

Easily Irresistible: How to Design and Deliver LIVE VIP Intensives that Transform Your Client-Attracting Signature System into Lucrative, High Pay Days

Welcome, everyone. I'm Bonita Richter of www.BonitaRichter.com. You are on the BONUS call of the *Breakthrough Secrets – How to Become Irresistible to Clients – Proven Strategies to Quickly Enroll 1, 3,5, or 10 Clients...Whether You're a Seasoned Entrepreneur or New in Business.*

The topic of our call today is another favorite of mine, and is the secret method to enjoying high paydays in your business. Today's title of the call is, "Easily Irresistible: How to Design and Deliver Live VIP Intensives that Transform Your Client-Attracting Signature System into Lucrative High Pay Days."

What is a Live VIP Intensive?

A Live VIP Intensive is one type of a high-ticket, high-end coaching program. Other types of high-end coaching programs are Virtual VIP Intensives, which are delivered by telephone; Individual Private Platinum, which is a 1-to-1 private coaching program; Group Platinum coaching programs, where more than one person is coached at a time; and mastermind retreats. We are focusing today on one of these programs I mentioned, the Live VIP Intensive, which is delivered in person, and is the easiest program to get started with doing.

What are High-End Coaching Programs?

Let me briefly explain to you how high-end coaching programs are different from traditional coaching programs.

High-end coaching programs include a lot more access to you, and are offered for a much higher investment level than are in a traditional coaching model.

A high-end, high-ticket coaching program is delivered to one person at a time, or to a small, exclusive group of people.

The reason investment levels are higher is because there are "special things" that are delivered in high-ticket programs that go beyond a regular coaching programs. The most important aspects that differentiate them from typical coaching programs are:

1. Clients achieve more access, and work side-by-side with you, which accelerates their results, thereby adding tremendous value
2. These programs include more "Done-For-You" work, including forms, templates, checklists, and resources that speed up implementation

3. Clients are treated extra special, which makes them feel extremely appreciated, as they are. Ways I treat my VIP clients special are I meet them in my home for their coaching session, and I nurture their body, mind, heart, and soul by the way I treat them, as well as course materials I provide, and even special gifts I give them to show my appreciation.

For example, I make sure the surrounding is beautiful and comfortable, which nurtures their body and soul. I feed them delicious and healthy food, beverages, and provide lunch and snacks (I always check with them beforehand for special diet preferences and considerations), which nurtures their body.

I express deep appreciation, and consideration throughout the day, by really listening and paying attention to them, which nurtures their heart. And, I give them a gift bag that has special goodies inside. Typical items I include are a bonus home study kit of mine, a book, candle, writing journal, chocolate, and music, to give you a few examples.

You can get very creative with what you offer as a gift. From your conversations with them, you will have some idea about their needs. I take care of the entire person's being when they are with me for their Live VIP Intensive coaching day, so they feel extra special and pampered.

Here's an important point I want to remind you about...

Your clients don't want to buy your time. They want to invest in a SOLUTION or OUTCOME. Instead of selling single sessions, create a HIGH-VALUE PROGRAM that delivers a specific RESULT for your clients.

We covered this in the other Breakthrough Secrets call, and to reinforce that message, when you focus on RESULTS, clients will start lining up to work with you. For example, my clients don't pay me for my time. They pay me to help them increase their income by 20, 30, 40% or more. They pay me to help them quickly transition from a frustrating, 5-figure business whose income is stuck, to a business model that generates 6-figures while taking up less of their time and energy.

Your clients are looking for transformation and results to solve their urgent problems. This is why a Live VIP Intensive is so valuable, because it offers fast results for your clients. In my Live VIP intensives, a client gets three months worth of coaching time, in one day with me.

The beauty of the Live VIP Intensive day, and why they are so valuable to you, and your clients, is you can create a massive amount of transformation in a very short amount of time.

Think about this... If you're working in the "single session" model, or in packages where a client invests in a number of shorter sessions over a period of time, you may have had that frustrating

experience of wishing you had more time to “go deeper” with your client at that point in time. A Live VIP intensive day gives you that time to get a lot done, and to create forward movement, FAST. Remember your mindset shift: focus on VALUE and RESULTS.

VIP Intensives are valuable because you can charge higher fees, because they save your clients time, and they get results to solve their urgent problems faster.

Hear me out on one thing... this isn't to say that the deep work, like overcoming fears, uncertainties, doubts, and limiting beliefs doesn't take longer to address; of course it does to make lasting changes. But, imagine what you can be done in a longer, uninterrupted session, and then you can continue to work with a client after the Live VIP intensive to work on those deeper issues, and provide additional support, and accountability.

