

How To Host An Amazing Masterclass

in Partnership With Trailblazher Co

Tips To Help You Plan Your Masterclass

A Masterclass is a great way to establish yourself as an expert in a particular topic and put your experience and knowledge to work to create trust in you and your brand. It is content that has a clear focus which solves a particular problem for your audience and answers specific questions your audience might have. Teaching a Masterclass is a really great way to build your brand and position yourself as a knowledgeable industry professional.

A Masterclass accomplishes a few key things –

It builds your audiences' trust in you as an expert in a particular subject

It provides your audience with useful tips they can use in their own business

Gives your audience the next logical steps they can take after the class is over

To help you create your Masterclass, here are some questions to help you pull it together...

What problem will you solve for your audience?

What's your big idea?

What main points can you break it into?

What specific questions will your Masterclass answer?

What are 3 key actions someone can take after the class to help themselves?

*You can also use the above questions as a basis to create a synopsis for marketing the Masterclass and for a PDF handout for attendees.

A 45-MINUTE MASTERCLASS PLUS A Q & A COULD LOOK SOMETHING LIKE THIS:

1. **Instructor and Class Intro (5 min)** – (Who you are, how you got to where you are, why you are knowledgeable in this subject, ie. community you have grown, success you have achieved)
2. **Masterclass content (30 minutes)** - What problem you are going to help them solve, your big idea (how you figured this out for your business), break the main problem into smaller parts with specific examples and actions you took, the insight you have gained because of your experience and success, resources you suggest – podcasts, books, courses, etc
3. **Summarize** what you said with 3 key actions or next steps to take (5 min)
4. **Live Q & A** (10-15 min)
5. **Special offer** if you have one (5 min)

Have any questions? Our team would be more than happy to help! Please reach out to members@trailblazherco.com.

