

Plan for Your Future

06

WORKBOOK

06. PLAN FOR YOUR FUTURE

HOW TO INTEGRATE **MENOPAUSE BOOTCAMP** INTO YOUR WORK

Congratulations! You completed the course, you are a certified Menopause Bootcamp leader and you have led your first Menopause Bootcamp. Now what? The answer comes back to your “why.”

When I first decided to create Menopause Bootcamp, I saw an unmet educational need in my community and crafted a unique response. You may have even attended a workshop or talk of mine yourself, and read the book because of this. Yes, it was a big leap to go from reader to do-er (and I’m glad you did!). But now you’re probably asking yourself what’s next. Luckily, you’ve already written the answer. In the section entitled “What is Your Why?” you explored your motivations for doing this training. Look back at it. Was your “why” fulfilled? Did you uncover motivations you didn't know you had? That was my experience! I created Menopause Bootcamp for education but saw that attendees left with community. I was profoundly affected by this community, both personally and professionally. I am certain I never would have written this book otherwise.

Consider creating a wish list or manifestation journal to address how you would like to see Menopause Bootcamp integrate into your work. Of course, it's highly dependent on what you do for a living. If you interact with people one-on-one, in a client-professional relationship, you can invite appropriate people to participate in the expansion of your Menopause Bootcamp activities. If you work solo or on a small team, look for a community outside of work, but know that the leadership and empathy lessons you've learned during this training will serve you well in your career. If you do not work, this is an opportunity to straddle the personal and professional world in a way that's fulfilling. Here are a few suggestions for how to keep up the momentum:

- Schedule a regular Menopause Bootcamp follow-up support group that meets no more often than monthly.
- Start a WhatsApp or email chat thread with the consent of those you wish to include.
- Hold a Menopause Bootcamp quarterly as your reputation grows and demand builds.
- Kick off a book club that explores other texts in the growth and development space.
- Participate in a Q&A, and write blog posts or online publication contributions.

At the beginning, this is going to feel very new and exciting, and the impulse might be to go all-in. But keep an eye on overextending yourself. It's better to do a few things well than it is to expand your offerings and not be able to keep up with everything. In time, you can add more to the docket.

Menopause Bootcamp is for everyone INCLUDING you, the trainers. This is a powerful tool to build and grow your own business and practice, to identify your inclusivity, expertise and integrity—whether you are a medical professional, a yoga studio owner, a community activist or a health coach. Running Menopause Bootcamp demonstrates and develops many worthwhile, marketable skills.

As this community grows, so does access. Access to better practices, information and ultimately the agency and liberation of the middle years of menopause. By participating in this movement you also gain access to my official Menopause Bootcamp online community, where we will support one another via moderated coaching opportunities and unmoderated discussions. As the information and science evolves, so will the **Menopause Bootcamp** offerings. This is an exciting time to join us! Empower yourself as you empower others.

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HOW TO MARKET YOUR **BOOTCAMP**

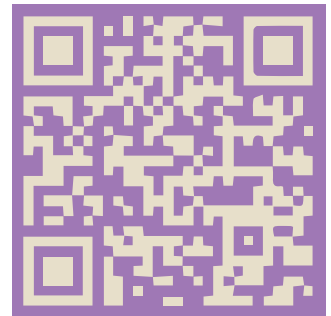
Building and maintaining community takes time and effort. This doesn't mean that it can't be fun or joyful. Here are our best suggestions to build your community and share your MBC knowledge:

★ *Create your email and contact list.*

If you don't already have one, create an email list that you continue to grow. Every time you host a new bootcamp or meet someone interested in being a part of the Menopause Bootcamp community, ask for their email to add to your list.

★ *Share email lists with **Menopause Bootcamp HQ.***

This is another value-add for the people who attend your workshops as they will receive emails about discount codes, special events, and more. It will keep the workshop you ran front-of-mind and create another level of engagement. **Have everyone sign up for the official Menopause Bootcamp community with the QR code beside:**



★ *Create an introductory and promotional video.*

Videos are a powerful tool. You could create a short promotional video explaining what the Menopause Bootcamp Workshop is all about and what people will be gaining from attending it. Share this video on your social media page, website, or to your email list.

★ *Send an introductory email.*

Once you have a date for your very first **Menopause Bootcamp**, let your community know what you're starting! You can include the promotional video you've created and share your excitement and your WHY. Ask your community what they're looking forward to learning so that you can gauge peak interests and questions ahead of time. And most importantly, **INVITE THEM TO BE A PART OF A GLOBAL COMMUNITY**. Have them sign up **HERE**.

★ *Post on social media.*

Similar to an introductory email, create an introductory post, which can be your promotional video. Every time you have a workshop, update, or would like to know more about your community/audience, post to engage!

★ *After the event, recap with your audience.*

This can include an email to those who attend, a recap video with all the content you captured at the event, or a personalized thank you video/reflection that you can email out to your community and post on your social media platforms. Highlighting key moments or visuals of your event not only allows for a reflection moment for the attendees, but it can also create an opportunity for those who were not present to become interested in attending your next workshop.

★ *Stay in touch with your community.*

Provide value in between your workshops. Share interesting articles or thoughts that relate to menopause or wellness in between events to continue to keep your community engaged.

★ *Don't underestimate the power of individualized outreach!*

Remember those who said they'd love to make the last workshop but couldn't because of a birthday, wedding, or previously scheduled appointment? Once you have the next workshop date confirmed, follow up with them via a direct message telling them that you remember their interest and that you'd love to have them there at your next workshop!

★ *How to create your own business partnerships*

If you've been to one of my **Menopause Bootcamps**, you'll probably remember that you've walked out with a goodie bag with samples and products from brands I love. This is a prime example of business partnerships I've built through Menopause Bootcamps. Goodie bags and in-kind sponsors not only give value to those attending, but they give an opportunity for you to create business partnerships with other people in your community.

★ *How to start*

Think of the relationships you already have. From event spaces, food and beverages, to products that are on-brand with health, wellness, or menopause—do you have anyone in your community that has a business in these areas that you could reach out to? I have partnered with local women in business, my internet “friends,” patients who have wellness brands, friends who own yoga studios and other venue spaces, and family members involved in the food, beverage and hospitality industries.

★ *The way to reach out*

The first and most important rule here is: don't be shy! As Wayne Gretzky said, “You miss 100 percent of the shots you don't take.” (Yes, I am using a sports quote.) Think about your dream goodie bag, location or partnerships—and go for it. Cold-calling is effective more often than you'd think and people appreciate an opportunity to support you, the community and themselves. Is there someone you know with a new endeavor that would like more promotion? Have you noticed a potential venue that is on your wishlist? Pitch them on your bootcamp! Worst case scenario is you get a bunch of “no's,” but what is more likely is that you'll get more than a few “yes's” and maybe some introductions to others who may be good partners or aligned with this mission.

★ *Keep your integrity high*

Make sure whatever you promise brand partnerships you can deliver on, so make sure you start with attainable goals. You'll put their products in 20 people's hands. If you have a large social media following, posting partnership products will reach X amount of dedicated followers across all your channels. Look at this as the start of a long-term relationship that you and your counterpart will cultivate in ways that are mutually beneficial.

CERTIFICATION PROGRAM

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