



Coach to **Creator**

Workshop and Cohort Working Group Details

February 10, 2021 Krista Smith, StoryBrand Certified

11 am - 1 pm CST / 12 - 2 pm EST

Krista Smith will share how to define your audience, write content to reach that audience, and how to select and use various communication channels to attract and engage your clients. Krista has been designing websites and helping business owners create and share their messages on all communication platforms for over 15 years. We recommend reading the book “StoryBrand” by Donald Miller before this presentation.

February 24, 2021 Moderated Cohort Working Group

11 am - 12 pm CST / 12 - 1 pm EST

Participants will share their progress, best practices, and lessons learned in a moderated discussion in smaller cohort groups. The cohort working groups are 60 minutes.

March 10, 2021 Elizabeth Pampalone: Six months of Algorithm-Proof Social Media

11 am - 1 pm CST / 12 - 2 pm EST

Social media is probably the last thing on your to-do list at the end of a day or week. Yet, it probably also is the first thing on your mind. These two things never sync up for most small business owners, and it stays unfinished and becomes a stressor. Elizabeth will share her proven formula for creating 6-12 months of evergreen posts for social media. She will also share some of her favorite tools and tricks on creating stunning images in no time. Social presence is the ability to create awareness for your business to a community of target customers. Translating content information into customer engagement takes your content to the next level. Elizabeth will cover:

- Which social media platforms to choose
- How to develop an editorial calendar for social media
- What to talk about
- Ways to drive engagement
- What not to do on social media
- Best tools to use

March 24, 2021 Moderated Cohort Working Group

11 am - 12 pm CST / 12 - 1 pm EST

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April 14, 2021 Chris Kenney: Sales Mastery for Coaches

11 am - 1 pm CST / 12 - 2 pm EST

During this training -- designed specifically for coaches -- you will learn:

- How to close the sales you want at the price point you want
- How to position your services to create maximum impact during the sales conversation (and have your clients excited to say yes to working with you!)
- The Business Model for building a successful coaching practice (and why most people have this completely upside down!)
- Chris’s EXACT step-by-step Signature Sales System used to close more than \$4 million in coaching services. You’ll leave the training with the system in place, ready to use on your very next sales call!

April 28, 2021 Moderated Cohort Working Group

11 am - 12 pm CST / 12 - 1 pm EST

Participants will share their progress, best practices, and lessons learned in a moderated discussion in smaller cohort groups. The cohort working groups are 60 minutes.

May 12, 2021 Graduation

11 am - 1 pm CST / 12 - 2 pm EST