



# Are you ready to become a niche expert?

WriterGal workshops are the perfect combination of professional and fun instruction, hands-on learning, and peer support. This isn't a boring, stuffy university course. We have fun while we learn because I believe that you learn better when you're smiling! And there is also always included time to get started on your content right away to take advantage of live feedback and to start creating while the learnings are fresh in your mind!

Workshops are available in the Greater Vancouver area, Okanagan area of BC, and other areas upon request. (Events outside BC may require travel fees)

## Full- and Half-day Workshops

Get full event details on next page



### Caffeinated Content Creation Day!

#### Caffeinated Content Creation Day!

Learn how to create 7 different types of content for your business but not spend all your time creating them. In this interactive, hands-on course, we'll cover best practices for creating different content, and you can get started creating them on-the-spot.



### Blog Blueprint Bootcamp

#### Blog Blueprint Bootcamp

Learn the easy-to-follow blogging process that will enable you to plan, create, and promote blog posts consistently and that people will actually read! In the hands-on workshop you'll learn the 5-step process for blogging for business.

## Recent Speaking/Workshops



Elevate Marketing Summit  
Authentic Marketing Summit



**WOMEN'S  
ENTERPRISE  
CENTRE**

The Radical Connector  
Cyberpunk Marketing Geeks



**Connect Now  
BUSINESS NETWORK**



*Amazing Women  
of Influence*  
Inspiration-Transformation-Education

Rising Women in Business (panel)  
RED Academy



## Want to attend for FREE?

Get up to 2 free tickets to an event when you co-host an event with me.  
Email me to get started: [ashley@writergal.ca](mailto:ashley@writergal.ca)



# Full Workshop Descriptions



## Caffeinated Content Creation Day!

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Learn how to create 7 different types of content for your business but not spend all your time creating them. In this interactive, hands-on course, we'll cover best practices for creating different content, and you can get started creating them on-the-spot.

This program includes group brainstorming and masterminding, time to start creating your content, and live feedback and advice from WriterGal.

#### Attendees will learn:

- Blogging
- Email Marketing
- Lead Magnets
- Video Marketing
- Social Media
- Powerpoint and Design Basics
- Writing Tips and Strategy

#### The workshop includes:

- Interactive instruction time
- Time to practice what you learn on-the-spot
- A printed workbook

**Pricing: \$97 Full-Day**

(Minimum 8 attendees)



## Blog Blueprint Bootcamp

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Learn the easy-to-follow blogging process that will enable to you plan, create, and promote blog posts consistently and that people will actually read! In the hands-on workshop you'll learn the 5-step process to blogging for business.

Attendees of this program have said this course has shown them how easy and effective blogging can be and that they feel confident in continuing the blogging process when they go home.

#### Half-day (3 hr) workshop includes:

- 2 hours of interactive instruction
- 1 hour of hands-on time to start planning your blog
- A printed workbook

#### Full-day (6 hour) workshop includes

- Everything in the half-day program
- More in-depth instruction about promoting your blog
- A 52-week Blog Content Planner workbook
- Group brainstorming/mastermind time
- More hands-on time to start creating your blog and getting live feedback an support from WriterGal

**Pricing: \$97 Full-Day (\$47 half-day)**

(Minimum 10 attendees)



### Ashley "WriterGal" Doan

Ashley inspires entrepreneurs to action through humour and authenticity. She helps entrepreneurs use content marketing to become trusted niche experts so that their dream high-paying clients fall in their lap. Her specialties include Blogging, social media, and website content.

She is also an acclaimed speaker, international best-selling author, the mother of toddlers, and also has a deadly addition to coffee!

## Ready to Book?

Would you like to co-host me for one of these workshops? Get up to 2 free tickets to an event when you co-host an event with me. Email me to get started:

[ashley@writergal.ca](mailto:ashley@writergal.ca)

**WriterGal**  
Marketing Services