CHECKLIST

Cash Magic Bullet: Module 2



## Module 2: How to Organize the Perfect VIP Day

* I am committed to building a strong core structure for my VIP Day
* I have built in a pre-qualification process that will work best with my type of client:
	+ A free “exploratory call “or “strategy session”
	+ A “questionnaire”, “form” or “application”
	+ A webinar with a call to action at the end
	+ Short sections on my VIP Day landing page specifying clearly “Who Should Work with me” and “Who will not be a Good Fit”
* I understand that pre-screening (pre-qualifying) is a vital step to ensure the VIP Day works for me, as well as for my client
* I understand that attracting and accepting the wrong client can:
	+ Result in refunds
	+ Undermine or damage my reputation
	+ Take time and energy away from other deserving clients
* In my pre-screening process, I identified my potential client’s:
	+ Dream
	+ Problem
	+ Goal for the VIP Day
* I have decided on the duration of the VIP Day, including:
	+ The number of one-on-one or content sessions in the day
	+ The length of each session
	+ The number of breaks
	+ The length of each break
	+ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I have broken my topic down into minute-by-minute sections
* I have decided what part of each section will be handled:
	+ During one-on-one calls
	+ During a “homework” or “action-taking” break
	+ During a pre-recorded “lesson” segment
* I have decided whether or not I will be available during homework/action-taking sections or breaks
* I have created:
	+ A “What to Bring” list for location-based events
	+ A “How to Prepare” list for virtual events
* I have provided detailed, accurate and necessary travel information for those arriving for a location-based VIP Day
* I have created worksheets, forms and homework for my VIP Day clients
* I have researched, purchased and prepared “swag” or other bonuses and goodies well in advance
* I have ensured that my swag or bonus gifts are proportionate to my VIP Day price tag
* I have decided on and purchased resources that will make my VIP Day run more smoothly and impress my clients (as well as make things smoother for them too)
* I have considered what parts of my VIP Day preparation and process I should outsource, including:
	+ Webinar software handling, recording, registration
	+ Communication
	+ Sourcing, purchasing and vetting swag
	+ Payments and billing
	+ Content creation
	+ Travel arrangements
	+ Catering
	+ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I have decided whether or not I need an assistant to help me through the VIP event
* I have considered purchasing pre-made content and resources through companies such as CoachGlue.com
* I have completed the Action Plan and Exercises for this module
* I am ready for Module 3!