

The Art of Gathering

CREATING LIVE
WORKSHOPS



with
JEANNE OLIVER



BEAUTIFUL | REPEATABLE | PROFITABLE





THE ART OF GATHERING

CREATING LIVE
WORKSHOPS

Start where you
are with what
you have

Welcome.

Thank you for joining me for this course!
Whether you are dreaming up your first
gathering or you have been gathering for years,
I hope this course inspires you to love on
others in new ways.



Our Live Workshop Journey.





Gifts, Passions + Calling.



Gifts, Passions + Calling.



01 QUESTION	ANSWER
<p>What are your passions? What fills you back up in mind, body and spirit?</p>	
02 QUESTION	ANSWER
<p>What are your gifts? These are often the parts of yourself that you take for granted but others appreciate about you or believe sets you apart.</p>	
03 QUESTION	ANSWER
<p>What is your calling? Why this gathering? How does this impact others? What is special about what you are offering?</p>	



Who are your
customers?



Who are your customers?



I want you to write down everything you know about your Ideal Customer Avatar (ICA).

Be so clear about your ICA that you are providing exactly what your customers need before they even ask for it. You are so in-tuned to them that you can predict their next move and give them what they need.

When you are speaking, creating, putting out into the world YOU... you will ultimately attract others that need that message. Remember our why? Whether you are a car salesman, restaurant owner, counselor or artist...you attract those that connect with your why. This is why it is crucial for you to own that your business has everything that it needs because it has YOU.

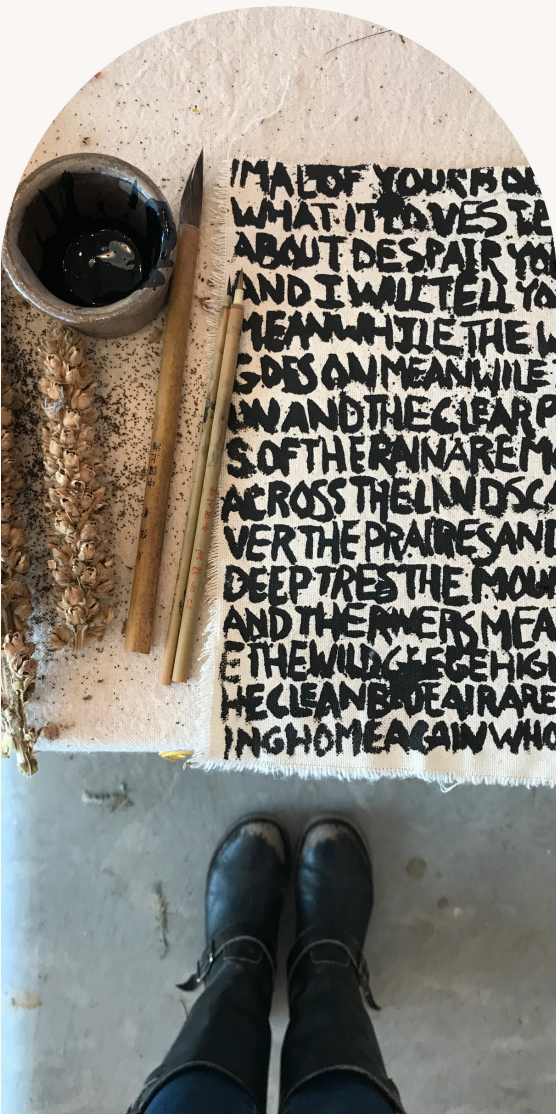
You just have to own what you have been given, hone it, and with authority share that message of your business.

So, once you know YOU, it will be a lot easier to find your market.

Who are your customers?



When you are writing up your own ICA be specific! What is their age, sex, lifestyle, disposable income, what do they struggle with and what problem do they need to be relieved of, how do they like to receive packages and how do they like to receive advertisements? Where do they vacation and what do they wear? Get as specific as possible. First of all for you so you SEE them! Secondly, so you are serving them better. Your business is not about you. It is all about THEM. Do they know that? Feel that? See that?



What problem
can you solve?



What problem can you solve?



We can't grow a business without having a product, service or experience that solves a problem for our customers.

If we are clear about our Ideal Customer Avatar (ICA) we can also be clear about the problems that our customers are wanting help with. How can we help them?



