WORKSHEET

Cash Magic Bullet

# Macintosh HD:Users:mandewhite-pearl:Downloads:EYI_260x100_(1).png­­Cash in On Client VIP Days: How to Plan a Fun and Profitable Coaching Experience!

## Module 1: Planning Your VIP Day



Your Company Name/Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tagline: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Complete this action plan and the accompanying exercises to brainstorm a compelling and powerful VIP Day.*

## ACTION PLAN: GIVING YOUR VIP DAY A STRONG IDENTITY

Complete this action plan to brainstorm your unique VIP Day:

# Action Plan

**What is the dream?**

**What is the obstacle?**

**Title**

**Topic**

**Edge**

1. Decide what the big “take-away” is going to be for your client. What are they going to learn from you today?

The Big Take-Away

1. What is your topic? ***Write down seven different ways to describe it***.

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1. What can you help your client do better than anyone else?
2. Map out your Action Steps for your client:

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| 1. Get the picture—interview your client |
| 2. Identify the dream/goal |
| 3. Identify the obstacle (INTRINSIC PUZZLE) |
| 4. What your client needs to realize/do |
| 5. How she will do it (CONCRETE ACTIONS) |
| 6. Factor in your client’s insights, objections, etc. |
| 7. Adjust action plan, if needed |

## EXERCISES: UNDERSTANDING WHAT MAKES YOUR CLIENT TICK

1. What is truly special about your client?
2. What is holding her back?

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| * Misconceptions
* Fears
* “Big Fear”
* Overwhelm
* Inexperience
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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1. Where does her comfort zone end?
2. What is her **transformation point** (the motivation to “let go” and swim on her own)
3. What is the “Experience” she is looking for today?
4. Does it involve:
* Permission
* Approval
* Understanding
* Clarification
* The right tools
* Accountability
* De-cluttering
* A taste of the lifestyle she longs for
* Self-esteem
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. What surroundings would most help her break out of her comfort zone?
* Skype video
* Telephone chat
* Formal hotel setting
* Traveling physically away from her home
* An activity-based adventure (e.g. VIP event involves zip lining, rock climbing etc.)
* Quiet retreat (e.g. beach, forest lodge)
* Exciting modern venue
* Somewhere within her comfort zone (e.g. church hall, her/your family room etc.)
* Group setting
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. What is her ideal length for each session before her concentration is gone and/or confusion sets in?
* 40 minutes
* 1 hour
* 1 ½ hours
* 2 hours
* 3 hours
1. What guidelines or rules do I need to establish to create respectful boundaries for us?

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1. How can I make this VIP Day even better? More powerful? More transformative?