

VIP Day Cash Injection Strategy

Whenever you need an influx of cash into your business, this is one of my favorite cash injection strategies – VIP Days.

VIP Days are available in ½ day (3.5 hours) or full day (6 hour increments).

Make it available to anyone – it can be a great way to get people who won't join your group signature program to try you before they commit to a bigger investment. VIP days are for those willing to pay for the fast track to their desired outcome/result.

Please note: this strategy works private and for small group days. There is a full module in the pre-work section of your program that goes in depth on VIP Days. This is the cheat sheet for cash injection strategy purposes. This strategy works best for consultants and coaches.

Here's how it works:

You invite people to spend a ½ or full day with you working on one of the follow:

- Strategic plan
- Walking through your Signature System
- Getting certified in your methodology
- Packaging & Pricing
- Legal Strategy Review
- Financial Management Overview/Plan
- Vision Boarding
- Mastering the Sales Conversation
- Creating a New Service
- Your specific skillset

Other Rules:

- THEY HAVE TO PAY IN FULL before their day is held. I recommend a maximum of 2 payments.
- Should be priced at \$5,000 - \$10,000 they are accessing your short cut and fast track to solve their problem and that costs.

- You do not meet with them if they don't meet the criteria

Whenever I need a quick cash injection, I offer a VIP Day with only a 2-pay option:

- 50% to hold the date and balance due 7 days before day is held.

NOW, THE MATH: If you did this for \$5,000 and go to 3-5 people to book a VIP Day, you're looking at \$15,000 - \$25,000 NOW....

Remember, these people expressed interest in working with you....

Link to see how mine was set up:

www.incredibleoneenterprises.com/vip-day

Process:

1. Start by creating a HOT list of 10 people who you would love to spend the day with you
2. Determine if you are offering a special kind of day or giving them a list to choose from
3. Determine your VIP Day investment and inclusions
4. Determine your availability and how many days you have available (Hint: limit to 5 or less)
5. Set up your Google Doc/ Landing Page and Payment Button
6. Modify the email sequence to fit your needs

E-mail 1

Subject: Spend the Day with Me and Fast Track Your Next Level

Hi First Name,

What if there was support for you to ACTUALLY FAST TRACK everything you've been wanting to do in your [life/career/business/relationships]?

Well, [hold on] now there is.

I've decided to do something really crazy (all of my friends and colleagues told me something was wrong with me for doing this....)

I've opened up my calendar and found X dates to hold [wait for it] a VIP Day with me. My VIP Days are your opportunity to fast track your next level by

[list your options or what people could meet with you for].

You, read that right. For [timeframe], you can get access to me in a private VIP/ small group IP Day to help you move your [life/business/etc] forward.

Here's the deal:

THE OFFER: This is a VIP Private Consulting Experience for your [life/career/business/etc]. First, we meet to determine the focus of our day together. Then, we meet for [3.5 or 6] hours to [what you will help them do.]. Our day will happen live in [your city] or virtually – you get to choose, no matter what it will be a NEXT LEVEL experience and your [life/career/business/etc] will never be the same.

Confession: I used to hold VIPs all the time but then I developed my [your signature system] and started to focus solely on working with clients in groups. For a limited time, I have opened up my calendar for those of you who want to benefit from me [signature system] to [result/outcome] in the next [time frame]/

THE RULES: I only have X available. And they are available on first come, first served basis. You should know that this email is going out to [#] of people right now so if you have been wanting to spend the day with me, I would hurry to [link] to pay the deposit and pick your day.

MY BIG WHY: I felt in my spirit that there are people who need me that can't afford to wait 6-12 months for my group program to get them the result they desire.. I am offering this INCREDIBLE DEAL to be of service to a few talented business owners who are ready to get real results in working directly with me and they take fast action in deciding to leverage my expertise and generosity.

MY GUARANTEE: On our first (30) Minute Call - if you don't think I can absolutely help you achieve your [life/career/business] goals, then we'll cancel the agreement and I'll refund your money immediately. No Risk!

