



FAQ Masterclass structure

How long should a masterclass be?

Choose the topic, include the essentials, and if that's only 30 minutes, reserve the rest of the time for questions, personalized advice, more examples, connection.

Don't try to fit the masterclass into a specific timeframe. That's a recipe for overwhelm, adding things that are not essential. You might realize that you're trying to fit in as much information as possible just to have something to say for 60-90 minutes.

Most of my masterclasses have been in the 30-60 minute range. Q&A included.





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Is the structure flexible?

The structure is a guideline. Find the flow that you feel comfortable with but keep the foundational elements. Think of the structure as the anchor that you can use whenever you feel like you're drifting away. It's not meant to box you in.

Do I have to have a script for the event?

I always recommend having a script.

Even if you improvise, even if you interact with people and go with the flow.

But having a script makes it easier to practice and stick to a time frame.

It helps you simplify too. And you already have content ready that you can repurpose or outsource to turn into a mini-course, for instance.





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How about the offer part?

If I want to share an offer, I usually announce that I'll be doing that during the 'What to expect' section.

Or mention how we can work together throughout the masterclass without a specifically designated section.

Sometimes I add extras to the supporting pdfs (like a free resource or a mini-course).

Remember that you can use the examples you include in the masterclass to showcase your work.

This part is completely up to you. Just like anything, you want to feel really good about what you're sharing and how.





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How to get excited about the masterclass & come up with content fast?

Talk about it. Brainstorm. Record yourself. Write. Imagine you're speaking about the topic on a stage. Check existing content to spark ideas and even repurpose it.

Once the content is done, structured, and in place, practice it again to see how much time it takes.

Mystery tip:

Play to your strengths. Notice what gets you excited and replicate that for the masterclass. Notice what helps you get things done fast and use that process to come up with the content.

For me, it's always to announce it. Once the deadline is official, there's no way it doesn't get done.

