



Sample VIP Session Prep Form

BELOW IS AN EXAMPLE INCREDIBLE FACTOR VIP DAY PREP FORM

Email or fax your responses to assistant@incredibleoneenterprises.com by noon three days before your scheduled VIP Day.

Please complete this form as much as possible. During our day, I will be walking you through the Leverage Your Incredible Factor System® with customized solutions for YOUR business.

Use this session prep form to focus your coaching session on the topics of greatest importance to you.

Name: _____ VIP Day Date: _____

Business Name: _____

Please describe your business as it is right now (include your current products and services)

What are you currently doing to market your business? (list all ways)

What have been your 3 biggest accomplishments in the last 5 years?



If you could wave a magic wand in your business/life to change 3 things THIS YEAR, what would they be? What specific 3 things would you do anything to accomplish?

What is your long-term vision for your company – and you? How BIG are you willing to play?

How willing and ready are you to invest in yourself right now TO PLAY BIG? (Time, dedication, financial resources)

What are the 3 biggest obstacles you must overcome to get your business to its next BIG level? (Please list them in order, with the most pressing as number 1)

- 1.) _____
- 2.) _____
- 3.) _____

In spending the day with me, what are the challenges you want me to solve with and for you?



Who are or have been your major role models? What books, programs or seminars have made a profound impact on your life/business?

What new or expanded products/services would you like to introduce in the next 12 months to help you reach your goals for the upcoming year?

What are your 5 priority projects on your agenda for the next 12 months?

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

Number of clients currently _____

Number of clients you need _____

What will this number of clients do for your life and business?



How do you attract clients currently?

Percentage of clients you retain after their package/service expires? _____

Describe your ideal client (if you are not sure, let's get clear RIGHT NOW – include age range, income range, problems they have, etc.)

Complete these statements:

I work with (list your ideal client) _____

...who struggle with (list their problems) _____

...and want to (list the results they are after) _____



I'm different from other people in my industry because (list your USP or how you stand out)

In working with me, my clients gain (list the solutions and RESULTS you can prove you offer your clients)

What problem(s) do you solve in the marketplace?

Do you have a signature system that you use to work with your clients? If so, what is it?

What is your typical customer funnel process?



How long does it typically take to move a customer/client through your funnel?

How many offers do you currently make to your prospects in the funnel?

Are you using autoresponders to grow your business? _____

How many products and services do you offer? _____

Are they standalones or packages? _____

Are you interested in learning how to create packages that allow you to raise your prices and add more value to your clients?

What are your prices? Are you happy with them?

What is your monthly income goal? Have you ever achieved this goal?

What's your website address?

How many people visit your website each month? _____

How big is your marketing database/list? Does it contain your ideal clients?

How do you stay in touch with your potential clients?



Do you have a team to help you execute key tasks in your business or are you a solopreneur?

In order of priority, during this VIP Day I would like to accomplish...

- 1.) _____
- 2.) _____
- 3.) _____

The top 3 challenges I am facing:

- 1.) _____
- 2.) _____
- 3.) _____

Any other comments, ideas or thoughts that have been left unexplored:
