DIYGENIUS

The guide

The Signature Workshop Method.

One free, live workshop a month. Consistent clients for your **$1,000 to $10,000 offer.**

Contents

What's inside.

Why it works 3
People buy after they've already done the work with you.

The method at a glance 4
Six steps, each building on the last.

Step 1 · Find the topic 5
The problem your buyers already post about.

Step 2 · Build the workshop 6
Ninety minutes, six parts, work done live.

Step 3 · Build the funnel 7
Registration, thank-you and survey pages.

Step 4 · Fill the room 8
Two weeks of email, posts, DMs and ads.

Step 5 · Run the workshop 9
Teach live, minute by minute.

Step 6 · Enroll people in your offer 10
Give value first, then make the offer once.

The money math 11
What one free sign-up is worth.

Your next step 12
Join the free live workshop.



Kyle Pearce

Founder, DIY Genius

Kyle helps experts and thought leaders productize their genius, sell their expertise through live workshops and build scalable group programs. He has taught hundreds of workshops, online and in the forest, and spent millions of dollars on Meta and Google ads for clients and his own businesses.

Why it works

People buy after they've already done the work with you.

A free workshop sells when people leave with something **done**, not just notes. They solve one real problem live, in 90 minutes. By the end they trust you, and they can see the bigger job still ahead of them.

01

One result in the room.

"Before we hang up, you will have..." Never promise what the paid offer delivers.

02

A short, honest pitch.

About seven minutes near the end. You tell people up front it's coming.

03

The right people self-select.

A working session filters for people who act. That's who you want in a high-ticket program.

The workshop teaches **the what and the first step.** The full system, the done-with-you build and the accountability belong to your offer.

The method at a glance

Six steps. Each one builds on the last.

1

Find the topic.

One specific problem your buyers already post about, solved in 90 minutes.

2

Build the workshop.

Six parts, three hands-on work blocks and one offer bridge.

3

Build the funnel.

A registration page, a thank-you page and a 60-second survey.

4

Fill the room.

Two weeks of email, posts, DMs, a partner's list and Meta ads.

5

Run the workshop.

Teach live. People do the work with you and leave with a real result.

6

Enroll people in your offer.

After you've given value, make the offer once and keep the door open for seven days.

Step 1 · Find the topic

Your buyers have already told you what to teach.

The best topic is a problem people complain about in public, **in their own words.** Guessing is how workshops end up half empty.

Start with your business.

The offer, its price, the result it promises, your story and your proof.

Then your customer.

Who they are, their situation, their pains in their words, what they've tried, and why they hesitate to buy.

Then go where they talk: Reddit, forums, Facebook groups, communities. Find the problems that come up again and again, and copy the exact phrases people use.

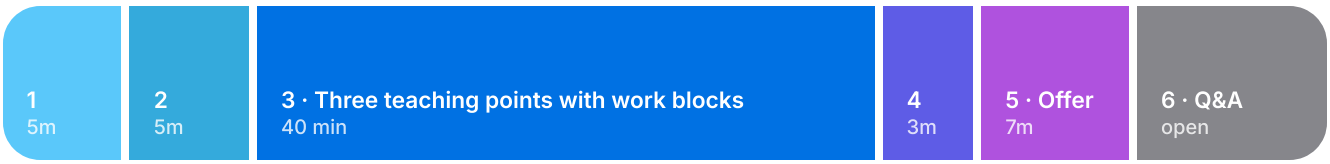
A strong topic passes three tests.

Pain	People post about this problem often, and it hurts.
In-room win	Someone can solve one real piece of it in 90 minutes, live.
Bridge	Once they solve that piece, your offer is the obvious next step.

Example title: "Fill Your First Retreat Without Begging Your Students." A promise or a recognition line, in the customer's words.

Step 2 · Build the workshop

Ninety minutes. Six parts. Work done live.



Promise and preview

The one result they'll have by the end, three steps on one road, and two chat prompts to get people talking.

Three teaching points

Each one: teach it, a timed work block with a template on screen, a chat prompt, then a breadcrumb to the offer.

Offer bridge

The three questions they're left with, then the offer: who it's for, the guarantee, the price said once, the deadline.

Your story

The struggle, what didn't work, the shift, the result. Mention one client result in passing.

Recap

Back to the promise. "Ninety minutes ago you had this. Now you have that."

Q&A

Offer questions first. If someone isn't a fit, tell them so.

Two links only.

The worksheet at minute five. The offer at the pitch. Every extra link opens another tab.

Breadcrumbs, not cliffhangers.

Teach the first step fully. Name the rest, and say where it lives.

Seed early, pitch late.

A client result by minute 7. The offer around minute 75.

Step 3 · Build the funnel

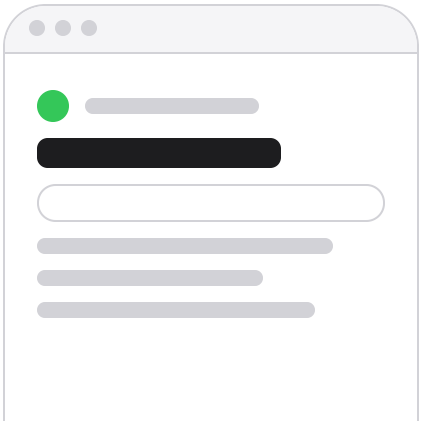
Three short pages do the selling before you go live.