Let's go back for a moment to talk about high-end coaching offers. The duration of a high-end coaching offering period ranges from one day to a twelve-month period. For Live VIP Intensives, which is the topic of our call today, they are delivered in one day, and are the easiest to get started with. That's why we are covering Live VIP Intensives specifically in this call.

When you add high-end coaching programs to your business, they will transform your life and positively affect your income—and will make a tremendous difference in the lives of your clients!

Live VIP Intensives are the best way to generate fast income because:

- You only need a list of ONE person to get started
- They are highly profitable and expenses are low (you can do them at your home for free, or if you're not comfortable with that, the only cost is renting a room at an upscale hotel)
- Clients get FAST results (which they LOVE)
- Extremely short launch time (compared to information products)
- VIP Days are a *fantastic* first step to high-end offers. If you want to stretch your money bucket, and become more comfortable charging more and accepting more money into your life, VIP intensives are a fantastic way to begin supporting this mind set.
- Easily leads to additional “up sell” offers (the “next step”)
- Give you ideas for spin-off products and program ideas (workshops, teleseminars, home study kits)

- Little preparation time needed to deliver
- VIP Days are a great LEAD IN to ongoing coaching and services. A VIP day is easy for clients to say. “Yes” to, because you’ve done so much of the work “up front” for them. You don’t have a 10-session ramp-up time to get to the deep transformation – your clients can have massive, life-changing breakthroughs on that first day.
- They are FUN! It’s a real luxury for a client to have a WHOLE DAY to work on themselves.

Planning Your Live VIP Intensive

A Live VIP Intensive is a coaching program that is about ONLY one specific topic that focuses on achieving a ONE specific result. For example:

- 6 Steps How to Create a 6-Figure Business in 12 Months or Less
- Brand Your Brilliance Using the Power of Archetypes to Magnetically Attract Your Ideal Clients
- Breakthrough Money and Mindset Strategies to Double Your Income This Year
- How to Raise Your Fees and FINALLY Charge What You’re Worth!
- What to Say if the Thought of Selling Makes You Cringe
- How to Quickly and Easily Get 1, 3, 5, or 10 New Clients in 30 Days or Less

Stay *hyper-focused* on delivering one specific topic, and the result or “goody” that awaits the client when they solve their problem!

Tip: When delivering a VIP Day make the content step-by-step using a signature system you’ve created that solves a problem in one of the three big areas of problems client invest in— Money, Health and Wellness, and Relationships.

Sticking to one topic makes it easy to deliver the program. Another reason is there will be times when a client may ask you for help on a related, but topic outside the scope of the VIP Day session. For example, in my ‘6 Steps to a 6-Figure Business’ program, it would be extremely easy to be sidetracked helping a client “figure out who is their target market.” The reality is figuring this out could take more time to figure out than the VIP Intensive Day is long!

This is when you need to be firm about boundaries, stick with the system, and make this a “to do” action item the client needs to complete *outside of the session*, and offer to help the client figure this out with another program offering—your “up sell” offering, such as a 6-month coaching program or another VIP Day topic.

Bonus Tip: When designing your VIP Intensive content, think about offering a “regular” VIP Day and an “advanced” VIP Day. This will keep you from over-delivering, and make it easy for you to confidently seed “what’s next” for your client.

When designing your content avoid overwhelming your client.

Your client’s want your help, and they want transformation and results. However, they don’t want to become overwhelmed. It is very easy to over deliver, and have the tendency to tell them “everything you know” about a topic. Resist this temptation. Here are two tips to keep in mind when designing your VIP Day:

1. You don’t need to give them everything you know.
2. You don’t need to give them everything they need in this one session.

Simply, if you gave your clients everything they need—and everything you know—you would surely overwhelm them. And, you would have no repeat clients!

Also, when learning new material, they aren’t ready for more information. They have to absorb and apply the information you give them, first, before moving onto the advanced material.

This is also an over-delivering issue, and is a classic reflection of the money mirror of deservability, and of “never enough.” I wrote about the money mirror of deservability in my blog entry this past week (April 2011).

When designing your program, your signature system should have five to seven modules or steps. Less than five steps and the program will not seem robust enough (“I already know 3 steps”). More than seven steps, and the process may seem overwhelming and unachievable to the client.

