

Using Classes & Workshops to Grow your Practice

with Camille Freeman, DCN, LDN

<https://www.camillefreeman.com/practice>

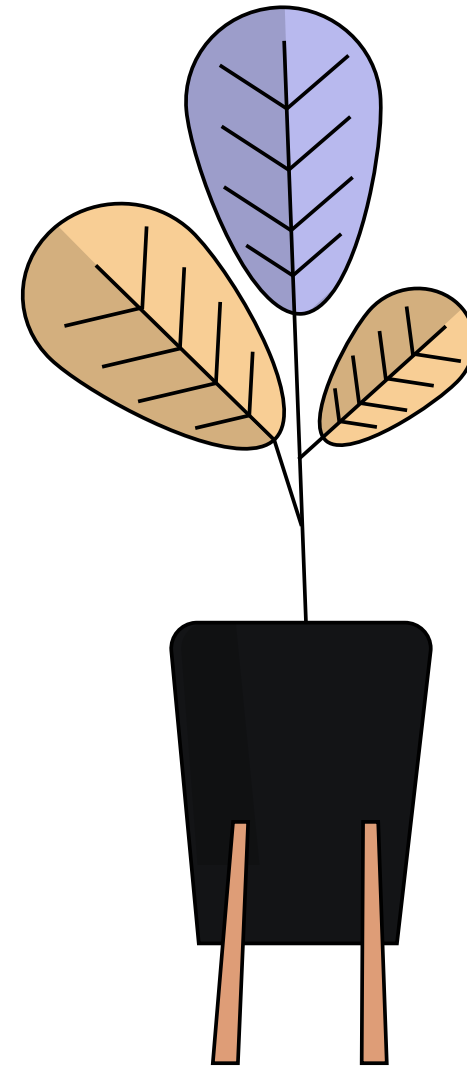


**What's hard and/or what's stopping you
from offering classes or workshops?**



Here's our plan:

- Why classes/workshops?
- Finding a venue
- What to talk about
- How to teach well
- The magic of follow-up



Motivations: yours & theirs

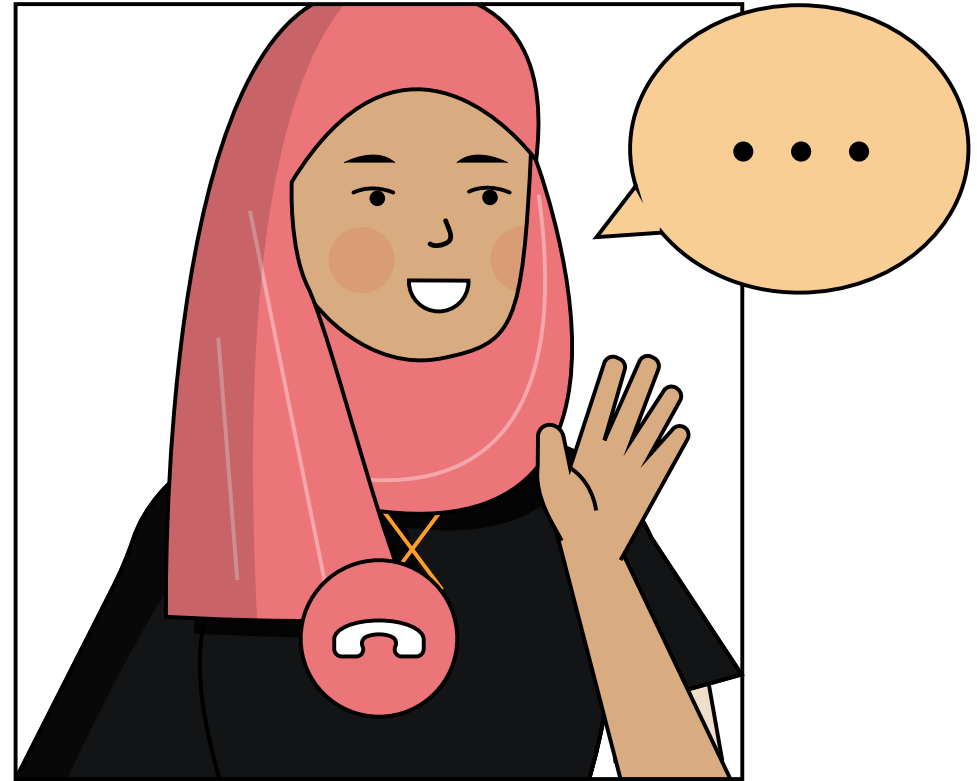
You matter, and your students do, too.



Heavy promotion isn't needed.

You want participants to:

- Know what you do
- Think you are good at it
- Remember you when they/someone you know is in XYZ situation



**When you attend a webinar or class,
what are you looking for? What makes
it a win for you?**



Picking a Topic & a Venue

Laying the foundation



How to Select a Solid Topic



Who do you want to work with, and what do they care about?



Brainstorm at least 10-20 topic ideas



Be specific.



Be clear.

B & G



The Best Venues for Building your Practice

- Community centers
- Hospitals
- Retirement centers
- Yoga studios
- Art studios
- Offices of other providers
- Gyms
- Libraries
- Parks & Rec
- Chamber of Commerce
- Community colleges
- YMCA
- Nature Centers
- Garden Centers
- Local/national organizations related to your work



What to Teach

The most important part!



Make an outline!



Have a 3 key learning objectives



List your main takeaway points for each



Include stories/examples that highlight your clinical work/experience



Plan for audience interaction



Write down timing for each section



Keep it interesting.



Focus on audience experience.



Avoid over-packing.



Use stories & clinical examples.



Finishing Outline Touches

- **Intro:** short & sweet. Write it out.
- **Outro:** review takeaway points & let them know you'll follow up with an email tomorrow
- Plan a **resource or gift** to share in the follow-up email



Creating your Slides (if needed!)

Don't start with these!



Keep it simple.



Use images judiciously



Use very little text



Do NOT plan to read aloud



When it doubt, make font bigger

What to put on your slides

Your contact info (first and last slides)

Images that illustrate your point

Questions or guidance

Summary of key point(s)



How many slides?

Plan for a MAXIMUM of one slide per 2-5 minutes



PRACTICE



Tips for Teaching

The day of your event



B & G



Before your session begins

- Arrive 15+ minutes early
- Have a hard copy of your notes
- Bring: watch/phone, water, cough drop
- Assume interest and positive intent
- Set your focus and intention
- Mingle with participants as they come in



Getting started



Smile



Introduce yourself and say that you're happy to be there



Make eye contact with a few people



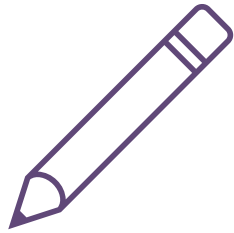
Indicate when/whether you'll answer questions



After your presentation



Reflection and Recapping



Write reflections on your notes for next time



Follow-up with organizers to thank them for having you



Follow-up email with invitation to connect

Here's what to remember:

- The outline is your most important step
- Keep the focus on serving your students
- Build in interaction every 15-20 min
- Highlight what's most important
- Give them a reason to expect an email from you
- You'll get better every time you present



A decorative element consisting of two rows of small, dark red dots in the top left corner.

Thank you!

Resources & questions: www.camillefreeman.com/present