For a free workshop, the sales page is three pages. Their job: get the right people **registered, prepared and raising their hand.**



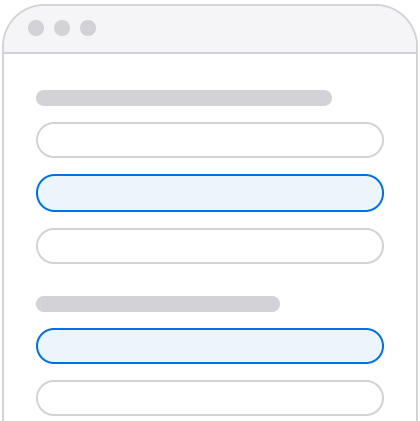
Registration

The date and the promise, the problem, six things they'll walk out with, who it's for, your story, honest answers, sign up.



Thank-you

Add it to the calendar, find the email, then one small head-start task to do before the day.



Survey

Sixty seconds. Where they are, and whether they'd like to hear how you help with the whole thing.

The survey finds your buyers early.

Everyone who answers yes or maybe gets a short personal note within 24 hours, before the workshop starts.

Track real sign-ups.

The Meta pixel goes on both pages, with the Lead event on the thank-you page only, so the ads learn from real registrations.

Step 4 · Fill the room

Two weeks. Awareness, then urgency.



Week one · “That’s me.”

Week two · “I don’t want to miss this.”

Days before the workshop. Each dot is something going out.

Sign-up emails	6 emails: announcement, story, a piece of the method, objections, tomorrow, today	Fill the room from your list
Show-up emails	7 to registrants: confirmation, prep, reminders, “we’re live”	Get people there, prepared
Social posts	8 posts, each ending “Comment KEYWORD and I’ll send the link”	Reach, then a DM with everyone
DMs	10 personal invites a day to warm contacts, asking before sending the link	Usually fills the most seats
Partner email	One email a partner sends to their list, in their own voice	Borrow a bigger room
Meta ads	3 ad sets, one hook each, equal budgets, plus retargeting in week two	Registrations at a known cost

Ads start from ten identity mirrors.

Short portraits of the people you want in the room, each with a quote in their voice. Each becomes a hook. The best three run as separate ad sets, so Meta tests each message fairly.

Step 5 · Run the workshop

Teach live. Let them do the work with you.

A minute-by-minute run of show keeps teaching and selling apart. Every work block has a timer on screen, and you do the exercise alongside them.

0:00	Open	The promise, the three-step road, two chat prompts. Read names back.	5m
0:05	Link	Drop the worksheet. “Open it now, we’re filling it in together.”	1m
0:06	Story	Your struggle, the shift, the result. One client result, in passing.	5m
0:11	Teach 1	The first idea, with one breadcrumb to the offer.	7m
0:18	Work 1	Timer on screen. They fill in the template. Read a few answers aloud.	5m
0:23	Teach 2	The belief shift. Slow down here.	8m
0:31	Work 2	They write theirs. You improve three of them live.	10m
0:41	Teach 3	The first real step toward the result.	8m
0:49	Work 3	They take the step, live. This is the in-room result. Never cut it.	15m
1:04	Recap	Back to the promise. “Ninety minutes ago you had this. Now you have that.”	3m
1:07	Offer	The offer, once. Step 6 covers how.	7m
1:14	Q&A	Chat first, then unmute. Answer generously.	open

Do it with them.

Build your own answer on screen in every work block. It shows the room what “done” looks like.

Use the chat.

Read names and answers aloud. People who type stay to the end.

Short on time?

Cut the first work block. Never the last one.

Step 6 · Enroll people in your offer

Give value first. Then make the offer once.

They've already solved one piece of the problem with you. Your offer is **the next step for people who want the rest.**

What they can do now
Name what they built in the room, in one line.

→

What they're left asking
The three questions the workshop raised but didn't answer.

→

Your offer
The program that answers all three, with you.

Make the offer

- Who it's for, and who it isn't
- What you do, what they do, your guarantee
- The price, said once. Then stop.
- The deadline, and one link

Enroll, don't chase

- Survey yes and maybe answers get a personal note within 24 hours
- People apply or book a short call
- If someone isn't a fit, tell them so

Keep the door open seven days, with five emails.



Same evening
Replay
The recording, the offer, the three questions.

Day 2
Client story
One real result, with real numbers.

Day 5
Objections
The top three, answered plainly.

Day 6
Last day tomorrow
What they get, in one list.

Day 7
Closing tonight
Last call, short.

The day after it closes, count: registered, attended live, survey opt-ins, applications or calls, enrolled, ad spend and cost per registration. These numbers make your next run better.

The money math

Know what one free sign-up is worth.

Work backwards from your offer. That number tells you **how much you can pay Meta per registration** and still profit.

$4,500	×	35%	×	15%	×	35%	=	$82.69
Offer price		Show up		Apply		Buy		Per registration

$27.56

The most you can pay per registration and still earn $3 for every $1 of ads.

Registrations per sale	**about 54**
Registrations for 5 sales	**about 272**
Ad budget for 5 sales at $10 each	**about $2,721**

First 72 hours

Judge the ads on cost per registration. Leave them alone until then.

After the offer closes

Judge the whole launch on cost per sale.

Rates shown are example assumptions. Swap in your own after your first run.

Your next step

Join me on a free live workshop.

Get Consistent Clients With 1 Live Workshop a Month. **Ninety minutes, live, and you build your plan while we're on the call.**

Find your topic

The problem your buyers are already asking you to solve.

Map your workshop

The in-room result, and how it leads to your offer.

Plan your launch

A date, and the two-week plan to fill the room.

Run your money math

What you can spend per registration and still profit.

Save my seat →

Free · Live on Zoom · learn.diygenius.com/consistent-clients-workshop

Kyle Pearce · Founder, DIY Genius