

Action Plan—Plan Your VIP Day



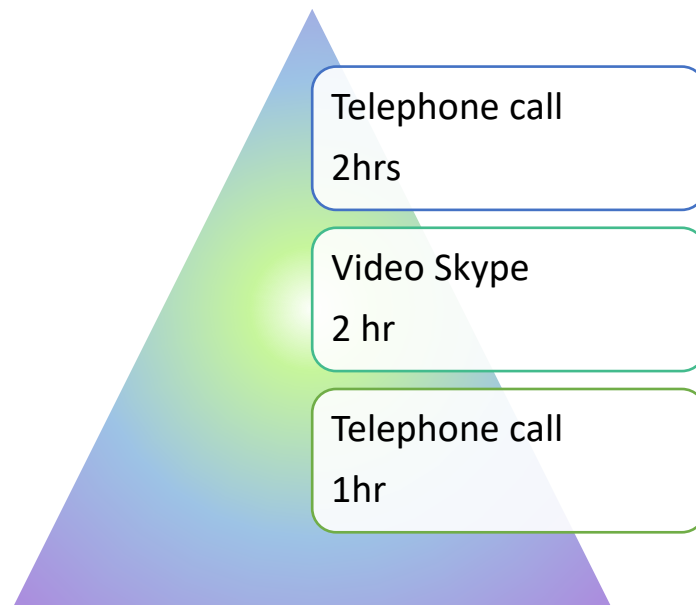
Your Company Name/Title _____

Tagline: _____

Date: _____

These exercises will help you close the sale at the end of your Strategy Session without feeling as if you “closed a sale”.

Create a 5-hr VIP Day:



A VIP Day...

- Gives clients your undivided focus and attention and strengthens the bond
- Helps you fast-track your client through epiphanies and paradigm shifts
- Endows your client with the inspiration and confidence to take strong action
- Is something clients are prepared to pay handsomely for
- Doesn't require major launch strategies (start by offering it to your current clients)

YOUR VIP DAY

1. **Decide on the topic and focus.**

Base this on client questions, requests and “blockage” points

2. **Create exclusive, valuable “go-with” resources:**

- Handouts
- Worksheets
- Guides

3. **Sign up for FreeConferenceCall.com**, if you don’t yet have a webinar/teleseminar delivery system.

- Set up an international line in case your participant lives outside the U.S.
- Sign up for Pamela and sync it with your Skype, if you wish to do video conferencing and recording

4. **Prepare and Send Client Questionnaire.**

- Keep it focused on the VIP Day objective—and on your client
- Don’t ask unnecessary questions
- Make it easy
- Give your client room to pen her own thoughts (one text box will do, if you are using a form)

Client Prep:

- Deliver content by email 1 day—1 week before the VIP Day and give your client exercises or worksheets to fill out
- Make these all about your client while keeping them focused on preparing her to achieve the VIP Day objective
- Send a separate email with agenda/itinerary and instructions for log in
- Send reminder one day prior to call

VIP DAY

CLIENT FOCUS:

- A TOPIC YOU HAVE SELECTED FOR HER

YOUR FOCUS:

- TEACH YOUR CLIENT A SYSTEM FOR ACHIEVING THE VIP DAY GOAL HERSELF
- GIVE HER ANY TOOLS SHE NEEDS TO PUT THIS SYSTEM IN PLACE
- SHOW HER THE NEXT PROBLEM TO BE SOLVED

Send email reminder 1 hour before call, along with any remaining content

9:00 a.m. - CALL # 1: Telephone or Skype Video

- Teach, show or explain.
- Get client to do live exercise with you.
- Congratulate and boost client when she achieves her exercise objective.
- Ask client to think of any questions about the exercise/first module during break.

10:00 a.m.—10:30 a.m. BREAK

10:30 a.m.—12 noon – CALL # 2: Telephone or Skype Video

- Teach segment # 2
- Get client to do live exercise or brainstorming with you

12-1:00 p.m.—BREAK

1:00—2:00 p.m.: CALL # 3: Telephone or Skype Video

- Teach segment # 3
- Get client to do live exercise or brainstorming with you

2:00—2:30 p.m.—BREAK

2:30—4:00 p.m.: CALL # 3: Telephone or Skype Video

- Wrap up call. Present offer, if desired. Make the offer the natural next step

Practical Exercises—Prepare and Practice Client Wrap-up



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Wrapping up your Session: Point out...

How you helped your free caller clarify her plan of action or solved a particular problem with your Strategy Session

Reinforce and reassure:

You enjoyed getting to know her and you feel sure "we can work together to get you where you want to go"

Discuss program options:

Ask if she had a chance to check out your packages/programs. Tell her which one you feel would serve her needs best.

It is then 100% up to your caller to make a decision.

Let's go through that again: And this time, write out a **brief word-sketch** of what you feel comfortable saying in the right-hand sidebar. **Be specific**—and **practice** these response as your wrap-up conclusion.

