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How to Create, Market, Book and Lead Your Own Private Client VIP Retreat Days to Add Major Cash Injections to Your Profit Plan

# Intentions for this week:

* Imagine sharing an entire day with your ideal client and being paid to hang out with them for the day!
* Map out the ideal VIP day you'd like to offer your clients.
* Learn the importance of having the correct materials and resources for your clients and YOU!
* Have the perfect plan and a flexible mindset.

# It’s really important that you track your progress each and every week so that you can be accountable to your intention and desire. So please review *Week Nine’s Action Steps* and check the boxes if you completed the action steps. If you have not completed Week nine, please go back and work through the guidebook and complete all of the Action Steps so that you will have a solid foundation to build upon. Fair enough?

# Did you?...

🞎 Answer all of the questions in this guidebook

🞎 Set up your teleconference line

🞎 Choose the teleclass model you wish to experience

🞎 Plan out your teleclass and follow all of the action steps in this guidebook to market and fill both your teleclass and your program.

Go easy on yourself! Don’t beat yourself up if you don’t make your goal first thing! Keep going. Be persistent and never give up. Practice, practice and practice some more until you find your sweet SPOT! Remember it’s a numbers game and that’s why you are building your list with teleclasses.

# How to Create, Market, Book and Leadyour own Private Client VIP retreat days



**Hosting your own VIP retreat days is the BEST way to connect deeply with your clients and for you to add generous pay days to your monthly cash flow.**

**Creating and hosting your first VIP day can be super exciting!**

**Imagine sharing an entire day with your ideal client and being paid to hang out with them for the day?**

**Are you having any resistance about creating and selling your own VIP days? If so, write them out here.**

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**First off, you need to start seeing yourself as the EXPERT. What makes you an expert? List all of your qualifications and life experiences here.**

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**Next you must feel and know your value in your bones. Working in a VIP day intensive 1:1 with your clients is the BEST way for you to feel and to see your value because you can SEE your clients’ transformation take place before your very eyes.**

**The amazing results your clients will manifest after investing their money, time, energy and intention to work on themselves in a full-day or half-day intensive can be the difference between them staying stuck or quantum leaping into a whole new dimension. There is POWER in creating a big container of time and space for your client so definitely do NOT make this about you and your fears, or no one will pay for a day with you.**

**What is the LIFETIME VALUE, for your client, of spending a day with YOU working on their own desires? How will this one day affect their LIFE?**

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**A VIP day is really not about you as the coach. It’s all about your client and how you can support and serve them on their journey. Remember this when you get fearful about marketing and selling a VIP Day!**

**Ideally what would you LOVE to share with your ideal client in a customized and private 1:1 day?**

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**If you could do anything with your client, what would you do? Where would you be? Where would you go? What kind of day would you create?**

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Map out the ideal VIP day
you'd like to offer your clients

**You really can create your OWN day that you would LOVE to share with your clients. Your life's work can really be as amazing as your imagination will let you have it! There are NO limits on what you can create for you and your client. The MORE of you, you can put into YOUR VIP days the better. How can you make your day outrageously AMAZING? What are you are so excited about that you can easily MAGNETIZE your ideal clients to you?**

You may pinch yourself on these days because you cannot believe that you are actually getting PAID to work in this way. Think outside of the BOX!

In my experience, the VIP days I've hosted and attended for myself have always been intuitively guided and led. In the beginning you may want to offer some sort of structure and have an outline for your itinerary. In time, you will feel comfortable enough free flowing and following the energy.

What feels like the best energetic money exchange for this day? Consider all of the time you will spend in preparing for this day. Think about your hair, makeup, clothing, food, time, materials and your expertise as a coach/mentor.

I would recommend at least charging $1000 for a full day of your time and energy to start, and then moving up to $3k, then $5k and then to $7,500 and then $10,000 and the onto $20,000 and onwards.  How does that feel?

Who do you need to be to step into this? Stretch your imagination!

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Describe the woman/coach who charges 1k for a day of her service?

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Describe the woman/coach who charges 3k to 20k plus for a day of her love, intention, wisdom and service? Actually go through and answer this question for each of the investment brackets I listed above.

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How will you market this day?

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Start by reviewing and setting aside time in your calendar so you know when you can serve these clients and how many, energetically, you'd like to take on.

What are your dates? Hint: put these in your calendar right now.

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How many clients would you like to take on?

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Here are some tips for your VIP day....

1. Have your own space and time before you start your VIP day to center yourself and clear your energy.
2. Have an assistant on hand to support you with your client needs like food and beverage, etc.
3. Have plenty of snacks, tissues and beverages on hand.
4. Have clear boundaries for your day laid out in writing before your VIP day, which your client will read before you meet.
5. Use a big WHITE board or poster board to map out your client’s action steps.
6. Bring your own personality into your day. I like to use my essential oils, Goddess cards, etc. and I like to give my clients books or support materials to help them anchor in the day. How can you make your day unique?
7. Breathe and be 100% with your clients. Turn off your computer, cell phone, Facebook, etc!
8. Ask them for a LIVE video testimonial after the VIP day so you can use it for your promotional materials.
9. Always start your intensive by asking your clients what their intention is for the day. Also share your intention with them.
10. Rent a suite in a nice hotel for a day rate so that you can have a wonderful up-leveled environment for your client. Otherwise, use a high end venue somewhere.
11. Eliminate all distractions.

Here is my information page for my VIP day. You are welcome to tweak it and use it as a guideline for your VIP days. **www.amandamoxley.com/BBintensive/**

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# **Week Ten Action Steps**

# Complete this week’s form entirely taking time to answer each question and doing every exercise.

🞎 Answer all of the questions in this guidebook

🞎 Call and ask the rules and prices of hotels and locations where you will be hosting your VIP day. Are there restrictions for what you can and can’t do? Will you have privacy when you need it?

🞎 Make a list of supplies to bring: Camera for interview, whiteboard for brainstorming, food and drinks, etc.

🞎 List out all your expenses! Include personal expenses like gas, clothing, hair and makeup. This will help you see if you are charging enough.

🞎 Spend 30 minutes imagining how the ideal plan will flow. Then spend 30 minutes imagining bending your plans to be flexible to the needs of your client.

Remember, it’s important to have a plan, but it’s also important to follow the energy of your client and your location. Be mentally prepared to go a little off course as the need arises, because it could make all the difference for your client on her special day.