

Inviting Guests to Spinal Workshops

We ALL want MORE

- Start with 1 workshop that has had highest attendance
- Pick the SWS time that best excites YOU
- IF you are not in love with the workshops then no one else will be
- Focus on THEIR WHY to bring a friend to workshop not YOUR why....
- Make the SWS PERSONAL to THEM
- Show them the BENEFITS to them

Giving them something to benefit them

- Why do people watch YOUTUBE videos???????
- People watch webinars of marketers imagining they can save more money by.....
- Everyone wants to review, refresh and practice things that are vital....
- IF you can show people that workshops literally save them money, and time they will come.....

It is ALL about how you present your SWS

- VALUE, BENEFITS, SAVINGS to them, PRACTICE exercises that will help them.....
- Play a video in the practice of excerpts from your workshops NOT OF YOU TEACHING- they see that all the time- SHOW THEM THE PEOPLE IN WORKSHOPS having fun, doing exercises WITH PARTNERS

IN your workshop you must-

Do things attractive and inclusive to guests

Utilize partners in Spinal workshops

- Teach exercises- and need partners to practice the exercise and learn how to explain the exercise to your partner in order to anchor your learning in for yourself
- John Wooden quote “you have not learned until you have taught the material”
- Do exercises in the sws – have a partner to do the exercises with
- Involve me and I learn- drill portion of every sws to cause you to work with your partner to be involved with the content
- Make it FUN to have your partner with you that you give points to use for savings and prizes.....

How to invite guests to workshops

- ASK people personally and directly
- I am asking you John to bring one of your friends with you to workshop next week.....
- Let’s write his name on the board with yours

Sample scripting of inviting guests to workshops

Mary- how much more fun is it to do yoga, go to a church meeting or go to the gym together with your friends? That is WHY I am asking you Mary, to bring one friend, or partner with you to workshop on Healing Takes Time next week.....let's write your friend's name on the board.....

OR

Do you learn more or less when you have a friend in a class and you can talk about it together? That is WHY I am asking you Mary, to bring one friend, or partner with you to workshop on Miracles in our Midst next week.....let's write your friend's name on the board.....

OR

*John- I know you know a lot of people who have arthritis- right?
They probably all know a lot about arthritis
AND if you knew that in our workshop next week you will learn one way to stop arthritis from continually progressing
Would you bring 1 of your friends with you to learn this together next Tuesday?
Let's write his name on our board along with yours and you will be helping your friend a lot.....*

Do's and Don'ts of Inviting Guests to SWS

Drs and CAs don't

- give away all info during adjustments lead to SWS
- do all the talking in SWS

People DON'T want

- more information
- to learn all the things they are not able to understand or that they can't use
- to feel like they need to do one more thing

Drs and CAs do:

- take notes of topics of interest all week for SWS
- follow through on content @SWS you promised
- do something different & unexpected
- include people in the SWS teaching & sharing
- save \$ on AR for attending workshops

People DO want to

- do the most important things for their families first
- learn in groups
- connect
- save money and get more value
- learn to be more independent
- Keep up to date on new info













