

WORKSHOP AGENDA: Turn Clicks Into Customers

Duration: 2 hours

Audience: Women in Business (20–25 attendees)

Location: Bombay Delight, Wimbledon area

10:00 - 10:10 - Welcome & Warm-Up (10 mins)

- Friendly intro to Bamsey
- Quick “Who’s in the room?”
- Set the tone: supportive, fun, collaborative

10:10 - 10:25 - Why Consistency Matters (Without Burning Out) (15 mins)

- Mini teaching: what consistency *actually* means
- Real examples of how small habits compound
- Myth-busting: “posting every day” vs “showing up with intention”
- Interactive prompt: Attendees rate their current consistency and identify their biggest block

10:25 - 10:45 - Consistency Planning Sprint (20 mins)

- Guided exercise: build a simple weekly structure
- Give them plug-and-play templates:
 - “3 Days of Content” system
 - “Easy Story Prompts”
 - “What to post when you’re tired” list
- Give them 5 minutes to create *their* consistency plan

10:45 - 11:05 - Smart Repurposing: Show Up Everywhere With Less Effort (20 mins)

- Show a piece of content expanded into 6–10 formats
- “Hero → Micro” method (one big idea → multiple posts)
- Group activity:
 - In pairs, pick one recent post and brainstorm at least 5 repurposed versions
- Share a couple of examples to the room

11:05 - 11:25 - Define Your Ideal Audience (20 mins)

- Teach your “Audience in 60 Seconds” method
- Give them a simple template:
 - Who they are
 - What they want
 - What pain/problem you solve
 - Why they should choose *you*
- Solo exercise: Write 3 audience statements they can use in content immediately

11:25 - 11:40 - Build Your 30-Day Digital Plan (15 mins)

- Put the pieces together:
 - Consistency plan
 - Repurposing plan
 - Audience focus
- Give them a one-page planner to map out 30 days
- Circulate around the room offering support

11:40 - 11:45 - Share Wins + Good Vibes Break (5 mins)

- Invite 2–3 people to share an “aha moment”
- Light encouragement, hype, positivity

11:45 12:00 - Q&A + Final Takeaways (15 mins)

- Open the floor for questions
- Encourage them to commit to one thing they'll start this week
- Close with an inspirational message about showing up, taking up space, and backing their businesses online