

How To Assemble a Powerful Seminar, Class or Workshop Description That'll Pack Your Room With Participants Eager To Hear What You Have To Say!

By Joe Hammer, Business Development & Marketing Strategist



Preparing and submitting an effective program description is vitally important to the success of your class, workshop or seminar. It's your chance to "sell" your expertise to prospective participants. A thorough and benefit-based description assists participants in selecting a program that meets their needs, wants and desires.

The Program Title

The most important part of an effective advertisement is the headline. The same holds true for your program's *title*. The title is your program's headline. Its duty is to rein in interested, prospective participants who have a desire to experience the *benefit* promised in the title.

Effective programs are not about you, your credentials or qualifications.

Effective programs are centered on the *participant* and the *benefits they will receive* by attending your program.

There are specific words and phrases proven to increase interest and readership. Take a look at the top selling magazines; their covers exhibit classic examples of these effective words and phrases:

"Easy, Chic Hair Ideas from Hollywood Celebrities"
"How To Give Yourself a Spa-Style Pedicure at Home"
"100 Ways to Burn 100 Calories"
"Is Your Salad Making You Fat?"

Some examples of these proven successful words and phrases are:

How To...
How Would...
How Much...
Inside Secrets Of...
Do You...
Little-Known Secrets Of...
Closely-Guarded Secrets Of...
Money-Making...
Money-Saving...
Trade Secrets Of...
Key Secrets To...
Make The Most Of...
13 New Ways To...
Discover How To...

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In my opinion, the most powerful of these words are “You” “Your” and “How To”

We're all busy. For this reason I believe we embrace information that assists us in discovering tips, tricks, techniques and methods to make things better, easier, quicker (to use or implement in our lives).

Focusing on the “better, easier, and happier” is the key to great “how to” program titles and content.

This may be the most famous “how to” headline ever written:

“How to Win Friends and Influence People”

Other examples:

“How to Save Time and Get Things Done”

“How to Get a Better Job and Make More Money”

“How to Save Money and Retire Rich”

Using the words “You” or “Your” in the headline personalizes it by attaching the benefit of the headline to the reader.

Here's a popular “You” headline:

“Do You Make These Mistakes in English?”

Combining “How To” with “You” can make a powerful combination:

“How You Can Tighten Your Abs in Only 5 Minutes a Day”

Adding a touch of *fear* can make a program title even more enticing:

“7 Painful Ways You Lose Money Every Month”

Notice the two previous examples have time qualifiers: “*only 5 minutes a day*” and “*every month.*”

Without these qualifiers, note how the program title is not as enticing:

“How You Can Tighten Your Abs”

“7 Painful Ways You Lose Money”

The purpose of your program title is to capture the attention of the people you want to reach, enticing them to read the subtitle for a more-detailed explanation of your program's content.

The Program Subtitle

Here are some examples of book titles, where the subtitle reinforces and further clarifies the title:

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Cook Yourself Thin

Skinny Meals You Can Make In Minutes

The Ultimate Depression Survival Guide

Protect Your Savings, Boost Your Income, and Grow Wealthy Even in the Worst of Times

Don't Pee on My Leg and Tell Me It's Raining

America's Toughest Family Court Judge Speaks Out

Give thought to an appealing subtitle. Be certain it entices the reader's interest into wanting to know more. In doing so, it will do its job by leading them into the program's description.

The Program Description

Your program description should clearly state the topic, how it will be addressed and what participants can expect to learn.

Consider starting your description with a hook question, For example,

"Do you find yourself struggling with _____?"

Then sum up, in a few simple sentences, what a participant will experience as an end-result of your program. Summarize the key components of your program:

"You will learn how to _____."

"Using _____ you will develop skills in _____."

"The [program/seminar/class] will include demonstrations of _____"

"You will also receive materials and resources to assist in _____"

The Program Bullet Points

Instead of being too verbose in your description, use bullet points to highlight the major benefits the participants will receive by attending your program. Write each of them as if they were a headline or program title.

Effective bullet points:

- Are brief
 - Use powerful verbs to start each in order to create dynamism
 - List the highlights of each information point
 - Take up only three to six lines – more are just as exhausting to the eye as paragraphs
 - Appear only once in your program description
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Paragraphs are easier to read when they've been broken up by bullets. Our brain processes "spurts of information" more easily than long paragraphs. It's less fatiguing to our eyes.

Readers like bullet points because they can:

- Get the main points quickly
- Understand what's being offered in the least amount of time
- Give their brains a break from long paragraphs of information

Give thought to your content bullet points. Make them influential, benefit-rich blurbs of your program's content!

The Program's Call to Action

Once I've been lured by your program's interesting title, subtitle, sharp descriptive summary and benefit-rich bullet points, it's time to ask for the sale! Or, in your case, request their attendance to your program!

The call to action is simply telling the reader of your information what action you want them to take next: *Call now. Click here. Register now.*

Consider a registration deadline or "early bird" discount. The latter will entice the reader to register now, opposed to coming back to do so later. Studies have proven the fact that an effective call to action significantly increases response.

Now Get To Work!

Keep your program description brief, concise and full of participant benefits.

If the prospective attendee requires more details of your program's content, include it in a PDF program flyer, available for the prospective participant to download or obtain in hard copy form. Assemble your program flyer in the same fashion described in this report.

If you are interested in having your flyer professionally reviewed, designed and produced, [e-mail me](mailto:joe@joehammer.com) (joe@joehammer.com). The investment is \$100 and you will be furnished an electronic master copy that can be used for future programs. The master will feature an area for time, date and location customization.

I've attached a FREE BONUS – Some sample title formulas to get your creative juices flowing... Enjoy!

Good luck with your program!



JOE'S TITLE FORMULAS

Use these headline/title formulas to jump-start your creativity!

- Formula:** How To _____ and _____
Example: *How To Get a Better Job and Make More Money*
- Formula:** What Your _____ Isn't Telling You About _____
Example: *What Your Bank Isn't Telling You About Your Mortgage*
- Formula:** The Secret of _____
Example: *The Secret of Protecting Your Assets*
- Formula:** How To Get Rid of _____ Once and For All
Example: *How To Get Rid of Your Unproductive Habits Once and For All*
- Formula:** How To [something desirable] without [enjoy a great circumstance]
Example: *How to Meet Sexy Singles Without Spending a Dime*
- Formula:** What Everybody Ought to Know About _____
Example: *What Everybody Ought to Know About The Food We Eat*
- Formula:** Who Else Wants _____?
Example: *Who Else Wants a Movie Star Figure Without Hours at the Gym?*
- Formula:** How You Can _____ in [short time frame]
Example: *How You Can Improve Your Memory in One Evening*
- Formula:** How To Get The Most _____ Out Of _____
Example: *How to Get The Most Mileage Out Of a Tank Of Gas*
- Formula:** The _____ Steps to Conquering _____, Forever!
Example: *The Six Steps to Conquering Sleeplessness, Forever!*
- Formula:** How to _____, Guaranteed!
Example: *How To Increase the Results of Your Advertising, Guaranteed!*