How to Structure a Live VIP Intensive

A VIP Day intensive is a program where you help the client do the work on the spot. Here are some ideas about how to structure your Live VIP Intensive day:

- A “LIVE VIP” is typically 7 hours, from 9 am to 4:00 pm (you can do 8 hours if you prefer!)
- Give a pre-retreat preparation assignment, which can be a 1-page assignment, a mantra, a blessing, whatever you feel will help a client feel transported to “your world” and inspired for their session

- During the Live VIP Day you deliver specific content using your signature step-by-step system
- Include 1 to 2 follow-up, support, accountability sessions (have client use within one to two weeks after their session with you)
- ALWAYS require full payment BEFORE you deliver the VIP Day (50% deposit, 50% right before day with you)

You don't need a big list to offer a VIP—you just need ONE conversation with ONE prospective client.

Proven Blueprint to Design Your VIP Day

I use the following blueprint when designing my Live VIP Intensives:

- Pre-session or launch assignment
- Delivery of your service – coaching, teaching, healing, palm reading, whatever, in 3-5 chunks of time, with breaks
- Information, such as a workbook or e-book
- Bonuses (you have a list of bonuses from Call 2)
- A homework assignment
- A celebration and follow-up accountability session 1-2 weeks later, by telephone

Bonus Tip: Always record your follow-up sessions using a conference call service, like freeconferencecall.com. This will provide extra value for your client, and, you can transcribe your clients 'a-ha' moments, and draft a testimonial for you to use in future marketing.

What You'll Need to Deliver Your LIVE VIP Intensive

Let's me now give you some tips about how to deliver your Live VIP Intensive.

- High quality location to meet (upscale hotels)
- Only meet in your home if it is VERY nice (strengthens and represents your brand, and no family/children/pet interruptions)
- Catered lunch and snacks
- Transportation to/from airport for out-of-town guests
- Optional: 1-2 nights hotel stay as part of package
- Optional: evening entertainment
- If meeting in home, you can also have a client sign an address non-disclosure statement

Hour-By-Hour Template How to Deliver Your High-Ticket Programs

Here is an hour-by-hour template of how you Live VIP Intensive will flow. I will provide a handout of this on the web page after the call:

Section #1 (60 to 90 minutes) from 9:00 am to 10:30 am

- Welcome client to the call and reaffirm WHY they are investing in this program
- Establish outcomes and results
- Describe how the day will flow
- Teach Step #1
- Give assignment and take them through it together

Break from 10:30 am to 10:45 am

Section #2 (60 to 75 minutes) from 10:45 am to Noon

- Discuss assignment and answer questions
- Teach Step #2
- Give assignment and take them through it together

Lunch Break from Noon to 12:45 pm

Section #3 (45 to 60 minutes) from 12:45 pm to 1:45 pm

- Discuss assignment and answer questions
- Teach Step #3
- Give assignment and take them through it together

Break from 1:45 pm to 2:00 pm

Section #4 (45 to 60 minutes) from 2:00 pm to 3:00 pm

- Discuss assignment and answer questions
- Teach Step #4
- Give assignment and take them through it together

Break from 3:00 pm to 3:15 pm

Section #5 (30 to 45 minutes) from 3:15 pm to 4:00 pm

- Discuss assignment and answer questions
- Teach Step #5
- Give assignment and take them through it together

Complete by asking what they're take-a-ways, a homework assignment (up to 10 items), and the "next step" they can take regarding working with you (your "up sell").

TOTAL TIME ESTIMATE = 7 hours.

Bonus Tip: After program ALWAYS, send email to reconnect and offer help/up sell.

For example, after taking this “Breakthrough Secrets” how to get new clients program, even though this program has tons of information, it’s not all there is to know or do to grow a thriving, lucrative business. There’s lots more we can work on together...and, you may want to go work on a deeper level with me, to get the transformation, results, and support your need.

A good place to start is to sign up for a no-cost teleseminar training series I am offering on Wednesday, May 18 and Thursday, May 19, at 7 pm CT:

"How to Tap Into Your Creative Energy To Create a 6-Figure Business in Twelve Months or Less... that Delivers Your Unique, Authentic Gifts to the World to Help Those You're Meant to Serve... So You Live a Lifestyle of Security and Freedom as a Woman Entrepreneur"

In this content-rich **FREE** 2-part teleseminar training, you'll discover 5 simple mindset shifts you can make right now...and 5 powerful “feminine inner secrets”... to step into a place of higher possibility and create a powerful, authentic, successful business that can easily double your income and impact in 2011.

