

# Caring Safely Module 12-3

## Marketing & Business Workshop Proposal, Fees & Agreements

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## In This Module

- Your contact information
- Professional bio
- Workshop proposal
- Pull Vs. Push marketing
- Why a niche helps
- Setting your fees
- Workshop agreement
- Feedback from
- Workshop Evaluation Template – Module 11

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# Your Contact Information

Will you use your own name or create a business name?

What contact information will you be using for inquiries?

Phone/email

Workplace contact information and intellectual property

What is the name of your service (name of the workshop)?

# Telling people about your compassion fatigue expertise

- Cards - there are low cost options with templates that allow for quick and easy purchase. (Moo, Vista Print)
- Do you have a platform for your services:
  - Social Media - Facebook Page or LinkedIn Page
- Website with basic information
- Share your passion for the topic and others who are interested will engage
- Build relationships with people who are in charge of educational events
- Write an article for your professional association
- Speak at professional conferences for free

# Your Professional Bio

A brief write up on your experience.  
More formal than an "About" page on a website  
Include a picture

**HANDOUT – PROFESSIONAL BIO**

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# Telling people about your compassion fatigue services

Have a clear description of your services and what the benefits are of those services.

- Workshop – time frames
- Outline of Content
- What they will learn
- Process for hiring you

Make it a PDF document so you can email it to people who ask for more information or you can upload it to your platforms/website.

**HANDOUT – WORKSHOP PROPOSAL**

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# Assignment #3

Create your workshop proposal including your professional bio.

- Draft format – can change.
- If unsure of name, use basic example “Compassion Fatigue Workshop”
- Review your material from Module 11, which contains your outline and summarize this in your workshop proposal.
- Think about how you want the booking/payment process to happen. You don’t have to share your prices.

Email to [Charlene@charlenerichardsw.com](mailto:Charlene@charlenerichardsw.com) in a word document.

# Pull Vs. Push

**Pull Marketing:** Non-intrusive methods – long-term model. Draw people. Ask about them, hear their story, share your passion then offer support.

**Educating:** Educate people about compassion fatigue, be passionate about it, offer free entry level information (**NOT TOO MUCH**) and then tell people how you can help them if they want more help.

**Relationships:** Build relationships and care about the people you are educating. Strategic relationships – people in positions to hire you.

*“Please share this information with the person in your org who co-ordinates educational events”.*

**Push Marketing:** Promote products by pushing on to people

**Cold calling organizations:** Telling orgs you don’t know about your services.

**Card dropping:** Only telling people about your services and giving them your cards.

## Why a niche helps

- A specific population based on certain demographics
- Find their workplaces, professional associations, educational events/conferences
- Find organizations that support them and see if they are interested in bring you in to speak
- Create your marketing information to speak to their struggles and needs directly – use language and examples that speak to them.
- Use statistics and research that speaks to the impact of compassion fatigue on that population

## Setting Your Prices

Hourly Fee: \$75.00-\$100.00 per hour would be \$262-\$300 for a half day workshop and \$487 – \$600 for a full day workshop. Not the ideal way to set prices.

Prices should be set on the value they provide for the person

Impacted by your experience/training and your credibility in the field

What the market is willing to pay

You can negotiate – once price for publically funded/private and one for non-profit.

When someone asks you your fee for a workshop always ask them what time of year, what days of the week and how many participants.

Research the organization – look for annual reports – see budget for staff training

# Workshop Agreement

Logistics of Workshop

Travel and Accommodations

Payment Structure

Cancellation Policy

**HANDOUT – WORKSHOP AGREEMENT**

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# Feedback

1. How much did you know about Compassion Fatigue before the workshop?
2. Were you hesitant to attend the workshop? If so, why?
3. What were the 3 most significant things you learned or realized today?
4. How will your workday change now that you know more about Compassion Fatigue?
5. Would you recommend this workshop to someone else?
6. Is it okay to share your feedback with other people who may be interested in learning more about Compassion Fatigue?

**HANDOUT – FEEDBACK FORM**

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# Workshop Evaluation

Do your own evaluation of each workshop/service you provide

What you tried

What worked well

What didn't work well

What you'll try different

How did it make you feel? Did you love it? Do you want to have it as part of your lifestyle business?

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