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!