How To Choose a Winning Workshop Topic

Before you use this worksheet, make sure you've brainstormed and generated at least 10 different workshop topic ideas.

STEP 1: Take a look at the list of workshops ideas that you've come up with so far and circle the top 3 ideas that stand out to you.

STEP 2: For each of your workshop topics, write down the ideal audience.

Workshop Topic	Ideal Audience

STEP 3: For each of your workshops topics, write down the promise of your workshop.

Workshop Topic	Promise

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STEP 4: For each of your workshop topics answer these questions:

- Are you an expert on this topic?
- Is this something people really want?
- Will this topic allow for engagement and interaction?
- Is your workshop going to provide a tangible outcome?
- Can you deliver on the promise of the workshop during the time you have together?
- How will you set yourself apart?
- How does this workshop fit with your main expertise and your main offers?
- Can you think of 5-10 real people right now who would be interested in signing up for this workshop?
- How long will the information in this workshop or skills that you are teaching remain relevant?

STEP 5: Compare your possible workshop topics and choose one to focus on. List it here:

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