PART 1: "5 Simple Business Shifts That Can Easily Double Your Income in the Next 12 Months"
Wednesday, May 18, 2011 at 8pm ET / 7pm CT

PART 2: "5 Inner Secrets to Create Your 6-Figure Business That Leverages Your Feminine Power and Essence"
Thursday, May 19, 2011 at 8pm ET / 7pm CT

Register for the calls on my website, www.BonitaRichter.com, and click on “Bonita’s Blog” link.

I will cover in this FREE 2-part call series:

- **The #1 most powerful mindset shift you MUST make** to finally break free of the overworking/over-giving/under-earning trap – forever
- **The real reason WHY you're not attracting the clients you want** at the fees you want, and the 1 simple change you can implement right now to make sure you receive the fees you deserve
- **What you must prioritize FIRST to generate reliable income** and practically guarantee you reach your Income Goals

- **The straight truth about why you're not getting enough clients** and simple steps that you can take today to make sure your work reaches the people you're destined to help
- **The feminine gift you already possess that is the TRUE source of your income**
- **Why saying "no" is of service** to people who say, "I need you, but I can't pay you," or "Can we do a trade?" Learn a simple truth so you can release any guilt about NOT giving away your time, talents, and gifts
- **How I keep from struggling with tasks** that wastes precious time and income
- **How to openly share with others the true value of your work with 100% confidence**, without being worried you're "promising results" you can't deliver
- **The #1 most powerful action step you can make right now** to transform your business into a joyful high income, highly-leveraged business
- **Exciting details** about my ALL-NEW training and mentoring program, **Divine Essence Business School**, beginning July 1, 2011.

The transformation and result of becoming part of this **exclusive, small group** is we're going to work together how to create a **6-figure business in 12 months or less**.

I will be making an incredible offer to people on the call, so be sure to be there to get the time-sensitive details.

You can register for the calls at www.BonitaRichter.com, and then click on "Bonita's Blog" link.

How to Design a Live VIP intensive that Practically Sells Itself

1. Your first step is to PICK A TOPIC.

What's the specific problem that your day will focus on? Remember, what is an urgent problem your client wants solved NOW?

A powerful way to design a Live VIP Intensive is to think of a client, past client or person in your network who you'd love to have as a client. What's a specific challenge they have that you could help them with?

2. The second step is you must get clear on the specific OUTCOME your clients will get during their day.

For example, in my business, I have a VIP Intensive where I work closely with clients to design a marketing and product launch campaign for a particular product or program. The outcome is a detailed launch plan including a calendar designed to maximize their sales.

Another VIP offer is my *“6 Steps to Create a 6-Figure Business.”* This is where we design your 6-figure business model, map out your income streams, make over your marketing message, and create a 6-month marketing calendar so you know what to implement next. The overall outcome is a 6-figure business and marketing and implementation plan.

Once you have your topic, you want to brainstorm and list all the outcomes, benefits, and results that are possible from your VIP day. You’ll want to have these handy when you talk to your potential clients, in a strategy session.

3. Third, you will use the blueprint I provided earlier to design your VIP intensive.

- Pre-session or launch assignment
- Delivery of your service – coaching, teaching, healing, palm reading, whatever, in 3-5 chunks of time, with breaks
- Information, such as a workbook or e-book
- Bonuses (you have a list of bonuses from Call 2)
- A homework assignment
- A celebration and follow-up accountability session 1-2 weeks later, by telephone

4. Fourth, give your VIP intensive a client-attracting name.

How you name your VIP intensive will “make or break” your sales. For best results, you want your name to be clear, specific AND state the benefit or outcome. (Example: “6 Steps to Create a 6-Figure Business”)

5. Fifth, price your VIP Intensive offer.

BIG TIP... Do NOT Undercharge!

You probably know that undercharging undervalues you, but what you might not be aware of is that not charging enough actually robs your client of the opportunity to get the transformation they deeply want.

People value what they PAY for. If you want your client to show up powerfully and do the work, they need to make an investment in themselves.

Here's a simple question to help you determine the value of your VIP Day (and therefore the price):

"What is the transformation going to be WORTH to them?"

Note I didn't say, "What can I get for this VIP Day?" I said, "What's it worth to them?" You need to consider the real value of the results. If you're truly focused on results, and are being honest with yourself on the value of those results, chances are the price is going to be higher than you're used to charging.