- ✓ You have helped your free caller clarify her plan of action or solved a particular problem with your Strategy Session

- ✓ You pre-qualified her, so it was a rewarding, enjoyable call, getting to know exactly the type of person you love to help

- ✓ She already knows from your landing page or Strategy Session form that she is expected to make a significant financial commitment if the session goes well. Your packages and prices are right there for her to think about before the call

- ✓ It is 100% up to her which coaching option she picks. You are sitting back and letting her choose

HOW I HELPED YOU TODAY:

WHY I AM EXCITED ABOUT WORKING WITH YOU:

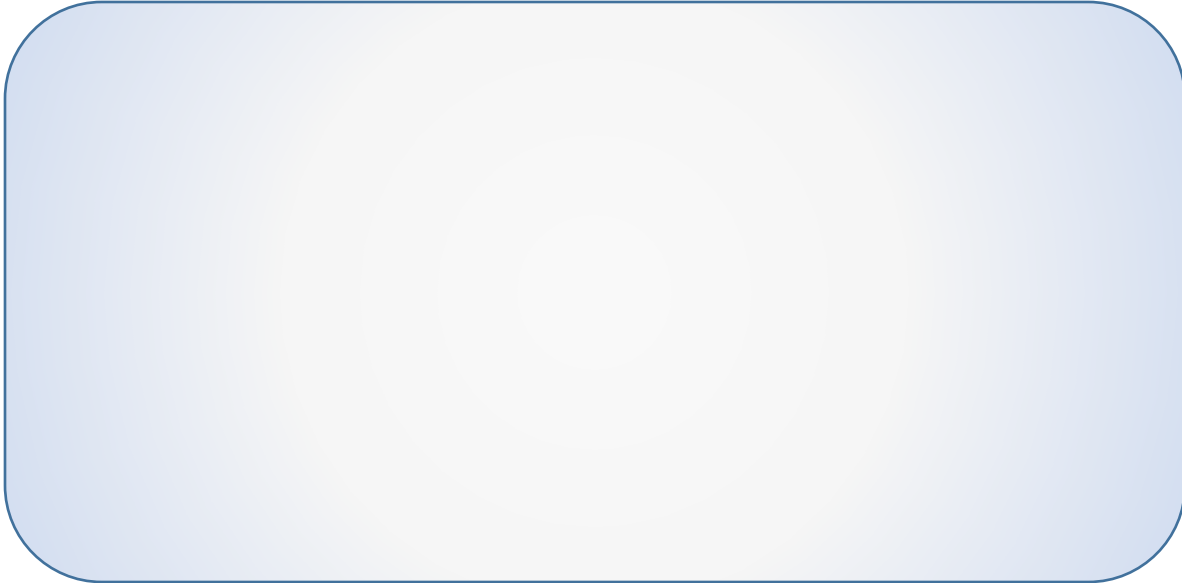
“HAVE YOU HAD A CHANCE TO LOOK OVER MY COACHING OPTIONS?”

- *[If client answers yes and tells you which package:]*
“GREAT CHOICE.” [Reinforce why.]

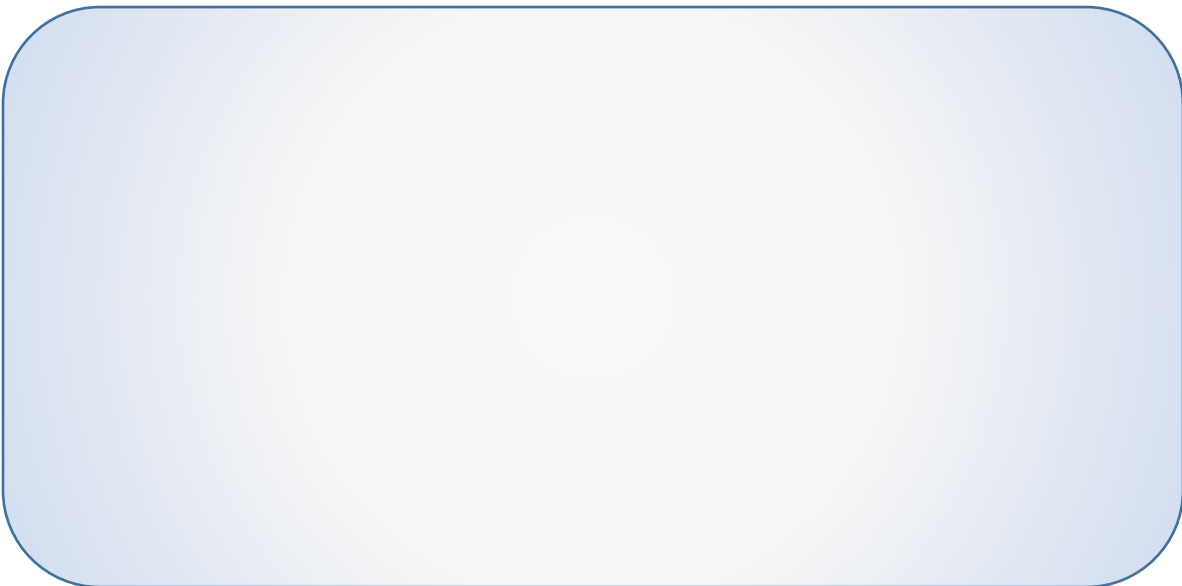
- *[If client answers NO:]*
[GIVE TWO CHOICES so her thoughts are directed to “which option?” rather than “No”.]

MY ALTERNATIVE OPTION(S):

If price is the objection....



If the packages or programs themselves are the objection...



Other objections unique to your field...

CLIENTS I DON'T WANT TO WORK WITH—WARNING SIGNS:

- _____
- _____
- _____
- _____
- _____
- _____
- _____