people kind of engaged and focused on what it is you're saying, you probably do need slides.

So you're going to think about, you know, the best way to teach whatever it is you're teaching. It might just be that you're going to screen share. And you're gonna show, you know, maybe you're talking people through how to create an ad and you're literally just showing them the build and you can just screen share your ad account.

You know, it's those sorts of things that you need to think about. How, what do I need to sell it? What do I need to deliver it? And, and those things, get those things kind of in line. If you're unsure on any of those things, come and ask us in the Facebook group, you know, we don't want you to be held back.

We want you to come off of listening to this podcast, excited, ready [00:23:00] to kind of go and put this into action so you can start making some money. So come and ask us these questions.



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And then also you want to think about, well, there's three things that you want to think about. You want to think about, first of all, what comes first, what comes before this thing you're going to sell?

You know, what do people need to know or do before they can take this training from you? Do they, you know, if you're going to teach a training about how people can make sales using LinkedIn they're probably going to need to have a LinkedIn account. So, you know, if they don't have a LinkedIn account or they don't have something set up that you would expect them to have set up, what can you create for them beforehand to get them ready?

You know, is there some sort of lead magnet? If you're going to teach people how to make more sales, using Instagram reels, they need to know what buttons to press to create an Instagram reel. What can you create that could be a good lead magnet or a good first purchase that gets them ready for this training?

And when you're putting out your first workshop, you don't need to have done this first. This is something that you can do in a, you know, next time to [00:24:00] build more people into kind of like your sales funnel. So I, I have this thing that I say about lead magnets. If you think about it, it's very strange.

You're going to love this story. If you think about any bars in America, any time you're watching an American movie, there will always be somebody in the bar and there will be pretzels in a little bowl on the table.

**Laura Davis:** I thought you said a bath.

**Laura Moore:** Yeah, there'll be people in the bath, in a bar, there'll be people in the, in a bar and there will be a bowl of pretzels on the, on the bar, right?

Because what happens is in America, people, well, anywhere really, I don't know why I'm just saying this happens in America, but if you think about it, right, if you're going to go out for a dinner, you might pop into the pub first. And people who are going to a bar, and just, you know, they want to stay in a bar, they're probably going to have a problem.

They're going to start to get hungry, right? And when you're hungry, what do you do when you're in a pub? You think about, oh, I need some food. And in England, we, you know, it's



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quite lucky. We've got quite a lot of pubs that sell food. In America bars are very different. So you're in a bar and [00:25:00] you're hungry.

The bar owner doesn't want you to leave the bar. They want you to stay in the bar, but they don't have a restaurant. So they put pretzels on the bar because that solves the problem of you being hungry, right, so you don't leave. So you're solving a problem. What is then happening though, is that the pretzels are really salty.

And so you eat these pretzels and you become more thirsty. So then you spend more money in the bar. So the pretzels have solved one problem and created another problem. So you need a lead magnet or like a first low ticket product that will solve a problem people are having - they haven't set up their LinkedIn account, they haven't written their bio, they don't know how to use reels.

But then it creates a new problem because once they've done that, they don't know what to do next. They don't know how to get sales with reels. They don't know what they should be posting on LinkedIn, all of those sorts of things. So what is your lead magnet?

That is your bowl of pretzels that solves one problem and then creates another problem that your workshop then solves or your online training solves. Hopefully that hasn't blown your mind too much. And hopefully you don't crave pretzels, which I really do crave now because I'm hungry.

**Laura Davis:** Yeah, I'd [00:26:00] quite like some pretzels. I don't even like pretzels.

**Laura Moore:** I do like those sour cream ones that you get on airplanes.

**Laura Davis:** I like the chocolate caramel ones.

**Laura Moore:** Oh, okay.

**Laura Davis:** Anyway, okay, so, and you also, so that's thinking about what, what they want or need first. You also want to think about what's next. So they come to your training, what can you deliver next?

And you'll want to, you know, think about that. Is it depending on how scalable it is? So if you deliver a masterclass and you've got 50 people on it and you want to downsell



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something or upsell something, you want to think about what you can deliver to all of those people. So for people who used to come to my in person workshops, as I say, six to eight people, I would offer them to say, look, you've come to this training.

I've told you what to do. I will offer you an audit of your account in, I can't remember. I think I said three months time. If you want it, you'll get it for this like offer price. You have to book within the next 48 hours type [00:27:00] of thing, but I would not have been able to offer that if I was delivering a masterclass where I'd got 50 people on it, because that would have just been hell on earth.

So you'll want to think what else can, what would these people need next? And therefore, what can you offer them to fill that void, to answer that next problem? So, and even if you haven't thought about it yet, like, again, you don't have to have designed anything, written anything. You can just have on your closing kind of slides of your workshop or masterclass, like this is coming up next.

It's the advanced reels training, for example, or for your LinkedIn copy basics training, you can then go to onto a, how to use psychology when writing your training on LinkedIn to get sales. I don't know. That's just off the top of my head. I have a thing. What do they want [00:28:00] next? And then sell it there and then, like, on that training, because you don't want them to do it and then go, oh my God, this is amazing.

