



**HOW & WHEN  
TO OFFER A  
CLIENT VIP DAY**

# How & When to Offer a Client VIP Day

Sandra was a business coach who helped her clients create passive income streams. Her clients were all busy entrepreneurs who often took weeks or months to implement her strategies. She knew what she was teaching was powerful and she wanted a way to help her clients get on the fast track toward earning more profits.

A friend suggested that Sandra offer client VIP days. A client could buy a day of Sandra's time and as a result, he or she would get exclusive access to Sandra and her expertise. After helping just three clients through VIP days, she began to see the value in offering these days. Her clients were able to achieve their goals much faster as a result of the dedicated time with her.

Like Sandra, you want to help your clients get results. But you might be frustrated by how long it's taking them to achieve their goals. With client VIP days, you can change that story. You can give your clients the kickstart they need to begin implementing your wisdom and seeing the results they crave. Here's how to start hosting client VIP days in your own practice...

## Focus Your Client VIP Day

When you first think of hosting a client VIP day, you may have a million and one ideas on what you could do with your clients during this day. Or you may be stuck and not sure of what you could possibly offer a client for the day. Regardless of which camp you fall into, here are some suggestions to help...

### Consider Your Client's Goals

Your VIP day should be centered around helping your client achieve a goal. This goal will differ depending on the audience you serve. An audience of podcast hosts might value a day spent learning Adobe Audition while an audience of speakers might prefer a day spent reviewing and strengthening their keynote speech.

You want to focus your day on what your clients want most of all. This is important because it's easy to think in terms of what your clients need versus what they want. For example, a client might want a new website, but you know from your experience that the client needs a rebrand.

As the coach or service provider, it's your job to get clients excited about what they need. You'll do this by focusing on the results they'll have. A client that gets a rebrand will have renewed confidence in their business and stand out among their peers, increasing visibility. These are the true results that your client is after and what you should focus on selling. The rebrand is just a tool that helps your client achieve their goals.

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### Think of Your Time Constraints

While you want your VIP day to help your client achieve their goal, you also need to be mindful of the time constraints you both face. If your VIP day will last 3 hours, then it's not realistic for you to offer a session where you promise to help them edit 10 podcast episodes.

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Not only is this unrealistic, it creates false expectations for your audience, and it can lead you to feeling stressed. It's better to under promise how much you'll accomplish and surprise clients by going the extra mile.

### Leave Room in the Schedule

One of the biggest mistakes you can make when planning a client day is to forget to leave plenty of margin in the schedule. That's because clients will have questions and need advice on things that seem common and easy to you. By leaving room to learn, you minimize your stress and make the process enjoyable for your client.

Another thing you need to leave room for in the schedule is a break. This is especially important if you're going for a VIP day that will last longer than 3 hours. On average, most people need a break to refresh themselves every ninety minutes. Don't jam pack the schedule so tightly that even a small bathroom break will put you behind.

**What are your clients' biggest goals?**

**What results are they eager for?**

How could you create a day-long program that helps them obtain those results?

How will you leave room in the schedule for your clients to absorb your wisdom?

## Create A Client Contract

Now that you have clients interested in your VIP day, you'll want to create a contract to protect both your interests and your client's interests. There are templates available online that you can purchase specifically for VIP days. Or you can create your own if you choose. Regardless of your method, here is what you need to make sure you include...

### The Scope

The scope covers what exactly you're doing with your client, what results they can expect, and how long the VIP day will last. You can say something simple like, "This VIP day will involve a one-on-one training with the coach during which we will create a fully functioning website. This process typically takes six to eight hours, which is accomplished during the VIP day."

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### Availability and Rescheduling

It's important that you set guidelines around availability and scheduling. Your contract should cover how far in advance a client needs to let you know about rescheduling their appointment. Most coaches allow for a rescheduling within a forty-eight-hour notice of the appointment.

Some coaches and service providers also will add an additional charge if the client has to reschedule. But if you do this, be prepared to repay the same courtesy to your client if you have to suddenly reschedule. This is a good business practice that shows your clients you value them.

### Confidentiality

This is especially important to cover if you'll be teaching or sharing proprietary information with your clients during their VIP day. Proprietary information can include things like templates that you give your client access to, systems you have designed, and content you have created.

You will also want to cover what type of confidentiality you offer your client. Since you are going to be seeing the inside of your client's business, you want to reassure them that you will keep this information to yourself and only share it with a third party when helping them accomplish their goals.

### Termination

In your contract, you will also want to discuss grounds for termination of the VIP day. Typically, one party will have to notify the other in writing seven days in advance. However, you may have a note that clients forfeit their payments if they choose to terminate seven days in advance. This prevents you from having to refund a client who got cold feet.

