

# Module I: Planning Your VIP Day



# Planning Possibilities

- Who would be a good fit for a VIP Day?
- What content will we cover?
- When shall I offer it?
- Where shall we 'have' it at? (Virtual/Physical)
- Why would someone sign up for a VIP day vs. other program options
- How much am I going to charge?



**For 1 Day, What Amount of  
Money Feels Light To Receive?**



**\$1,000**



**\$2,000**



**\$3,000**



**\$5,000**



**\$10,000**





**Does It Feel Light/Heavy To  
Work Individually or as a Group?**



# Income Impact Formula

Make More,  
Work Less,  
Serve Better,  
\$ \_\_\_\_\_

=

$$\left( \frac{\text{Result of Last Awesome Client}}{\# \text{ Sessions}} + \text{Bonuses} \right)$$

Outcome Client Really Wants



# Income Impact Formula - Stacy AC Example

Make More,  
Work Less,  
Serve Better,  
\$1,000

=

Drop the Drama

$$\left( \frac{\text{Drama Free Relationship w/Family}}{4 \text{ Sessions}} + \text{Bonuses} \right)$$



# Bonus Ideas for Your VIP Day Clients

- Recordings (MP3/Video)
- Books (Your Books/Books by Others)
- Information products
- Tools you want them to use (pendulum, card deck, calendar, candle)
- Special Articles
- Journal/Notebook
- Spiral-Bound Workbook of checklists/templates
- Free ticket to an upcoming live event you're hosting
- Private limo/town car ride to/from airport
- Done-For-You Material
  - Checklists
  - Fill-in-the-blank forms
  - Templates
  - Resource lists
  - Reminder lists
  - Shopping lists
  - Scripts



# Upsell Possibilities

- Another VIP Day
- A Series of VIP Day's
- \$10K Program
- On-Going Coaching



# 7 Steps to Crafting Your Cash Magic Bullet

1. Problem You Want to Solve For Your Client
2. Choose VIP Day Format
3. Decide Type of VIP Day You Want to Deliver
4. Outline the Content You'll Want to Include in 3 Levels of Service
5. Section Your content into 4-5 simple modules, each 30-45 minutes long
6. Create 1-2 activities to get your VIP Day client into action
7. List your bonuses



# Pick a Problem

- Check out Profitable Problems Mindmap



# Choose Format

- Virtual Private
- Live Private
- Virtual Workshop
- Live Small Group Training
- Live Small Group Mastermind





# Decide Type

- How to Get Started
- Step by Step
- Mastering a New Skill
- Total Immersion
- Done-With-You



# Profit Pyramid

- VIP Day
- 6 month program
- Year program



# Section Modules

- Teach
- Brainstorm
- Organize



# Activities

- Practice role-playing
- Exercise you physically walk them through
- Asking them to complete an assignment



# Bonuses

- Checklists
- Templates
- Done-for-you material



# Sample VIP Day Outlines



# Step 1: Making Your VIP Day “Sexy”



If you are planning an “in person” VIP Day...	If you are planning an online VIP Day...
■ <b>Make the location feel special</b>	■ <b>Make it ultra-organized and easy to attend</b>
■ <b>Provide gourmet meals, drinks and snacks</b>	■ <b>Provide great tools and resources</b>
■ <b>Provide little gifts and goodies</b>	■ <b>Provide surprise bonuses</b>





# You Need to Determine 3 Things:

- The **right program** for the day—something they really want to:
  - Get past
  - Figure out
  - Solve
  - Plan
  - Do
- What it will allow them to **walk away with** at the end. (What is their big pay-off?)
- A **sexy name** that confers a **strong identity** to your program



# Name Should Be Outcome Based

- Drop the Drama Now
- Profitable Facebook Marketing Plan



# What Makes the Name of Your Program Sexy?

- The vision it conjures up
- When a sports car enthusiast sees a car like the one just shown, he is not just seeing “a car”, he is seeing a **specific dream that he wants**
- It shouldn't appeal to everyone
- VIPs expect luxury and top-of-the-line focus and results