I love making Instagram Reels. This is my thing. And then the next day they're like, oh my God, I, I, I want to know more. I want to know how to do this now and I want to know how to do that. And they've got no resource to find that from you. So then they go elsewhere. And I see this a lot. People get quite excited when they've done this training and they want to be able to move on and take next steps.

And if you're not offering that, then they will go elsewhere, unfortunately. So just make sure you've had a think about that before you start.

**Laura Moore:** I do think also it's worth saying though, that it might be that you've already got something that you sell or that you, you know, you might be looking for new management clients, right?

**Laura Davis:** Yeah.



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**Laura Moore:** And so you might think, I'm gonna put a workshop together that's gonna create the problem that they need to outsource it. So your [00:29:00] workshop could be the pretzel.

**Laura Davis:** Yeah, like it.

**Laura Moore:** That then leads on to something that you've already, you've already got.

**Laura Davis:** Yeah. That will definitely - and I think sometimes, I used to find this with my ads training a lot, is that people, it would just blow people's minds.

And then they would go, you know what, can you just help me with this?

**Laura Moore:** Can you just do it?

**Laura Davis:** Yeah. And that's actually, I've got a couple of ads clients from people who came on my ads training and were just totally, you know what, this isn't for me. I'm not going to be able to do this. I haven't got the time.

I'm glad I now know how it all works, but can you do it for me? So yeah, sometimes you can make, make your workshops, your pretzel.

**Laura Moore:** Love that. Put that on a post it.

**Laura Davis:** Yeah, or a graphic.

**Laura Moore:** Totally.

**Laura Davis:** Okay, so just to recap, because I think we've covered quite a lot to be honest. So first off, in terms of what you're going to be teaching, you're going to want to teach something that just rolls off the tongue.

You're totally comfortable talking [00:30:00] about it, and it's something that your audience wants to know too. There's loads of things I'd love to train people, but that doesn't mean anyone wants to bloody listen. So make sure you are clear on that, and then you go and find out like exactly what these people want, like ask the questions, do the polls, do the short surveys, and then validate it by selling it.





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Get some money in the bank to know that this is going to work. It doesn't have to be hundreds of people, just one or two people. That validates it enough, as long as it still makes it slightly financially viable, then go with it.

You'll then want to make a decision, like how are you delivering this? Is it going to be online?

How are you going to, the practicalities of that, the tech behind that? Are you going to use Zoom? Are you going to do it in a Facebook group like Laura used to? Are you going to do it in person? Where are you going to do it? Is it going to be small and [00:31:00] very practical? Or is it going to be more top level and larger?

You'll then need to think what do you need to sell it and you don't need to overcomplicate this. So as we mentioned, yes you could have a sales page, but actually you might not need it. You might have enough contacts and people in your DMs, in your email that you could sell it to that actually you just need to be clear on your messaging.

But you will need to find a way to take payment. As Laura said, keep it simple. PayPal would be fine for an initial go. It is quite an expensive way to take payment, but I'd say it's worth it for the simplicity of it. And people generally then can pay when they're sat on their sofa watching Love Island.

And then obviously you'll need to think, do like your slides, the more practical elements. Do you want a workbook? That kind of thing. So you'll need to then get cracking on that.

And then finally, you're going to want to think about the before and after, like what do people need before to mean that they can get the [00:32:00] most out of the workshop?

And then what do they need after? Don't leave them hanging. If you've got other products and services that you do already or could offer then totally make sure that you find time within delivering that training to sell them the next thing.

Is that everything?

**Laura Moore:** Yeah. Love it. I'd love to know what you're thinking you might teach someone.



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So if you've got those ideas whirling through your head, drop into our DMs and say, I've got this idea. You know, I might teach people this thing. Come and let us know. Keep it specific, like we said. Yeah, I'm so intrigued. Because I see people teaching some of the things that I'm like, oh my god, that's genius.

And they're so simple. So yeah, come and let us know.

**Laura Davis:** I thought you were initially asking me that. Like, what would I like to teach? I was like, uh, panicking.

**Laura Moore:** What do you want to teach, Laura Davis?

**Laura Davis:** Uh, how to make a good Aperol Spritz.

**Laura Moore:** Oh, okay. Yeah, I reckon you'd get quite a few people sign up for that. Can you actually make a good Aperol Spritz though?

Or is this something you're gonna need to go and [00:33:00] learn first?

**Laura Davis:** No, no, I think I can.

**Laura Moore:** Okay, good.

**Laura Davis:** Probably blindfolded.

**Laura Moore:** Okay, we'll make sure there's a link in the show notes so people can sign up for that.

**Laura Davis:** Okay, yeah. £5,000 per person.

**Laura Moore:** Bargain. I'll take two.

**Laura Davis:** See you there. Okay. So there we go. That is everything to help you get started when you want to sell or host, no, and host a group training.

**Laura Moore:** Hopefully you'll sell it and host it.

**Laura Davis:** Yeah, preferably.



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**Laura Moore:** It's that point in the podcast where we're losing our minds, so we will let you get on and we will be back same time, same place next week. See you soon!

**Laura Davis:** I'm off for an Aperol. Bye!

