

Virtual VIP Day Offer Setup Checklist

Step 1: Plan Your Offer

- Define the problem you're solving or transformation you're facilitating
- Name your VIP Day Offer and establish branding, if desired
- Determine the duration (typically 4-6 hours)
- List what's included:
 - Pre-session questionnaire or prep materials
 - Live session breakdown or agenda
 - Take-home resources (notes, plan, templates, etc.)
 - Optional follow-up

Step 2: Price Your Offer

- Set a price that reflects the depth and value of the experience
- Use these as reference points:
 - 60-90 minute 1:1 sessions: \$100-\$300+
 - Group programs: \$500-\$2,000+
 - VIP Day: \$1,000-\$5,000+
 - In-person: adjust for travel, lodging, meals, and premium experience

Step 3: Create Booking Type(s)

- Name your offer, set event duration,
- Select calendar associated with your AttractWell email address
- Set Location
 - Zoom - use a new meeting for each booking
- Adjust branding, booking type (1:1 or group) as needed
- Under Scheduling Settings:
 - Adjust minimum notice to ensure you have enough time to prepare for event
 - Set up scheduling parameters as required
- Modify confirmation and follow-up messaging as needed
 - If you plan to send links to downloadable materials (but not at the time of purchase), add them to email reminders on this page.
 - Send post-event surveys for testimonials or upsell offers using follow-up messages on this page.

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Step 4: Prepare Your Pages

- Create a **sales page** with:
 - Offer details and who it's for
 - What's included + value
 - On-page form or call-to-action button with form with #lead in URL field
 - Payment setup includes offer, offer + upsells, as needed
 - Lead form:
 - Connects booking type created in previous step
 - Use form to establish agreement, collect basic information
- Create a **confirmation page** and redirect sales page here after payment
- If needed, create a **questionnaire page** (page with form) to collect additional intake information prior to VIP day (optional)

Step 5: Create Your Campaign

- Create a campaign to send immediately after purchase
 - Day 0 - confirm details of offer they purchased, have them add your AttractWell email to their contacts and look for additional confirmation and reminder message(s), calendar invites sent according to your booking type setup.
 - Optional - use this campaign to send a questionnaire page link to collect additional intake information prior to VIP day
- Connect this campaign to your sales page

Step 6: Position Your Offer

- Add to/link from "Work With Me" page as a premium offer
- Link from a vault or client dashboard
- Mention in offboarding communications to past clients
- Offer as an upsell during checkout for related offers