



Live Masterclass Startup Guide

Presented by [Eric's Tips](#)

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As a successful business owner, you may have considered sharing the knowledge and experience you have acquired on your journey with others. You may have been asked to share your expertise and personal journey with other ambitious individuals.

If this describes you, or if you would like to reach out to a specific expert, celebrity, or influencer, you may want to consider hosting an exclusive “Live Masterclass”.

What Is A Masterclass?

A masterclass is an online learning, or virtual classroom experience, which lets anyone with an internet connection connect to and learn from experts in a variety of fields and industries.

You would host this hands-on instruction and, in most cases, would charge an admission fee.



The curriculum, i.e. ‘area of study and teaching’ would be created and presented by the class instructor. This instructor could be you or others you've asked to help with the teaching portion of the class. The masterclass can last from a few hours to a few weeks, depending on what you are teaching and how you want to lay out the lessons.

Experts from a wide spectrum of specialties can be found giving master classes. Some of the more popular field areas include:

- Technology
- Sales and marketing
- Stock market investing
- Business negotiations
- Internet selling
- Social media marketing
- Medical
- Scientific theories
- Social science
- Athletics
- Fitness
- Psychology

You can host a masterclass on about any topic. You simply need the credentials or knowledge to teach it, and proof that what you are teaching works.

An Industry Leader

Still wondering if hosting a masterclass is the way to go? Consider this...

The self-learning [Udemy](#) platform currently has more than 30 million students and an incredible 50,000 instructors teaching courses in over 60 languages.

According to the latest stats, they have had more than 245 million course enrollments. Their students, as well as instructors hail from 190+ countries.

They further report that 2/3 of their students are located outside of the U.S. with the company (at last count) having over 4,000 enterprise customers, including 80% of Fortune 100 companies tapping into them Udemy for the purpose of improving employee skill sets.

The company also claims it makes a special effort to attract corporate trainers who are seeking an opportunity to create coursework for employees of their respective company.

With those stats, for just one platform, it's clear that people around the world are seeking new skills and knowledge. If you can help them reach their goals, why not try it ... and earn some fast cash too.

Hosting A Successful Masterclass

A wonderful thing about hosting your masterclass online is, there are superb internet hosting platforms you can use free of charge to run your masterclass on.

Below are three of the best:

[ezTalks Webinar](#) is an excellent, easy to use platform. They let you to host free internet events like your masterclass and allow you to connect with up to 100 interactive video participants, and up to a whopping 10,000 audience members on your online event.

A couple of other great features about this platform is, you can host and join a webinar anytime, anywhere through either a PC or mobile device using Mac, Windows, iOS or Android. If that isn't enough, they also allow anyone to join your masterclass through their web browser without downloading any type of software.

[Mikogo](#) With Mikogo you can share any screen application as well as your content in real color quality anywhere in the world with up to twenty-five participants at the same time, while sitting in your desk chair.

Subsequently, this application is ideal for you if you're aiming for an intimate feel and your masterclass is on the smaller side in terms of the number of attendees. It's effective and simple to use allowing anyone to join your session from a browser. The company also points out it that remote technical support is included with the platform.

[ClickMeeting](#) is another great online software platform, which you can use to run your masterclass. It comes with features such as paid webinars, webinar timeline, webinar rebranding, address book, customized invitations, registration page, profile page, and waiting room with agenda.

When running your masterclass and interacting with your students, there are multiple features you can use, including webinar room, audio & video, presentation, whiteboard, audio modes, screen sharing, polls & surveys, and private chat, as well as toll-free phone numbers, Clickmeeting mobile applications, and online meetings.

The features include attendee statistics, recording of presentation, thank-you page, social media sharing, and performance rating. Unlike the others, it's not completely free, but it does offer a 30-day free trial.

Getting down to business

The instructor, whether it be you, or an invited expert is in a unique position to teach others how to obtain their goals and aspirations in the area in which you have mastered. Here are five things you can refer to when planning your training session(s):

1. Do not skim over details. This often happens when the teacher knows the topic like the back of their hand, but remember, you are teaching those who don't know the topic.
2. Break down multi-step processes into simple steps. Again, what seems like one step to you, may need to be broken into smaller steps for others to learn it properly.
3. Always present your material concisely. It needs to be easy to follow and understand.
4. Avoid using phrases that may demean students such as “anyone can and should be able to do this without much thought.”
5. Look at things from the student's perspective. Remind yourself that learning new things may be a little intimidating, if not downright scary for some folks.
6. Avoid lavishing too much attention or praise on the ‘super stars’ in your class. If the material is coming across as easy to them, better you focus and channel your energies on someone who isn't quite getting it.

