

Writing a Great Workshop Description: 10 EASY RULES

1. Don't use exclamation points.
Instead, answer your audience's most important question: What will I get out of this workshop? What will it help me to do or become?
2. Don't rely on the jargon of the moment ("become more proactive," "learn state-of-the-art techniques").
Think about people searching for your workshop online: does anyone ever search on "proactive" or "state-of-the-art"?
3. Don't congratulate yourself ("the best workshop you'll ever attend").
If you have a short testimonial from a past participant, use it.
4. Write like you talk.
Pretend you are describing your workshop to someone standing next to you. What words did you use? Those words are golden; write them down.
5. Be brief.
Describe your workshop in 200 words, then cut back to 100 words. Then write a Tweet about it. You'll discover what is essential in your 200 words and what you can easily lose.
6. Count syllables.
Circle any words that have 3 syllables or more. Replace as many as possible with 1 or 2 syllable words (for example, replace "utilize" with "use"—that works every time).
7. Count words in a sentence.
Count 18 words from the start of the sentence. No period or colon (:)? Your sentence is too long. Anything under 18 words is fine. After 24 words, you're in trouble.
8. When writing a title, go for clear before cute.
Make sure the title tells people what you are going to talk about. The last sentence you write in your workshop description will probably contain your title (one of those oddities of life).
9. Proofread on paper.
Never proofread on the computer screen. Computer spell-checkers are okay but grammar-checkers are terrible.
10. Ask one person to check your title and description to see if they are clear.
Don't ask 4 people. You'll get 16 contradictory opinions.

Bonus Rule: Relax. The worst you can be is 100% wrong; try again and you'll be 100% right!