

**Marketing** for Health Coaches

# VIP Day Launch Guide



Launch your premium offer

# VIP Day Marketing Planner

How will I price my promotion?

Who am I targeting with this promotion?

(current clients, past clients, people that have never worked with me)

What will my VIP day include?

What is the agenda for the day?

What follow up will I include?

How many follow up calls will I provide? Over what time period?

# VIP Day Marketing Planner

What are the main pain points the VIP Day will address?

What are the main benefits my clients will receive from a VIP day with me?

Use specific language, you will use this in your marketing emails

What are the main problems my clients are having at this point in their journey?

(example they've just finished a 21-day detox and are looking for accountability/ideas to maintain the progress)

# VIP Day Marketing Planner

What changes can my clients expect after the VIP day?

What are the actual deliverables they will receive?

example meal plan, shopping list

Will my promotion include any bonuses?

Who will I ask to help promote my VIP Day?

# Email Templates

When running a VIP Day promotion, I recommend you send a series of 5-6 emails to go out to your list or network over a 10 day period promoting your offer. Below are 2 email templates to get you started!

## Email template #1

Use this email for cold leads (people you've talked to in the past but never worked with, or people on your list that you've never worked with)

### **Subject: I was thinking of you, [first name]**

Hi [first name],

I wanted to send you a quick note to check in and see how you've been doing since we last spoke/with your health and fitness goals. *[If you're sending this to people you've never spoken to, you can edit this first sentence.]* I also wanted to let you know that I'm offering a *very* limited opportunity to work with me one-on-one.

I normally save these spots for clients in my *name of program*, but I wanted to give you a chance to snag one of the spots.

As you know, I specialize in helping women just like you lose weight, burn fat, and feel better than they have in years.

If you've been struggling with your weight, I'd love to show you an easier, healthier approach that truly works.

I'd love to offer you a spot for one of my upcoming VIP Days.

As you can imagine, spending the day together is very powerful. And because we're able to cover a lot, you're able to quickly implement and see results!

During our VIP Day we will [insert your agenda].

After this full day together you will have a 100% personalized plan for you to reach your goals.

You will get the tools and know-how you need to succeed with your weight loss journey - once and for all! [highlight benefits]

Normally these VIP Days are \$997, but for the next 10 days you can get a full VIP Day for only \$697. This investment will cover [include what they get].

I have 5 spots available.

If this is something you're interested in, your next step is to schedule a free 30-minute call with me, where we can discuss if a VIP Day is right for you.

(Schedule your session TODAY, while spaces are still available.)

[Click here to book your free session>>](#)

During this FREE session I'll help you decide if this option is going to work for you. I want to get you on the right path to achieving the results you want.

Why wait?

[Click here to schedule >>](#)

I know you're tired of yo-yo dieting, firstname... You're probably sick of looking at the scale and seeing the same exact thing every day (or seeing the number go up), despite all the dieting tactics you've tried.

Here's an opportunity for you to transform your relationship with food, your eating habits, and your body for the better...

I'm here to show you how!

Can't wait to speak with you.

Warmly,  
[your name]

# Email Templates

## Email template #2

Use this email for current cleanse participants

### **Subject: Continuing to work together**

Hi [first name],

I am so proud of you for completing the cleanse - and all the hard work you've put in to make yourself a better you. It's been such an honor to support you and watch your progress!

How are you feeling about wrapping up the program?

I know it can feel a little shaky to transition off a cleanse. And you may feel like you're not ready to "let go" of the support and guidance you've had during the program.

I totally get it because I'm one of those people who likes a lot of hand holding.

I want you to continue to reach your goals, feel your best, and have an amazing life. That's why I'm offering a *very limited promotion* to work with me one-on-one following your cleanse.

I'd love to offer you a spot for one of my upcoming VIP Days.

As you can imagine, spending the day together is very powerful. And because we're able to cover a lot, you're able to quickly implement and see results!

During our VIP Day we will [insert your agenda].

After this full day together you will have a 100% personalized plan for you to continue to implement the lifestyle changes you've made during the cleanse - and make these changes stick forever! You will get the tools and know-how you need to succeed with your weight loss journey on your own - once and for all!

[highlight benefits].

Normally these VIP Days are \$997, but for the next 10 days you can get a full VIP Day for only \$697. This investment will cover [include what they get]. This investment will cover [include what they get].

I have 5 spots available.

If this is something you're interested in, your next step is to schedule a free 30-minute call with me, where we can discuss if a VIP Day is right for you.

(Schedule your session TODAY, while spaces are still available.)

[Click here to book your free session>>](#)

During this FREE session I'll help you decide if this option is going to work for you. I want to get you on the right path to achieving the results you want.

Why wait?

[Click here to schedule >>](#)

I know how hard you've worked in [program name], firstname... and I want to ensure your lifelong success.

Here's an opportunity for you to transform your relationship with food, your eating habits, and your body for the better...

I'm here to show you how!

Can't wait to speak with you.

Warmly,

[your name]

# You can launch your premium VIP offer to your clients this month!



A simple, straightforward approach is all you need to launch a premium offer. Use this guide to get your launch ready, and let me know how it goes - I'd love to hear about the offer you put together.

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