If you have concerns regarding your teaching skills, try attending someone else's sessions. Note how they come across, and interact with students. Particularly pay attention to how they handle questions and answers. Listen for the reactions of students.

Familiarize yourself with your audience ahead of time

To avoid boredom and monotony, each of your messages should be customized around the unique needs of your audience. That's why it's best to discover who your audience is and get to know them ahead of time.

One way to do this is to have those who register for your class complete a questionnaire prior to the first day of class. With the right software, you can add this questionnaire directly to the thank you page shown upon successful registration. Ask registrants about their goals, expectations and what they hope to learn and achieve from your class. You can ask them to submit any questions they would like addressed during class. You might ask them about specific struggles they're having regarding the topic.

If you have a social media profile, reach out to your followers there as well. You can also invite your registered students to follow your blog or to send you a friend request on Facebook. You could even create a private Facebook Group where students can interact with you and one another.

Follow this up by encouraging conversations between you and them on your social media platforms. This will give you an idea of what you can expect from your students during your training session.

Leave students with a lasting feeling of achievement.

Remember to pause for a moment during your session(s) to offer words of praise and encouragement to your students. Recognize their hard work.

Use that time to do a mini review of the material you've covered up to that point in the lesson. Remind and reassure them of what they have accomplished because of their efforts.

When the masterclass ends, thank everyone for attending and provide your students with a certificate of completion. This public recognition will pay you back in spades.

If by chance your masterclass is attended by those who are pursuing career growth, you may want to tell them that by completing your course, they can mention and add it to their resume. Be sure you supplement this by handing out an official certificate of completion to your students.

Assess and evaluate your efforts

Once your masterclass has concluded, wait a few days, then reach out to participants and ask for their feedback.

A simple yet effective way to do this is to set-up a private survey page on your website. You then send out an email complete with the website link, inviting them to complete it. You can request their name when filling it out or make it anonymous.

As a thank you for filling it out, you can offer them a transcript of the session, that includes key points from the presentation.

The purpose for doing this is to give you valuable insights from a participant's perspective. You want to find out things such as:

- Didn't they learn the things they hoped to, and have they, or will they apply the information they received into some aspect of their lives?
- Did they leave with any feelings of frustration?
- Would they recommend this course to others?
- What, if anything wasn't covered in the sessions?
- Will they attend another masterclass?

These sample questions will elicit the answers you need to accurately evaluate not only your performance, but also the level of satisfaction your students received.

You can take this information and use it to improve yourself (if needed) and make any changes deemed necessary to your curriculum.

Masterclass Planning & Execution

The following are checklists you can use to help you carefully plan, organize, execute and follow-up your efforts you plan and execute a successful masterclass.

The most important steps in this checklist can be summed up as:

1. Choose the location of your masterclass.
2. Establish your masterclass goals and objectives.
3. Select your event's date.
4. Create an event budget.
5. Brand your event and begin publicity.
6. Search for and contact a subject expert for your masterclass.
7. Launch ticket sales.
8. Conduct a thorough assessment of your masterclass.

The following agendas are segmented by date:

- 4-6 months prior to event
- 3-4 months prior to event
- 1-2 months prior to event
- 1 week prior to event
- 1 day prior to event
- Event day
- Assessment

When to Start Planning

You'll want to plan well in advance to ensure you are fully ready, to give you time to adjust if unexpected issue were to arise, and to be able to thoroughly market ahead of time.

How much in advance will vary depending on the specifics of your masterclass.

For example, if you're hosting an in-person 3-day class with international speakers, you may have to plan a year or more in advance to ensure the speakers have time in their busy schedules and you can book a venue for the timeframe you are after. Whereas, if you're hosting a one-day online event and you are going to be the only teacher, you may only need a few months to get everything into place.

This report is going to walk you through planning 4-6 months in advance.