So, are you interested? Go register now: insert URL to order form Looking forward to helping you [result/outcome offered by your VIP Day]

Your closing, Your name

Email 2:

Hi First Name,

If you're stuck or struggling in your [life/career/business] and you're ready for clear, no-fluff guidance from an expert to [result you can help them achieve if they show up for themselves] - then I've got the perfect solution for you.

My VIP Day offers you a VIP, High End Fast Tracked Experience to [result]

For [timeframe], you'll have access to me for guidance, support, accountability and coaching and when I tell you the investment, you might just scream.

Let me coach you to:

- * Create Your First Product
- * Tame the TECH Monster
- * Design Your Automated Webinar Funnel
- * Hit Six Figures In Business
- * Plan And Implement Your Product Launch
- * Any Business Goal!

I'm limiting this to X VIP Days because I'm not sure I can handle more right now. Here's the deal...

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What are you waiting for?! Go register NOW [insert URL]

Your Closing, Your Name

P.S. This is a VIP Day with me – not my team – me. [your results as an example: I've coached and supported dozens and dozens of six and multiple-six figure leaders in the industry and many of them have graciously called me their marketing and tech secret weapon - and I'm ready to use that experience to help YOU.]No matter what your goal, I'm confident I can get you there.

And during our first session, if you feel that this isn't for you, no worries, I'll refund your money immediately.

P.P.S. The most important word in marketing is TRUST. You need to trust me as a person AND as an expert - just like your audience needs to trust you. So here are some awesome testimonials from a few of the people I've helped:

“Darnyelle, your laser coaching is exactly what I need to push me forward and keep me in momentum!” – Karen Townsend

“So glad I am working with you doing laser coaching. I feel very confident you are just what I needed to get me going.” —Angela Grayson

“Thank you Darnyelle! Your advice, your talents, your gifts - but most importantly, the way you deliver with heart and compassion is what I love about you. Forever grateful! —Jasmine Vializ

“It's actually PRICELESS when you put all Darnyelle's teaches you into action!” — Stephanie Wellington



"You'll be glad to get to know Darnyelle and her way of simplifying and removing obstacles. I can hardly wait to continue working with her!" —Nancy Greene

Grab a VIP Day With Me Here [insert URL]

Email 3:
First Name,

First of all, welcome to everyone who signed up for a VIP Day with me! I can't think of a better [life/career/business decision] than to hire a coach/consultant, and you got the one who can get you results in any area of your [life/career/business]. You're a decisive business owner and you rock!

If you are waiting until today's deadline to grab one of the remaining opportunities to spend the day with me, then here's the link:

[insert URL]

If you didn't take action on this - then quite frankly I'm STUNNED. You either didn't read my last 2 emails, you don't understand the offer, or you don't believe me. (Just a little bit of my tough love for you!)

So let me connect the dots for you:

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MY GUARANTEE: On our first (30) Minute Call - if you don't think I can absolutely help you achieve your [life/career/business] goals, then we'll cancel the agreement and I'll refund your money immediately. No Risk!

THE DEADLINE: You must take action on this today because I'm going to close my calendar and your opportunity to fast track your next level will expire when I do.

I don't think I can make this any clearer. If you're not ready to sign up, go back and read this message again. It's a no-brainer if you're in business. If you get it, then here's the link (your coupon code has already been applied for you):

[insert URL]

I can't wait to help you have the best [life/career/business] of your life!

Your Closing, Your Name

P.S. If you still don't believe me or don't know if I can help you, then reply to this email and ask me questions or ask for references. Heck, just sign up and have that first phone call with me so that you know if this is right for you. There's no risk to decide to start your journey of spending the day with me.

Talk Soon: [\[insert URL\]](#)

P.P.S. If the link no longer works then that means the offer is over because too many people took action and I want to make sure I can serve everyone. So click here now to find out if you can still get in on the very best thing you can do for your [life/career/business] in record time:

[insert URL]