**Step 2:**  
**How to Create a VIP Day Your Clients Will  
Line Up For**



# Start With the Dream (Goal)

- Look for one overwhelming problem/dream that overrides all others *at this time and point* in her life
- What can she not get past on her own?
- What can you best help her achieve in a six-hour time frame?
- Determine the intrinsic goal and go on to the concrete
- Example:

Intrinsic	Concrete
■ Remove the blocks stopping her from producing and launching a product	■ Create a high-value, targeted product launch plan with achievable action steps and a deadline date

- You need to know absolutely what the intrinsic puzzle is—and what the actual achievable action-step program will be



# Very Important Person Day

- Plan to over-deliver and wow her socks off
- This is one time where over-delivery is a “must”, on top of delivering what you promise



# Step 3: Your Client's Personality



# Your Client's Psychological Make-Up

- How does she work best?
- Would she be intimidated into not signing up if you offer your VIP Day as a one-on-one session?
- Would she be okay with a one-on-one virtual day but not an “in-person” day at a physical location?
- Is she the type that loves travel and would not hesitate to fly to your city for a session?
- Is she better in a very small, exclusive group—a luxury bootcamp?





# It's Not Just About Encouraging Her to Buy

- Ensure that she feels comfortable enough to go outside her comfort zone
- **Analogy: Small child learning to swim**
- Teach somebody a lifelong skill that transforms their everyday life forever and you automatically become a life hero
- Teach them how to do it and transform their income for the better too, and your value becomes even greater!



# Step 4: Transforming Your VIP Day Structure



# From Everyday to Exclusive

- Brainstorm how you can transform it into something your client will perceive as even more valuable
- One way to do this:
  - Combine a one-one-session (half-day or whole day—however long you need) with a small exclusive group session
  - Follow with a specified number of hour-long follow-up sessions, all spread out over a specified time period
  - Create a *VIP experience*



# In Real Life, This Translate To:

- **Your VIP Brainstorming Circle** (limit: six action-takers ready to succeed)
- **Your One-on-One VIP Day** where we will refine your product launch plan, step by step
- **Four monthly, hour-long follow up Skype sessions** (telephone or video conference)



# And Don't Stop There: Keep Brainstorming

- What else would make the VIP price tag easily appealing to your ideal client?
- For example...
- **Lifetime Private Platinum Membership in the Inner Circle Club** where you can maintain the high level of private brainstorming with your peers—and with me



# This Is Also Where You Analyze:

- How much this will cost, in terms of your time, resources provided and other details such as venues and swag
- **Do not underestimate the value of your time**



# What You'll Cover in the Exercises & Action Plan

- Pricing Your VIP Day - Or VIP Package

**TIP:** A one-time payment works better for clients who are wealthy and/or who have already attained a high degree of professional success.

- a) This client type is able and willing to pay a high stand-alone fee for results.
- b) She doesn't have time for multiple components (e.g. follow-up sessions, membership clubs). She will want to "get it done in one go".



# What You'll Cover in the Exercises & Action Plan

- Include expense versus profit (your return on investment). Factor in:
  - Outsourcing expenses
  - Promotion costs
  - Advertising
  - Tools and/or resources provided
  - Venue
  - Supplies you will provide
  - Food
  - Swag





# What You'll Cover in the Exercises & Action Plan

- **Where to hold your VIP Day**
- In-person:
  - Home
  - Hotel (conference room)
  - Library or church
  - Al fresco (e.g. in the Picnic Pavilion at a Provincial or State park, if you are planning to include physical trust-building activities such as kayaking or rock-climbing)
- Virtually:
  - Webinar conference room
  - Exclusive Google Hangout
  - Skype one-on-one video or telephone call



# What You'll Cover in the Exercises & Action Plan

- **How Long Should it be?**
  - This includes:
    - The actual length of each session or segment
    - The overall number of hours
    - Length of breaks for meals, homework
    - Length of time to implement actions to take
- Remember, the more specifically you break each of these components down, the more profit you will make—and the happier your clients will be

