



Masterclass structure

Your project:

Structure your masterclass using the elements in the lessons and the pdf resources to assist you.

Mystery tip:

You host events the way it feels good to you. So, take what serves you from this training. Discard what doesn't. And enjoy the journey.

Practical activity:

If you were to host a masterclass, what would you be excited to talk about?





1/7 Intro

Mystery tip:

Skip the same old types of intros & share something interesting, something different, something real.

Structure:

- Short welcome - mention the topic.
- Start the masterclass with something cool and insightful.
- Optional: Briefly tell people who you are.

Practical activity:

Add each piece of the introduction to your project. The short welcome, the cool tip, and something simple, short, to the point about you.





2/7 Umbrella result & ingredients

Structure:

- What's the umbrella result?
- Think about the topic that you want to teach. What is a result that includes that one topic you chose to focus on?
- What are the components that lead to that result? One of them is the topic you selected for your masterclass.
- Which one will you focus on during your masterclass?
- Tell your audience the answers.

Practical activity:

You already know the topic. What is the umbrella result? What are the other components that lead to that result, besides the topic you've chosen for the masterclass?





3/7 Insightful engagement

Structure:

- Think of questions that would give you and your audience insights.
- Fun questions that people are open to answer and don't take a lot of time to answer.
- Or fill in the blanks.
- This or that style questions.

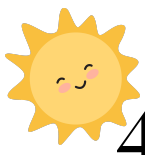
A few ideas:

- I would be satisfied if ...
- What have you tried to (get result) before but found it didn't really work for you?
- If you were to (do or try something), what would that be?
- Would you rather... or...?
- I would love to (do or try something) BUT...
- I want to (do or try something) BUT...

Practical activity:

Come up with at least 1 insightful engagement exercise to use during your masterclass.





4/7 Overview aka What to expect

Structure:

- Why did you put this masterclass together? Why should they care?
- What will you be covering? Why is each piece essential? Share the process briefly.

Mystery tip:

Give reasons for everything.

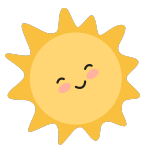
Mystery tip:

Sneak in a surprise element: technique, strategy, tip, case study. And tell people about this when you talk about what to expect.

Practical activity:

Based on the topic of your masterclass, what is a secret technique or strategy that you could include? Add that to the What to Expect section.





5/7 The core of the masterclass

Mystery tip:

Once you get the core of the masterclass done, come back to the previous pieces to make sure they reflect exactly what the masterclass is going to be about.

Structure:

Go through each step or component of the topic and follow this 4-part sequence:

- Benefits.
- Explanation.
- Example.
- Action item.

And any surprise elements.





5/7 The core of the masterclass

Mystery tip:

To break things down, think about what your clients need to know and do to get the result from your masterclass.

Mystery tip:

Examples are a portal for limitless opportunities.

Practical activity:

Break things down and use the 4 part strategy to create a content structure for each step of the core that makes sense.





6/7 Recap of results

Structure:

- What do people know now?
- What has your masterclass prepared them to do?
- What are they ready for?

Practical activity:

Imagine your clients have already attended the masterclass. Based on what you've included in it, what are at least 3 results they walk away with?

7/7 Thank you & next steps

Structure:

- Thank your audience for participating.
- Invite them to the next steps.