Where will you
gather?





Leverage what
makes you
unique.



Leverage what makes you unique.



You usually don't need to reinvent the wheel in whatever area you are pursuing in business, but it is absolutely necessary for you to leverage what makes you unique to that business. That is how you make your business stand above and apart from others around you.

Leverage what makes you unique.



01 QUESTION	ANSWER
What is unique about you that can impact how you gather?	
02 QUESTION	ANSWER
What is unique about you that can impact what the heart of your workshop will be?	
03 QUESTION	ANSWER
What is unique about your gifts that can impact your workshop?	

Leverage what makes you unique.



01 QUESTION	ANSWER
What is unique about what you find beautiful?	
02 QUESTION	ANSWER
What is unique about your passions?	
03 QUESTION	ANSWER
What is unique about where you want to gather?	



Collaborations.



Collaborations.



13 years ago our business began because of a little holiday market, local shops that wanted to carry my creations, collaborations with bloggers, engagement with sweet readers of my blog, magazine features (the first email asking to feature one of our purses I thought was a joke), being a part of a book on blogging (I knew nothing and I was included because she liked me and what I was putting out into the world), teaching online for others, blog hops, asking for help from my peers and followers to share when we had something new, Facebook shares, and being a guest on blog interviews. So much about how we share, connect and grow in business has changed in this time but over the past 13 years we have gotten here because of collaborations of all kinds. Our growth and success is because of collaborations through community, connection, engagement, trust with our customers, and consistent content.

Everything we have is because of the power of collaboration. The teachers we work with, the customers that share our products, the magazines that feature us, the publisher of my book, the podcasts I have been on and the guests that come on my podcast, the artists that attend our live workshops, and the thousands that are a part of our online community...all beautiful collaborations.

Collaborations.



"Alone we can do so little; together we can do so much." – Helen Keller

If you are just starting, you may not yet know this but there will never be a shortage of collaboration opportunities. You will actually have to get really clear about what you will say yes to and then learn to say no to everything and everyone that does not align with the heart of your brand.

Who do YOU want to align yourself with? Brand alignment should be authentic for both parties, should feel like a natural collaboration, and should benefit each business. Never just collaborate based upon a following or perceived return because that expectation always ends poorly, doesn't line up with your message, and then confuses your customers.

When it comes to our businesses most of us do not have the time, staff, or resources to branch out into all of the areas that we may want to pursue. This is what makes collaborations a life source for your growth, engagement, and what you can offer your community.

Collaborations.



"I have collaborated with local shops to offer my first live workshop, invited another artist to come and teach in the living room of our last home, asked one of my favorite local vintage shops to host a workshop for another artist, have taught art for other business owners all over the US and abroad, have offered live workshops by other artists in my personal studio, have asked others to speak at my business workshops, and have been a keynote speaker for the events of others.

I have also had to say no more times than I can count because you can not host everyone, speak for everyone, or do all of the things all of the time.

These are some of the guidelines that I follow. If you come to teach live in my studio we pay every teacher the exact same amount per student, pay their flight, lodging, get most of the supplies and take them out to dinner while they are here. I do not treat any of our teachers differently or pay them differently based upon their following. If you have been invited to our studio to teach we pay everyone the same.

Collaborations.



I learned how to treat others by teaching for others that were honorable and not honorable. I have had to fight to be paid after an event. I have peers that have had to take people to court. Ask around before you say yes to bring someone into your live event or before you go to be a part of someone else's. A quick call or email could save you a lot of heartache later.

This is why it is also important that you have your standards for paid expenses and teaching or speaking already set up. I have an amount that I need to be paid to leave my family. There are times I have adjusted that because I really loved the person hosting and they were starting something new, or I knew the pay wasn't great but the exposure was the payment or that the adventure was something that I considered part of the compensation. Have your speaking fee, teaching fee, consulting fee etc. already figured out so you don't say yes to something without thinking it through. Also, remember that there will be experiences so worth not getting paid your regular fee. This goes back to never giving a yes on the spot or asking someone to collaborate based upon your emotions at the time. Think about it and make sure when you say yes that you don't later regret it.

Collaborations.



I have held The Living Studio | City Art Walks Around the World in Savannah, Georgia, Bellagio, Italy, Normandy, France, Paris and along the Seine, Amsterdam, and from Prague to Budapest along the Danube.

