

HOW STRATEGIC WORKSHOPS IMPROVE WEBINAR CONVERSION RATE AND BUYER TRUST



TOM MATZEN'S PLAYBOOK

How to Triple Show-Ups and Conversions So You Can Sell With Integrity Even If Webinars Flop

People often think a good webinar just needs flashy slides, clever hooks, and strong salesmanship. Yet most still fall flat. Audiences don't show up and those who do, leave halfway. This trust once fueled connection has turned into fatigue. Entrepreneurs spend energy chasing attention but lose authenticity in the process. The result? A cold transaction, not a real relationship.

In this session of the Survive and Thrive Summit, Daryl Urbanski sits down with Tom Matzen. He is a serial entrepreneur behind 94 launches and over \$100 million in sales. Tom breaks down his Strategic Philanthropy Workshop, a model rebuilding trust through generosity. He explains how adding purpose to the sales process can transform low engagement into lasting loyalty. This is a mindset change blending education, ethics, and impact.

Sales events don't need to feel forced. They can serve, inspire, and still convert. In this guide, you'll learn a clear framework to revive your workshops and spark real results. Tune in to rediscover how purpose can turn every event into genuine connection.

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A faint background image of a person holding a funnel, symbolizing the concept of focusing or directing flow.

"If you try and please everyone, you never make any real money."

What You'll Learn From the Activity

This guide helps you apply the lessons from *How to Triple Your Show-Up Rates & Double Your Conversions Using Strategic Philanthropy Workshops*. It turns big ideas into practical action. Inside, you'll find reflections, tools, and prompts to help you move from learning to doing. If you've faced low attendance or sales feeling forced, this will help you build trust-based events where generosity drives growth.

You'll walk through short, focused exercises on content design. Then explore engagement triggers and incentives to boost show-ups and conversions. Each step helps you connect meaning with method. Your message becomes clear and your offers feel natural.

Use this workbook to uncover where your sales process may be out of alignment. Learn how to rebuild it around purpose and generosity. As you move through each section, you'll gain clarity, confidence, and a proven path for hosting profitable workshops. The goal is to stop chasing conversions and start creating events where trust, impact, and results grow naturally.

Activity 1: From Manipulation to Meaning

Many entrepreneurs use pressure-based tactics without realizing they damage trust. This exercise helps you replace old habits with honest strategies which feel aligned. You'll reflect on what no longer works and choose methods matching your values. The goal is to move from fear-driven selling to generosity-driven growth. Simple shifts can transform how people respond to you.

Old Tactic	Why It Feels Misaligned	New Purpose-Based Replacement
Example: Scarcity countdown timers	Creates pressure and mistrust	Donation-based registration for a cause

Reflection:

Which shift above feels most freeing to you, and why?

Activity 2: Micro-Niche Clarity Map

Most offers fail because they speak to everyone instead of someone. This activity helps you find your true audience and speak directly to their needs. You'll name who you serve, what they struggle with, and the change you help them create.

Each line brings you closer to clarity. Focus creates power and makes selling simple.

- I currently serve: _____
- Within this group, my true *micro-niche* is:

- Their biggest struggle is: _____
- My workshop helps them solve it by:

- The transformation they want most is:

If / Then Reflection:

If I try to reach everyone, then _____

If I focus tightly on my micro-niche, then

Activity 3: The Alignment Audit

Many entrepreneurs create great workshops but miss one key piece: alignment. When your promise and offer match, trust builds naturally. This section helps you review your message and adjust it for harmony. You'll test how your words make people feel and ensure your offer supports your mission. Alignment turns confusion into confidence.

1. My workshop promise: _____

2. My offer promise: _____

3. Do these two promises match? ☐ Yes ☐ No

4. If not, rewrite one so they align:

5. What emotion should participants feel when they reach your offer?

Quick Check:

- ☐ Clear promise
- ☐ Ethical offer
- ☐ Emotional connection

Activity 4: The Engagement Blueprint

Strong content alone does not hold attention. People stay when they feel involved. This activity helps you plan moments inviting participation. You'll design polls, chat prompts, and short exercises to keep energy high. Use these touchpoints to build connection and inspire action.

A. Interaction Points

- Poll Question: _____
- Chat Prompt: _____
- Breakout Exercise: _____

B. The 3E Delivery Model

Fill in the blanks:

Entertain → _____ → Inspire

C. Flow Reflection

When will you pause for interaction?

- ☐ After each core idea
- ☐ Every 20 minutes
- ☐ Only at the end

Write one short phrase you'll say to transition from teaching to invitation:
