

VIP DAY CHEAT SHEET

BY AMY YAMADA



Amy Yamada

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CREATE. PROMOTE. SELL

High ticket VIP Days are a great way to create a cash injection and make a big impact for your VIP client.

Whether you are wanting to fund a new campaign, team member, or vacation, or you are wanting to create a new revenue stream in your business, VIP Days can be a great solution!

Here is your cheat sheet on creating, promoting, and selling a 10K VIP Day.

CREATE

CREATE YOUR 10K VIP DAY PACKAGE:

- Think about someone who represents your ideal client. Write down their name, so you can think about them as you create your package.
- Answer these questions: What does your ideal client want? What are their biggest challenges? What can you help them solve in a full day together? What do you see possible for them if they spent a day with you?
- Create an outline of what's included in your VIP package. For example, perhaps your package includes:
 - A 20-minute VIP Day Prep Call within a week prior to the scheduled VIP Day
 - A full VIP Day (4,5,6,7,8 hours= you decide) in person or virtual and what you will do during this day together
 - A catered lunch (or lunch at a nice, nearby restaurant)
 - Hotel accommodations
 - You can also include bonus private coaching calls and/or Voxer access within 30, 60, or 90 days after your VIP Day if you want to add value
 - You can also make it a 2-day package that includes something adventurous, indulgent, or stretchy: like a hike, a spa package, a kayaking experience, etc.
- Decide on what you will charge for your VIP package. If not 10K, choose an amount that feels aligned with you.

PROMOTE

PROMOTE YOUR 10K VIP DAY PACKAGE:

- Post about this on your preferred social media platforms. Post a photo of where you will be hosting your VIP Day if it is somewhere beautiful (which is highly recommended). Describe the experience; give your audience a visual. If you have any group pages, post there first so your community gets “first dibs” on the opportunity.
- Email your list about your offer in a similar way; share what the journey of this experience will look like. Include a photo of where you will host it. When writing your copy, think about what you’d write to your dreamiest client to invite them to this experience. Write as if you were writing to this one person, and invite them to book a call if they are interested.
- If you are in an industry where you feel aligned with organically reaching out to potential clients via text, create a list of people you already know that you believe this package will make a difference for. Take a screenshot of your social media post and personally and individually text it to your ideal clients and then text them something like, “Hey (name!), I just wanted to be sure you saw this. When I thought about who I believed this would make a difference for the most, you came to my heart and mind... Let me know if you’d like more details!”
- This can include upselling current clients, if you believe it will make a difference for them.
- Host a webinar or workshop on a hot topic, seed your VIP Day package and do a CTA to book a call for those who are interested

SELL

SELL YOUR 10K VIP DAY PACKAGE:

- Once you are on a call with your ideal client, ask them questions about what they want (in relation to your industry) and what their biggest struggles are right now in getting what they want. Deeply connect with them by asking deeper questions, like “Why is that important to you?” or “What would success look like for you?” or “Can you tell me more about that?”



As you hear their answers, internally determine if you believe a VIP Day with you would help them accelerate their path to overcoming any obstacles and getting what they desire.



If you believe you can help them, make the offer for your VIP Day package. Respectfully transition to the offer by saying something like:

“I believe I can help you. May I share with you what that would look like?” And if they say “yes,” share about your package and share what you see possible specifically for them if they step in.



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