### Payment Schedule

The final piece not to forget when creating your contract is your payment schedule. Typically, most coaches and service providers expect to be paid upfront for the VIP day in full. You may also need to include a clause about how payment disputes will be mediated. This can protect you in the event that an unethical client attempts to get a refund after your services have been rendered.

Consider	Share Your Thoughts
What is the scope of your VIP day?	

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<b>What policies do you have in place about rescheduling?</b>	
<b>How have you addressed termination policies in your contract?</b>	
<b>What does your payment schedule look like for new clients?</b>	

### **Prepare Your Client**

Before you host a client day, you'll want to make sure to take the time to prepare your client. Remember that this is most likely their first time working with a coach one-on-one for a full day. That means it's up to you to guide them through the process and show them the tools they'll need. Here's how you can help your client...

#### **Start with a Questionnaire**

The questionnaire should be designed to help you evaluate where your client currently is in their business and how you can best assist them. For example, if you are a coach that specializes in providing legal services, then you might want to use your questionnaire to discover what contracts your client is already using in their business and which ones they will need.

This questionnaire allows you to custom build the VIP day to ensure that your client gets the maximum value from your time together. It also gives your client space to ask questions and reevaluate their business practices.

#### **Make a List of Materials**

Once you have the client's answers to your questions, it's time to decide what they need and how you'll best serve them. You will want to make a list of materials that your client should provide to you before your VIP day. Using the example above, you might discover that your client already has a contract to cover joint ventures. You should request access to this contract as part of your list of materials. Then you can review it

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and advise the client whether it should be updated or if they need to start with a fresh one.

Remember to give your client a clear deadline for when you need the materials. The deadline will depend on the type of materials you are requesting. If you have to review several lengthy documents, then you might need the materials two to three weeks in advance.

### Tools Clients May Need

In addition to requesting materials you might need, you will also want to tell your clients about the tools they might need in order to complete your VIP day. For example, if your VIP day involves teaching your client how to use audio editing software, then you should advise them on which software to purchase as well as any hardware they might need such as microphones.

You should also think about basic tools they should bring with them. In the age of cell phones and other small devices, a client may not realize they need a powerful laptop or tablet.

### Tell Them What to Expect

Don't assume your client knows what you plan to do during the day together. Instead, give them a clear agenda that outlines what they can expect. You don't have to go minute by minute but do tell them when breaks are planned and which tasks you'll be attempting to accomplish.

Once your client sees your agenda, be prepared to answer questions. Since your client is not an expert in the same area you are, they may not understand why you're doing certain tasks in that order. Try to provide them a concise answer and encourage them to trust you.

**Do you have a questionnaire you use for taking on new clients?**

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**What materials do you typically request from a client?**

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Which tools might a client need while working with you?

What can your clients expect when working with you?

## Where to Host Your Client

When it comes to your VIP day, you'll need to decide where you'll be hosting your client. This is important because a good location makes for a pleasant customer experience. However, you have several options to choose from, and it helps to think them through. Here's what to keep in mind...

### Host at Your Place

This is the first and most obvious choice for many coaches and service providers. The advantage here is that you're in familiar territory with all of your tools and gear surrounding you. This can make it very easy for you to assist your client in reaching their goal.

However, you may not want someone in your space, especially if you work from home. You may also have other reasons for why you would prefer to meet clients in another location.

### Host at Their Place

If you're up for traveling and enjoy it, then you might like to visit your client on their home court. This allows you to observe your client in their natural environment and can give you valuable insights into their personality that you might not otherwise see.

But the disadvantage here is that you will lose time traveling, and you will have to pay traveling expenses as well. You can wrap these expenses up in your VIP day fee if you so desire.



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### Host in a Conference Room

Depending on who's traveling, you can also choose to host your client in a conference room. There will be a fee to rent the conference room but depending on where you stay, certain amenities may be provided such as lunch or dinner.

You can find conference rooms at most hotels. However, if conference rooms are booked well in advance in your area, you can also scout alternate locations. Many libraries offer conference rooms that you can reserve in advance. However, depending on the library, the internet connection may not be strong. In these cases, you'll want to bring along a hotspot.

### Host in a Coworking Space

Many cities and towns now have office buildings with coworking space that you can temporarily rent. Sometimes you can rent these spaces by the month or week. However, some places will allow you to rent an office for just a day or two. This might be the perfect solution for your VIP day.

Before you bring your VIP client to a coworking space, you may want to try working in it yourself for a few days. This will give you an idea of what to expect and whether it will be a productive environment for you and your client.

### Host in Zoom

Some coaches and service providers offer VIP days that are virtual. If that's the case for you, then hosting can be as simple as setting up an account on Zoom. You will want to password protect the room to ensure that your content and discussion stay private.

The one thing to keep in mind with Zoom and other virtual options is that all or part of your VIP session could be recorded. You may want to cover what the consequences of an unauthorized recording are in your contract.