These workshops were created so you can adventure all over the world exploring the culture and creating art the whole time. It is an art, history, culture immersion.

Each workshop meant I handpicked the excursions, made sure there were always history walks in the towns and villages, the best foods, art making at each turn and everyone left feeling like they really got a glimpse into whatever area we were traveling.

These kinds of experiences meant that I needed to collaborate with others in the area to make sure that my students had the best trip possible. What can you dream up? What do you want to walk out? Find people and businesses already in that area doing something well and come and put your touch on it.

Collaborations.



When I wanted to offer The Living Studio Normandy it was possible because I reached out to my friends Cat and Alain living in the Normandy region. I was able to tell them what I wanted for my students. They made sure we stayed at the most perfect Manior, only shopped at the best vintage markets, enjoyed the shore, had the best excursions, ate the best food and were loved on like locals. It would have been a very different experience if I had tried to put the trip together myself.



Cheatsheet.

Don't say yes without thinking it over

Is this collaboration aligned with your values
and the brand of your business

Have you done your due dilliegence?

Is the contract clear?

Is this collaboration good for both parties?

Does this collaboration allow you to work
within your strengths?

Does this collaborator aligned with how you
want to treat your customers?

Remember that when you collaborate you are
telling others you trust this person/business

Just because a collaboration was good at one
point does not mean it will be forever.

After a collaboration reevaluate and be
honest about the experience



Contracts, insurance + permits





Pricing.



Pricing.



In all my years of talking business and walking through business... anytime it comes to pricing whether it is with friends, peers or consulting clients this one is always an area where we can struggle. Are we charging too much? Too little?

Have your pricing figured out because most of our intimidation about sales is because we are not prepared when people ask the cost of our product, service or experience. Be ready and with confidence give your pricing.

We have a hard time valuing our work or worth in the beginning.

What I have found is that when we are unprepared we freeze and don't ask for what we or our product are worth. That is easy to fix. Be prepared. Think through your pricing and be confident in what you are charging. Or at least pretend you are until you are.

This will not be true for all of you but for most of us our friends and family are not our customers. Do not create pricing, marketing, and branding around them. Statistically they will not be the one paying you for your product, service or experience.

Pricing.



If you have been giving family and friends your product, services or experiences for free...please stop. We often do this because we are afraid of telling them the real price and afraid they will say they are not interested, never mind, or that they can't afford it. These are all fine answers. We are afraid of them not valuing what we are selling so what we do is not value ourselves instead and give it for free. Pretty messed up, right?

Your family and friends not buying your offering doesn't mean they don't love you or your offering but they are usually too close to you to see the true value of what you offer. YOU should see the true value and there is not an excuse on your end to not be prepared, bold, proud and confident in the value of your work. Also, we are grown up. If someone that we love doesn't want to buy our work that is ok and it frees up that product to be purchased by our true customers and to allow that income to help build the life you are working towards.

So, as of right now, we are going to value our work! We will have prices on all of our things so when someone asks how much we can tell them.

Pricing.



Many undervalue their work by at least 20%, sometimes way more. I can pretty much guarantee if you are starting out and you are uncomfortable telling people your pricing you need to up it by 20%.

If you don't honor your work, ideas, and talents, no one will. This starts with you. Always.

Remember, you can always go down in pricing but you can't go up right away. Price thoughtfully the first time and then gauge what your customers will pay. Charge according to what kind of product it is. Is it a luxury, relief or urgency product (we talk about this is Creatively Made Business)? Knowing what category your product falls within has so much to do with what you can charge.

Pricing.



When Martha Stewart was starting out she was making pies. Everyone agreed that her pies were the best but when it came to parties and bbq in the Hamptons or wherever she was at the time... people wouldn't buy her pies because they were less expensive than the more expensive but not as yummy pies. So, she doubled her price, everyone started buying the most expensive and most yummy pies, and that was the beginning of the Martha Stewart brand.

Lowering your value just makes people think your product doesn't have value. Most of us are not here to learn how to run the 99 cent store so let's honor our work and product and charge what it is worth.