This is the first time I am mentioning what you can charge. If you're new in business, or just getting started charging higher fees, charging \$1,000 to \$2,500 per day with you is *very* conservative. If you've been in business a while, you can charge between \$4,000 and \$8,000, and even higher for a day with you. Pricing your VIP Day is also an opportunity for YOU to step up into a new level of valuing yourself and the service you offer.

A word on "promising results"

Your client is investing with you to get the transformation and results they are seeking. One point I want to make to you, and we talked about this in Call #3, is you can't results. You can't take responsibility of doing the WORK for your clients. Nobody can promise results. This is because, in the end, your client has to do the work, and implement to get results. You can't implement for them.

Remember, it's your job to facilitate transformation; it's their job to show up and get the transformation by doing the work.

Here's some simple language that you can use when describing benefits, results and outcomes:
"When you show up powerfully in our VIP Day and take action, here are some of the results that you can expect."

Or:

"Here are just some of the results that are possible for you in our time together..."

Sixth step, reach out and get your VIP intensive clients

One of the biggest mistakes that solo business owners make is they miss client opportunities that are right in front of them. We're conditioned to believe that our clients are "out there somewhere," away from us, so that's where they look. Your clients are in your world already, and that is what the Breakthrough Secrets program has been about.

Offer your Live VIP intensive to your past clients or people who you want to have as clients. This means hand-selecting clients. This is a fabulous way to ensure that you get the right people into your program.

How you can reach out to them is with sincerity. You tell them, “I just created something really special and I would love for you to be a part of it.”

When you reach out to someone from your heart and you say, “I created something I think you could really benefit from, and I would love to share it with you” – and you truly mean it – your potential clients are going to feel it.

You can reach out via phone or email. If you’re doing this by email, here’s a simple note that you can modify and send to your handpicked potential clients.

Subject: Thought of you...

Hi [name] –

Hope all is well! I wanted to reach out to you personally because I think this is something you might be interested in.

I’ve just created something that I’m really excited about. I’ve discovered a brand new way to work with my clients so that they can... [insert results of your VIP Day].

*The best part is, working in this way creates forward movement very quickly!
When I designed this special program, I had you in mind.*

Simply drop me a line if you’d like to hear more! I’d love to share this with you.

All the best,

[Your Name]

You can also modify this slightly and send it to “people who know people” who would be great for your program.

5 Proven Places To Find New Clients

Here’s a short list of places where your handpicked potential clients and referrals are hanging out AND have already met you. Look here FIRST:

1. **Your current clients and past clients**
2. **Your friends and people in your address book.** People in your personal network
3. **Networking groups** where you have been participating
4. **Social groups; i.e., places where you're already spending time** – clubs for your hobbies, etc.
5. **Your email list and social networking.** Even if it's small, your email list and social networking lists (such as Facebook and Twitter) are great sources of potential clients, especially if you've been actively communicating.

Handpicking is one of my favorite methods to enroll new clients into a program and I recommend that you try this strategy *first*. Then you can move on to another powerful way to get new clients.

Once these clients express interest in your program, then, you want to schedule them for a strategy session. In Call #3, this is where we covered how to have a heart-felt strategy session with a client. So, refer to that call audio and notes for detailed information. I'll go through a quick summary of the steps in the strategy conversation:

1. Create a clear picture of where they are now – specifically, the PAIN they are in and how it's impacting them (the COST)
2. Create a clear picture of where they want to be – and why it's important to them (VISION and "WHY" and the GAP)
3. Show them how your program will help them get what they want (the BRIDGE across the GAP)
4. Ask for the business (WOO-HOO!)

Live VIP Intensives are a wonderful and easy way to step into charging higher fees in your business, and are very easy and fast to implement. They also provide tremendous value and results for your clients, and that's why, when the value is properly communicated, clients are willing to pay more for this type of program, when the value is properly communicated, clients are willing to pay more for this type of program with you.

Live VIP Intensives are just one of a few high-end, high-ticket offerings you can add to your business model to create a lucrative, highly leveraged business.

If you are interested in learning more about how to easily transition into a 6-Figure business model, be sure to join me on the 2-part no-cost teleseminar training series I am offering May 18 and 19. The two calls are:

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To register for these no-cost training calls visit www.BonitaRichter.com, and click the "Bonita's Blog" link.

In closing, look at the signature system you have created or are creating, and see if it qualifies for a Live VIP intensive offering. Focus on ONE topic that provides ONE specific outcome. Perhaps your signature system is already VIP Intensive friendly. Or, what you can do is pull out one piece from your larger signature system, and make it into a 1-day VIP Intensive. Have fun implementing this lucrative program into your business model!