Consider	Share Your Thoughts
What are the advantages of hosting a VIP client in your space? The disadvantages?	
Are you willing to travel to meet with VIP clients?	

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<p><b>Could you host a VIP client in a local co-working space? Which ones exist in your city or town?</b></p>	
<p><b>Have you considered offering VIP days via Zoom?</b></p>	

## What to Charge for a Client VIP Day

When it comes to hosting a VIP day, pricing can be one of the trickiest elements. You might wonder how to price your new offer. You worry that if you price it too low, no one will value it. But you also worry that if you price it too high, no one will buy it. If you're stuck and mired in pricing confusion, then fear no longer. Here are some tips to help you...

### Don't Price Based on Time

The biggest mistake coaches and service providers make when setting up a VIP day is pricing the offer according to the amount of time they'll be spending with the client. The reason this is a mistake is because you are not selling your time with a VIP day.

When you offer a VIP day, you are selling direct access to yourself as well as the years of expertise that you're bringing to the client. This is important to understand if you hope to use VIP days to boost your profits dramatically.

### Consider Discounts

Some people sell their VIP days by offering heavy discounts. There's nothing wrong with this, and it can be a very effective selling technique. But it's important that you get your pricing right if you plan to offer a discount, so you don't end up feeling resentful and burned out working with your clients.

Start by thinking about a price you would be happy to earn for your VIP day then mark it up considerably so you can offer a discount. For example, you might decide that your happy number is \$1,497. But when you sell the VIP day, you can say the price is \$1,997, but you're offering a discount for this week only. A seemingly massive discount like this can motivate potential clients to work with you.

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### Don't Think About the Day

When pricing your VIP day, it's easy to think only in terms of that one day of work. But that's a mistake because you will work more than the one day. You will work setting up the sales page, answering questions from clients, reviewing their questionnaire, and setting an agenda. All of these are tasks that are easy to overlook when you're pricing.

You'll also want to think about any additional prep work you'll have to do. For example, if you're helping a newbie client, you may have to guide them through the process of purchasing the tools they'll need to work with you. This is also valuable time that you may forget to factor in.

### Review Your Existing Prices

When it comes to your VIP day, think about what products and services you already own, as well as their price points. If clients are used to seeing offers from you for \$297, they'll be shocked and taken aback if you suddenly offer a VIP day for \$9,997.

This doesn't mean that your services aren't worth that much. It simply means that you need to train your audience to expect higher price points, or that you need to find a new client who will value an increased price point.

**When it comes to a VIP day, what are you selling to clients (your time, your expertise, or the results they'll get)?**

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**What are your existing prices? Will they support a dramatic increase to a new price point?**

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**What number would make you giddy to receive when coaching a VIP client?**

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Will you offer a discount on your VIP days? If so, how can you factor that into the cost of your services?

## How to Follow Up with Your Client

The VIP day is over, and you're feeling delighted. You and your client did some excellent work together and accomplished their goal. The client has been raving about you to their friends. You enjoyed working with them, and you want to leave things on good terms. What's the next thing you should do?

You want to offer follow-up with your client. Here are a few tips on how to do that most effectively...

### Choose When to Follow Up

The first visit you'll make is when you follow up. Some coaches and service providers will follow up a week or two after the VIP day. Others prefer to follow up a month after the VIP day, so the client has a clear understanding of the results they achieved. This also gives clients the opportunity to ask for clarification on anything that is confusing them.

### How Often to Follow Up

Some coaches will follow up only once after a VIP day in an hour or two long session. Others prefer to follow up several times with brief fifteen-to-thirty-minute calls. Both approaches can be effective and useful. It all comes down to what you taught your client and how often they need support from you.

### Your Method of Follow-Up

There is no right or wrong way to follow up with your clients. You can either follow up either via email, phone call, or through a video app like Skype. The important thing is that both you and your client put this follow-up call on your calendar so that neither one of you miss them.

Following up with your client is a great way to round out the process and remind them of the positive experience they had working with you. Be sure to create a follow-up system and use it with all your clients!

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Consider	Share Your Thoughts
When will you follow up with your VIP clients?	
How will you follow up with your VIP clients?	
What system do you have in place to remind you to follow up with VIP clients?	

### Client VIP Days Are Magical

VIP days can be a truly magical experience not just for your clients but for you as well. There's something exciting and energizing about getting the opportunity to pour your passion and expertise into someone else. Don't be surprised if you quickly find them addicting and begin looking for more opportunities to offer them!

I'm bestselling author, online entrepreneur, and marketing strategist Connie Ragen Green. Visit my site at <https://ConnieRagenGreen.com> and follow and interact with me on Twitter at <https://Twitter.com/ConnieGreen>. My goal and intention is to serve you as you build and grow a lucrative, time freedom business.