4-6 months prior to your masterclass:

- **In person or online.** Before you do anything else, you need to decide where you will host your masterclass. Will this be online and if so, what service will you be using? If it's an in-person class, what venue will you be using?
- **Establish your goals and objectives.** For example, how many attendees are you hoping to get? How much profit are you aiming for?
- **Select the date.** Check and make sure your day and time doesn't conflict with any other event taking place in your industry, or another major holiday.
- **Develop your plan.** Laying out the details will help ensure you don't skip over anything.
- **Get cost estimates.** Some costs you may need to investigate are:
 - Online presentation & recording services
 - Student resources and teaching material creation
 - Venue rental
 - Room rental (if your subject expert is coming from out of town, they'll need a hotel room)
 - Equipment
 - Speaker fees
 - Travel expenses (yours or your subject expert)
 - Advertising
- **Create an event budget.** Based on your estimated costs above, you'll be able to figure out how much hosting your masterclass will cost you.

- **Develop the class price(s).** Based on the event costs, how much will you need to charge for your event? Will you offer an early-bird pricing? Will you need tiered pricing or a different price to access the recordings, transcripts, and/or additional material once the class ends?
- **Brand your event.**
 - Start creating a masterclass website or pages on your existing website that describe your masterclass.
 - Develop an event logo and tagline.
 - Identify and confirm teachers.
 - Start talking about the event.
 - Set up a mailing list for those interested in attending (no paid registrations yet)

3-4 months prior to your masterclass:

At this stage you should begin to communicate with your teacher(s) and continue coordinating the class schedule with them. Some things you'll need to discuss are:

- **Teacher/presenter:**
 - Finalize curriculum
 - Acquire biography and photo
 - Travel & accommodation arrangements (if applicable)
 - Have contracts signed if appropriate
 - Ask experts to start promoting and sharing the masterclass with their network

- **Financial/Administration:**

- Determine registration fees
- Set up payment option(s)
- Set up sales / registration page
- Enable online early-bird registration.

- **Follow publicity plan:**

- Develop draft program
- Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
- Develop publicity pieces -- e.g., newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc.
- Develop media list & prepare News Release, Media Advisory, etc. Gather background and all media kit materials (e.g., speaker info, photos, etc.)
- Create event page on your website
- Enable/create email event notifications
- Create a Facebook event page
- Develop a promo video and post on YouTube and your Facebook page
- Register your event on a variety of online event calendars
- Create some buzz on your blog or member forums
- Determine VIPs and create invitation & tracking document (e.g., spreadsheet)

1-2 months prior to your masterclass:

- Send reminders to your contact list regarding registration and participation.
- Reach out again to experts/teachers regarding:
 - Confirming dates, times, and other specifics of class.
 - Confirming travel and accommodation details (if applicable)
 - Request copy of curriculum
- Executing on your publicity plan:
 - Release press announcements about expert instructors, celebrities, VIPs attending etc.
 - Post your initial event news release on your website and circulate to all clients, associates, and affiliated organizations, etc.
 - Post more details about your event on social media
- Close early-bird tickets; post standard prices.

1 week prior to your masterclass:

- Finalize event script.
 - Assign practice sessions for teachers / instructors.
 - Test recording equipment
- Do a final registration check, including names & contact information. Depending on when your registration closes, this may not be possible until a few days in advance.
- Remind registrants of dates and times. If they need to pick up material prior to class starting, give them the details of that, etc.

1 day prior to your masterclass:

- Relax, and get a good night's sleep... You'll need the rest before your big day.

Post-masterclass

You're not done yet! Just because the class is over, doesn't mean you don't have some work left to do. Here are some activities you'll want to do once your event has concluded:

- If you're offering students or instructors replay video or audio recording and transcripts of the class, have those processed and delivered as quickly as possible.
- Conduct a thorough assessment of profit and loss
 - Gather all receipts and documentation, final registration data, etc.
- Send thank-you notes and acknowledgement messages to:
 - Teachers / experts
 - Attendees
 - Special guests

In the thank-you messages, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness - number of participants, etc.)

- Post-event publicity:
 - Send out an email to your subscriber base with highlights from the event
 - Make a publicity reel video to share how it went (and as a bonus, you can use it as publicity next year!)

- Share highlights on social media
 - Update website page to reflect that it's a past event.
- Conduct your post-event survey. Find out what people enjoyed about your masterclass and if, and what you need to improve.
- Reach out to event participants. Thank them for participating and promote your ongoing programs and how they can support you throughout the year.
- Conduct a thorough evaluation of your masterclass.
- What went well and what could you do better next time?

By following the insights as laid out in this special report, our hope is that you are now assured and more confident in planning and preparing for your masterclass.

Our sincerest wish is that your masterclass is not only successful, but that in the end, it exceeds all your expectations!