



Step-by-Step VIP Day Delivery Checklist

BEFORE YOUR VIP DAY

- Review Your Calendar for Revenue Generation Activity
- Schedule VIP Day
- Process Payment
- Email Agreement
- Send "Congratulations" Card
- Send Small Gift
- Send or Email Simple Get - Started Checklist/Exercise
- Send Welcome Email
- Prepare "Up-Sell" Offer Package and Enrollment Form
 - Prepare Additional Resources
- Request Client Send Examples or Things They Want You to Review During VIP Day
- Email Links to Any Bonus Items

FOR LIVE VIP DAY

- Prepare Day-Of Gift
- Create Welcome Sign
- Prepare Binder
- Make Hotel Space Arrangements
- Order Flower Arrangement
- Purchase and Prepare Goody Bag Items
- Prepare Welcome Letter and Deliver to Hotel to Hand to Client Upon Check In
- Send What to Pack Email (For Out of Towners)
- Assistant Call to Confirm 2-3 Days in Advance and Answer Any Questions



DURING YOUR VIP DAY

- Set Up Room with Flowers, Flip Chart, Markers and Easel
- Deliver Handouts, Checklists and Forms
- Deliver Your Amazing Content
- Film Testimonial
- Take Photo with You, Together
- Make "Up-Sell" Offer
- Schedule Follow Up Session
- Celebrate!

AFTER YOUR VIP DAY

- Set Up Room with Flowers, Flip Chart, Markers and Easel Send Thank You Card ("Just The Beginning; I'm Here To Support You)
- Post Video Testimonial on Website
- Write About VIP Day Client in Your Newsletter and Publish A Photo
- Follow Up with Call 30 Days After VIP Day