So, if you are thinking that you don't know what to charge, here are some ways to look around at what others are charging. When I was starting out I didn't know what to charge for prints so I looked on Etsy to see what other smaller artists were charging. After looking around I was able to find a nice middle pricing I was comfortable with. I did the same for vintage items, jewelry, bags and original art.

Pricing.



Etsy is full of small business owners and this is a great resource for finding a pricing guide. Please remember that when you are starting out to not compare your pricing with someone that has been in business for years and has a large following and can demand more.

I would do the same for services and experiences. Look at others that are doing what you are doing and what are they charging. What kind of extras do you want to add or not include? This gives you a ballpark in pricing but lets also go deeper. I want you to make a profit and not just make to make a sale. So often we price an item without thinking of all of the other expenses involved in running a business.

If no one else offers it or your item is so unique, that gives you a lot of flexibility with what you can sell it for. But if you sell an item that is similar to what others sell, you need to know what the competition is.

Compared to my competitors, how is my product special or different? Am I leveraging what makes me unique throughout our products? What are they charging? How are they engaging with their customers? Can I learn from them?



Sales page.



- Name of event

- Event description

- Where the event is

- When the event is

- How much it costs

- Closest airport

- Hotel suggestions

- Transportation provided or if a rental car will be necessary

- What is included in the event

- Event schedule



Checklist Items.

● Payment policies

● Payment plan information

● Supply list if applicable

● What will be taught

● Images that capture your event

● Testimonials

● Clearly state refund policy

●

●

●



Checklist Items.



Launch.



● Confirm all contracts

● Sales page fine tuned

● Checkout is working

● Payment plans working

● New opt-in on website that supports your new offering

● 3-5 blog posts with images, text, videos and/or pdf that gets people excited for your offering

● Countdown to registration

● Registration day post and sharing on all platforms

● Encourage your followers to share your offering

● Live videos on FB and IG talking about your event and why it is special



Checklist Items.



The Plan.





Checklists.





Creating
processes.



Creating processes.



01 QUESTION	ANSWER
<p>How do I want to communicate to my customers leading up to the workshop?</p>	
<p>How do I want to set up the workshop? Why is this important?</p>	
<p>How do I want my customers to feel when they enter the space for the first time? What do I need to do to make that happen?</p>	

Creating processes.



01 QUESTION	ANSWER
<p>What processes need to be in place to handle drinks, heating, music etc. Every detail needs to be written out.</p>	
<p>02 QUESTION</p> <p>How will lunch be served and what process needs to be in place so it is beautiful and repeatable?</p>	
<p>03 QUESTION</p> <p>What is the timeline of the event?</p>	

Creating processes.



01 QUESTION	ANSWER
What are the details that are so important for this event that they can not be forgotten?	
02 QUESTION	ANSWER
How are we creating connection and community in this event?	
03 QUESTION	ANSWER
How will we close the event with intention?	



Your team.





Sponsors.





Cancellations + refunds.





Creating
community.





Setting clear
expectations.





Difficult Attendees.





Closing your
event.





Rest.





Reflect +
Clarify.



Reflect + Clarify



01 QUESTION	ANSWER
<p>What was really special and unique about the event? What did we hear over and over again that made people feel special?</p>	
02 QUESTION	ANSWER
<p>What processes do we need to tweak, processes we should exclude or what can be added to the event?</p>	
03 QUESTION	ANSWER
<p>What can we do better? How can we serve our customers better? Is there a problem we can help solve in our event?</p>	



Workshops abroad.





Don'ts.





Feeding well.





The party
cabinet.





Polishing Silver.





Charcuterie boards.



Steps to set up your own board.



01 Board with parchment paper



02 Add bowls and vessels



03 Add a layer of herbs and a seasonal fruit (persimmon, pomegranate, figs etc.)



04 Start layering



Steps to set up your own board.



05 As you add layers, create winding flows of food with height when possible



06 Allow the food to flow into each other and not show the board below



07 Tuck more herbs in wherever you see the board



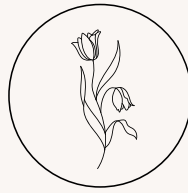
08 Make sure serving forks, spoons, and scoops are in place. Light a candle and welcome your guests.





The Supply List.

01



Boards, trays, and platters

Any surface will work to begin your board. Gather vintage bread boards, silver tray or serving platter. Use what you have and start layering.



03



Serving pieces

Small wooden spoons, silver olive forks, a vintage fork, a mini scoop for nuts, or small tongs all make for serving to be beautiful and functional.



02



Vessels

A great board has bowls of different sizes and a few small plates for specialty items. Take your time collecting these.



04



Vintage linen

Linens add so much softness, layers and texture to your board. Lay it under the board or even tie it around the handle.





Cheatsheet.

Rosemary blanched olives

Olives

Honeycomb

Herbs

Grapes cut into small bunches

Hard and soft cheeses

Edible flowers

Hummus and veggies

Artichoke hearts

Crackers and breadsticks

Bread

Radishes with salted butter

Salami and prosciutto

Cantelope wrapped in prosciutto with basil

Baked brie with cherry compote

Cherries

Figs and chocolate

Dates

Dried fruit

Persimmons, pomegranate, figs or oranges



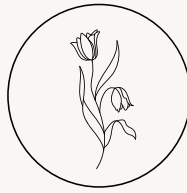
Cocktails.



Meeting your guests at the door with fresh lemonade, an Italian soda or a speciality cocktail is always a fun and inviting way to start your event. It allows you to personally welcome each person and to celebrate your time together.



01



Fresh Herbs

Fresh herbs and edible flowers for a garnish. For this cocktail I am using rosemary or mint. Have scissors near for easy clipping.



03



Rosemary Simple Syrup

Heat one cup water to a gentle boil and add one cup sugar. Once the sugar is dissolved, lower the heat and add fresh rosemary. Drain, cool, and enjoy.



02



Seasonal Fruit

Pre-cut seasonal fruit in a bowl so you can easily add the fresh juice into your cocktail. I used grapefruit, blood oranges, or limes.



04



Tonics, sparkling water or lemonade

Add carbonation to your cocktail with tonic, sparkling water, or a sparkling lemonade. This makes an easy base.



The Oli.

Mix a decanter of fresh grapefruit juice, 1/2 cup of rosemary infused simple syrup, and add fresh rosemary branches. In the cocktail shaker add ice, two shots of the grapefruit and rose vodka, one cup of the grapefruit and rosemary mixture, and shake. Pour into vintage champagne glasses, add a squeeze of fresh blood orange or lime, a splash of tonic, and garnish with fresh fruit, edible flowers, or rosemary.

Serves two

05



Grapefruit + Rose Vodka

We used an infused vodka to add flavor to this cocktail but experiment with flavors that you love.



07



Vintage Glassware

Vintage glassware elevates any gathering. The lines, etching, and originality of each one makes collecting them so much fun. Add a fun tray too and your presentation is perfection.



06



Cocktail Shaker

To get really cold cocktails have a cocktail shaker on hand. This will also allow you to use smaller glasses without ice.



08



Name your cocktail

No custom cocktail is ready for the official first clink without a name. Have fun with this and your guests will too.



The Oli.



Teacher Trays.



I have been a teacher/speaker at an event and I have hosted many large gatherings. Over the years I have realized what I needed as a teacher and we try to provide as many of those elements as possible for anyone

teaching for us. After weeks of planning, packing up, traveling and then landing at a new place I want our teachers to feel seen, appreciated and rested so they can do the best job possible for those gathered.



	Tray
--	------

	Candle
--	--------

	Kettle or French press
--	------------------------

	Snacks
--	--------

	Coffee or tea
--	---------------

	Handwritten note
--	------------------

	Extra blanket
--	---------------

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	Flowers
--	---------

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Checklist Items.

TEACHER TRAY CHECKLIST

How will you choose to love on the teachers/speakers at your events?



Guest Baskets.



Whether you have a friend coming to stay at your home or you are hosting a large event, intention and showing that you have planned for your guests goes a long way in how people feel while they are there.

This basket was created for guests that come to stay at our home but it can be tweaked for your event.



Basket

Towels and washclothes

Candle

Soaps, shampoos etc.

Glass decanter for water

Book and/or magazine

Extra blanket

Flowers



Checklist Items.

GUEST BASKET CHECKLIST

Little ways to add intention and to let your guests
know you are so happy they have arrived

Thank You

Thank you for joining me in The Art of Gathering. I hope you had so much fun and that your heart and head is spinning with your own ideas for your next gathering.



Jeanne Oliver