



FREE WORKSHOP

# **4 STEPS TO GROW YOUR AUDIENCE + INCOME AS A BLOGGER**

**THE WORKBOOK**



## HEY THERE, I'M MELYSSA GRIFFIN!

I'm so *thrilled* that you'll be joining me LIVE for this free workshop. As an online entrepreneur myself, I've found that growing my audience and creating online courses have been two of the biggest game changers for my business. Without an audience, no one would buy my products. And without my courses, there was always a ceiling as to how much I could earn and how many people I could help.

Maybe you can relate?!

Well, back in 2013, I started a blog because I was looking for a fun, creative outlet and was hoping to make some side cash (my salary as a high school teacher wasn't cutting it).

Little did I know at that time that starting my little blog and business would become one of the best decisions of my life. I was able to quit my day job as a teacher in a matter of months, and began to live a life of real freedom and joy.

Within three years, my online business had earned over \$1 million and served more than 200,000 subscribers.

And one of my biggest turning points was my decision to create and sell online courses.

During this free workshop, I'm going to share a LOT of useful information and I don't want you to miss a thing! I created this special workbook to help you take notes throughout the presentation and to ensure you don't miss the most important points I'll be teaching.

See you live very soon!

With love,  
Melyssa



# PRE-WORKSHOP HOMEWORK

I had a feeling you were an overachiever who wants the BEST results possible...so I've got a teeny tiny bit of "pre-workshop homework" for you! These questions will help you to clarify your vision and goals and set you on the right path so that you're ready to absorb everything you'll learn during this workshop. :)

Please answer these questions before the workshop begins.

- 1. WHY DID YOU SIGN UP FOR THIS WORKSHOP? WHAT ARE YOU HOPING TO GET OUT OF THIS?**
- 2. WHY IS YOUR BLOG SO IMPORTANT TO YOU? WHY DO YOU WANT TO GROW IT?**
- 3. WHAT WOULD YOU LIKE TO ACHIEVE WITH YOUR BLOG IN THE NEXT 6 MONTHS?** *(Dream BIG, my friend! There's no reason not to).*
- 4. HOW WOULD IT FEEL IF YOU WERE ABLE TO ACHIEVE THOSE GOAL IN 6 MONTHS? HOW WOULD IT POSITIVELY AFFECT YOUR LIFE?**

# LIVE WORKSHOP QUESTIONS + NOTES

Woohoo! Well done for finishing all of the pre-workshop homework! Now, the rest of the this workbook is the be completed while you watch the live webinar. I created it to help you get the absolute MOST out of this presentation. I hope it helps, superstar!

## STEP 1: COME UP WITH AN FOR YOUR COURSE.

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1. WHAT IS THE FIRST STRATEGY I RECOMMEND FOR COMING UP WITH YOUR COURSE IDEA?
2. WHAT IS THE SECOND STRATEGY I RECOMMEND FOR COMING UP WITH YOUR COURSE IDEA?
3. WHICH TOPICS ARE YOU CURRENTLY CONSIDERING FOR YOUR COURSE?

## STEP 2:

# CREATE A COURSE LEAD MAGNET.

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1. WHAT IS A COURSE LEAD MAGNET?

2. WHERE SHOULD YOU DISPLAY YOUR COURSE LEAD MAGNET?

3. WHY IS THIS A HELPFUL STRATEGY FOR SELLING YOUR COURSE?

4. WHY IS YOUR EMAIL LIST IMPORTANT?

» You own your following (no algorithm or company can take it from you).

» Stronger \_\_\_\_\_ with your \_\_\_\_\_ .

» More likely to \_\_\_\_\_ .

» Ensures more people see your \_\_\_\_\_ .

5. WHAT'S THE AVERAGE ENGAGEMENT OF AN INSTAGRAM POST VS. THE AVERAGE OPEN RATE OF AN EMAIL?

6. **LET'S DO THE MATH!** *Play around with the formula below to see how big your list would need to be and how much you could charge for you course in order to hit your income goals.*

**(EMAIL LIST SIZE) x (2% / CONVERSION RATE) x (COURSE PRICE) = (INCOME)**

x x =

x x =

x x =

x x =

### STEP 3:

PLAN YOUR \_\_\_\_\_ CONTENT.

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1. The secret to creating your \_\_\_\_\_ content? It's that you \_\_\_\_\_ !

#### 2. WHAT DO YOU NEED IN ORDER TO PRE-SELL YOUR COURSE?

1

2

3

4

5

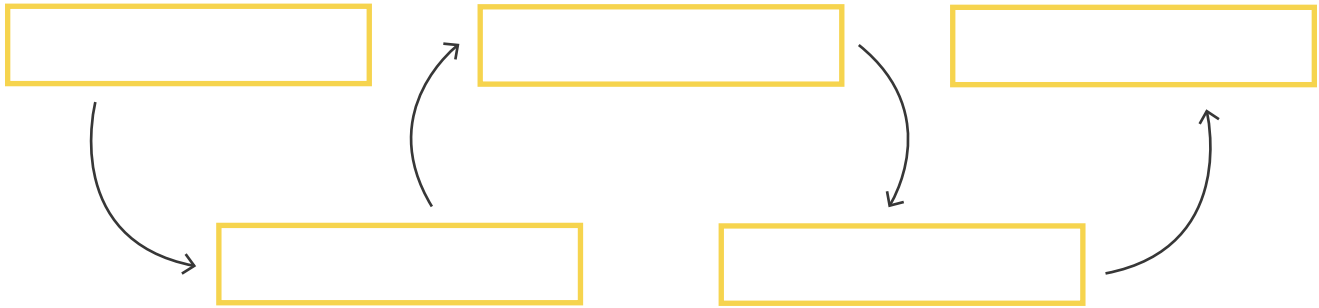
#### 3. WHAT ARE THE THREE STEPS TO OUTLINING YOUR CONTENT?

» Step 1:

» Step 2:

» Step 3: "What are the major milestones in between that they need to accomplish?"

**4. FILL IN THE BLANKS OF THE OUTLINES SEQUENCE BELOW.**



**AFTER THE WEBINAR, USE THE SPACE BELOW TO START OUTLINING YOUR COURSE CONTENT!**

» *Step 1:*

» *Step 2:*

» *Step 3:*

## STEP 4:

### YOUR COURSE AND START MAKING SALES.

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1. WHAT IS STEP 1?
2. WHAT IS STEP 2?
3. STEP 3: ADD URGENCY. *How will you add urgency during your course launch?*

OTHER NOTES: