

VIP Day Quick Profit Blueprint

3 Simple Steps to Marketing, Designing and Pricing Lucrative VIP Days:

**How to
Make More Money
in One Day
(as much as
\$3,000 - \$10,000)
Than You Currently
Do All Month,
Even If You Don't
Have a Big List!**



Kendall Summer Hawk



Congratulations on taking action for your business!

I'm really excited to share with you the 3 simple steps to designing, marketing and pricing lucrative VIP days that can help you make more money in one day than you do all month... even if you don't have a big list!

I'm also excited for you to get these how-to steps because they will completely transform your business very quickly and very easily — as they have for thousands of women entrepreneurs I've taught.



The BIGGEST challenges entrepreneurs face EVERY DAY:

- Lack of consistent cash flow
- Under charging and under valuing expertise
- Small (or no) list
- Not sure what to offer to make more money quickly



Kendall SummerHawk

VIP Day Quick Profit Secrets

Let's look at the challenges most entrepreneurs face every day...

The first is lack of consistent cash flow.

Without consistent cash flow you spend more time worrying than you do being productive. And without cash flow you don't have the money to invest in the resources you need to grow, and make what you want to make from your business.

The next common challenge is under charging and under valuing your expertise.

Women especially under charge and under value their gifts and they often give away their time or charge by the hour, which results in attracting either the wrong types of clients or attracting needy or demanding clients.

The next challenge is having a small list or even no list.

If you're trying to sell a product or trying to fill a workshop or a program and you have a small list or no list you'll end up creating disappointing results and you can't really get your business going or growing.

And the last challenge is not being sure what to offer to make more money quickly.

To be successful in your business you need to know how to make money quickly, on demand, and in a way that's easy and isn't time consuming. Otherwise you're going to waste a lot of your time for very little income.

Why do VIP Days work so well for generating \$3,000 - \$10,000 any time you need it?

- **Easy entry point** for a client.
- Delivers **fast results** that clients love.
- Only takes **1 conversation** to get started.
- Needs little-to-**no lead time**.
- **Don't need a list** or even a website.
- Highly valued so you **charge what you're worth**.

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So let me show you why I love VIP Days so much. With VIP Days you can generate income very quickly, without a big list, doing exactly what it is that you love doing, while providing tremendous value to your clients.

Here's exactly WHY VIP Days work so well for generating as much as \$3,000 - \$10,000 in income any time you need it:

- **The 1st reason is that they're an easy entry point for new clients to say yes to hiring you**
People who just hear about you or just meet you may not be ready for a longer term, higher end program. Yet they want your help and expertise in a way that a teleseminar or group program can't offer. VIP Days bridge the gap between your "free" offer and a higher end offer, which means that so many more people will say "YES" to hiring you!
- **The 2nd reason is that they deliver fast results that clients love**
People love getting fast results and getting help in an intensive or accelerated format so VIP Days really speak to our "I want it now" culture.
- **The 3rd reason is that they only take 1 conversation to get started**
Maybe you have a list already or maybe you don't but either way, VIP Days are so easy to get started with and enroll people into, all you need is 1 conversation to get started.

Here's a bonus tip for you:

A great resource for attracting your first VIP Day clients are current clients who would love to get your help in a 1 day or even a ½ day intensive. Or past clients who think you're awesome and would love a fresh boost. Or people who are in a program you may be currently running.

You'll be surprised how many people in a group program are really hungry for your attention and they'll quickly say yes to a VIP Day with you.

If you're new in business and don't have other programs or services yet, VIP Days are perfect because any time you're meeting a new person or you're networking or making connections you have a great "let's get started" option to offer them.

- **The 4th reason is that they need little-to-no lead time**

VIP Days are really FAST to create, offer and deliver. You can learn everything I want to teach you about this exciting strategy TODAY and within just ONE week's time have new clients. This is why many of my clients have made more money in one DAY with VIP Days than they previously made all month.

- **The 5th reason is that you don't need a list or even a website**

VIP Days don't rely on any complicated internet launches and you don't even need a website, which makes them perfect if you're just getting started in your business, or you're ready to take your business to the next level and you don't have time to implement anything complicated or technical.

- **The 6th reason is that clients highly value VIP Days so you can confidently charge what you're worth**

VIP Days will help you get off of the "cash flow rollercoaster" that so many women entrepreneurs experience. When you are generating consistent monthly income, your confidence and self-worth increases exponentially.

With VIP Days you will be able to:

- Generate consistent cash flow in your business.
- Make it easy for clients to say "YES" to hiring you!
- Have a "rinse and repeat" strategy you can use over and over again.



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You're probably asking, "How much can I charge for a VIP Day?" which is a great question...

I'll be answering this question and sharing specific price ranges you can charge for your VIP Days in the pages ahead.

VIP Day Success!

"Within one week of learning Kendall's system, I booked a VIP Day client for \$3,000.

Then, I immediately raised my fees as Kendall suggested to \$5,000, \$7,500 and currently \$10,000.

What surprised me the most is how simple it was to get into action and generate income quickly.

Kendall's strategies work every time."

Rae Majors-Wildman, AllTheWaySuccess.com



Kendall SummerHawk

VIP Day Quick Profit Secrets



Meet Kendall SummerHawk

- Leading expert on women entrepreneurs and money.
- Co-founder of The International Association of Women in Coaching.
- Winner of numerous Stevie Awards, including Female Entrepreneur of the Year and Mentor of the Year.
- Enterprising Women Honoree.

Kendall SummerHawk

VIP Day Quick Profit Secrets

**Once you have given your 1st VIP Day,
you will be able to do them over and over again,
so you are literally saving hours of preparation time.**

**For those of you who don't know me, let me quickly
introduce myself...**

I'm recognized as the leading expert on women entrepreneurs and money. I'm the co-founder of The International Association of Women in Coaching with my husband Richard. In 2011 and 2012 I was the winner of the Stevie Awards for Female Entrepreneur of the Year, Mentor of the Year and Women Helping Winner. I've also been named as an Enterprising Women honoree.

I am going to show you
STEP-BY-STEP how you can
immediately start making money
with VIP Days...

AND get instant access to my
“done for you” templates, scripts and
checklists so you can get started today.



Kendall SummerHawk

VIP Day Quick Profit Secrets

I've helped thousands of business owners, mostly women, start and grow financially and spiritually rich businesses – which helps women increase their self-worth and net worth.

I have a multi 7-figure business and yes, VIP Days are a BIG part of our success.

Throughout this blueprint, I'm going to give you my most powerful tips for designing, pricing and marketing your own VIP Days...

Be sure to read through to the end, so you'll find out how to get instant access to all of my “**done for you**” templates, scripts and checklists so you can get started using VIP Days in your business right away.

**“Why can’t I learn to do
VIP Days just by watching
other coaches?”**



Kendall SummerHawk

VIP Day Quick Profit Secrets

A lot of people ask me, ***“Kendall, I see a lot of top coaches and mentors offering VP Days, why can’t I just learn how to do this by watching them?”***

**Let me save you a lot of wasted time
and disappointment right now.**

Our nature is to give ...

**But over-giving can actually
OVERWHELM your clients!**



Kendall SummerHawk

VIP Day Quick Profit Secrets

A lot of mentors out there offer VIP Days and if all you do is press your nose to the glass, watch what they're doing from the outside and try to model that, you're likely going to run into the same problem that I ran into.

You see, for most of us, our nature is to give.

I LOVE to give and I love to really help my clients. But all that giving can back-fire on you because you can easily overwhelm your client.

My BIG mistake...

Modeling what
other coaches
were doing.



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The way to avoid this overwhelm is by knowing HOW to create an offer that is designed to help your clients begin to solve their most pressing problem in your area of expertise, so they feel inspired and ready to take action, minus the overwhelm that comes from you over giving.

When I first started offering VIP Day coaching and consulting I mistakenly modeled the, “I’m the big cheese at the top of the hill” approach many other top mentors use.

This is where the client shows up for a day, you work on what they bring to you, then boot them out the door long before the sun sets. No structure, no step by step, no templates or handouts, no clear focus. I know as a client of mentors who use this model, I left my VIP Day feeling like I had not received the value I expected and I was really disappointed.

I tried that model a couple of times and after my client left for the day, my heart would break!



By using my VIP
step-by-step templates
your clients will be delighted
with the awesome value
you deliver... and YOU
will be paid generously!

Kendall SummerHawk

VIP Day Quick Profit Secrets

I didn't feel I had given my clients what they really needed and I knew there had to be a better way to offer tremendous value for my clients and help them make a quantum leap forward.

**It felt really inauthentic and now I know why:
like you, my nature is to give generously, care deeply
and BE an authentic leader.**

The VIP Day model I teach is designed to really walk your client through, step by step, how to solve their most pressing problems.

There are 4 different styles of VIP Days that I teach you how to do so you can choose the style you like the best and feel confident that no matter what, you're delivering fabulous value — without overwhelming your client in the process.

What this means for you is you get to relax, knowing that I'm teaching you how to **"GIVE AND GET PAID"** generously and feel secure in knowing that your clients will be delighted with the awesome value you deliver.

VIP Day Success!

"I hit my first \$5,000 month because of VIP days.

And that was just delivering 3 half days!

They are sooo profitable."

Shirley Billson, ShirleyBillson.com



Kendall SummerHawk

VIP Day Quick Profit Secrets

VIP Day Success!

"As a result of Kendall's program, I sold out three months of VIP days in under 30 days and will easily add multiple 6-figures annually.

It's also allowed me to have a much deeper transformational experience with my clients - who have had incredible breakthroughs and taken quantum leaps FAST! Thank you, Kendall, from the bottom of my heart."

Derek Rydall, DerekRydall.com



Kendall SummerHawk

VIP Day Quick Profit Secrets

What IS a VIP Day?

- Whole or partial day with you.
- Learning and benefiting from YOUR expertise.
- Live or virtual (convenient and easy to deliver).

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So what exactly IS a VIP Day?

A VIP Day is where your client spends part of a day or a whole day with you, either LIVE or VIRTUALLY, learning from you and benefiting from your expertise. That's it!

What is a "DAY?"

- NOT 8 full hours (whew!)
- Typically just 5 hours.
- Includes lots of breaks.



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And exactly how long is a VIP Day?

First of all, a “day” is not a FULL 8 hours. A virtual VIP Day is typically 5 hours and includes lots of breaks. A live VIP Day is a little longer but it’s still not a full 8 hours. I know you’re probably asking yourself, how does the day flow? I get asked this a lot so let me tell you right now how the day is structured.

Here’s my really SIMPLE and EASY VIP Day template you can use.

In a virtual VIP Day you’ll section your time into 4 or 5 calls. For example:

- Call 1: 60 min where you set up you and your client for success and begin to deliver content
Break
- Call 2: 45 min where you deliver some content and walk your client through an exercise
Break
- Call 3: 45 min where you deliver some content and do another exercise
Break
- Call 4: 45 min is the same thing
Break
- Call 5: (last call) is where you deliver your final content for the day and wrap up using my summary formula. This is also where, if you’re following my formula you’ll often have your client hire you for more because I show you exactly what to say and what to offer next.

That’s it! You can tell from this format there’s NO WAY you can over deliver so this solves that problem.

Now, I know some of you are saying, *“But Kendall, there’s NO WAY I can fit all of my expertise and help I want to give my clients into such a short format.”*

My answer is that’s a GOOD problem to have!

There’s a reason this is a GOOD problem to have and let me share with you why as a BONUS tip...



Imagine how **MULTIPLYING** your income
from a single VIP Day would change your life...

Imagine making **8-10 times** what you
are making now!

Kendall SummerHawk

VIP Day Quick Profit Secrets

It's a good problem to have because it sets you up to have more than one VIP Day, each focused on a different aspect or phase of your Signature System.

This is one of my secrets to keeping your clients engaged with you and coming back for more. This way, you're not spending tons of time customizing your VIP Days but you DO have choices of VIP Days you can offer your clients.

You can already begin to imagine how multiplying your income from a single VIP Day would change your life.

Now, if you don't have your signature system all mapped out no worries, I'll let you know later on how you can have me walk you through in detail how to get your signature system completed in less than 90 minutes.



What if you don't have a
big list...
or you're trying to fill
teleseminars and webinars
and you're struggling?

Kendall SummerHawk

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Let's talk about if you don't have time or you don't have a list big enough to launch something like a teleseminar, a webinar or a workshop that may or may not pay off...

Because VIP Days are a lot simpler and easier to use to make money with.

Teleseminars, webinars and workshops are great but they take a lot of time.

You have to write sales copy, you have to plan out and write a large number of emails. And then you're hoping people show up and hoping even harder that they buy what you're offering.

For example, I had a client who was trying to offer teleseminars. She was getting just 6-8 participants on her teleseminars for \$197 so she was making \$1200 - \$1600 for delivering a 4-6 week course. *She was going broke.*

I taught her my VIP Day Quick Profit Secrets step by step strategy and within 1 week she had signed up FOUR VIP Day clients at \$1500 each. **That's \$6k of income in ONE week instead of \$1600k in 6 weeks so this was an increase of 4 TIMES what she had made before.**

Plus, one of her VIP Day clients then enrolled in her higher end offer, bringing in another \$5k. So **she quickly made \$11k** using what I taught her!

Bottom Line?
It's a HUGE RISK for an unknown ROI.

Kendall SummerHawk

VIP Day Quick Profit Secrets

The bottom line is that other strategies are a big risk and what you're risking is a huge amount of your time for an unknown return on your investment.

VIP Days are
FAST to Market.



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VIP Day Quick Profit Secrets

VIP Days are fast to market because they can take as little as just 1 conversation or even 3 simple emails.

You can decide to offer a VIP Day today and have a client sign up for one in as little as a week. You can deliver them live or virtually so there's no travel involved, no makeup, no getting dressed up. You can stay at home, pick up the phone, deliver your expertise and make several thousand dollars in one sitting. *And, once your client experiences you in a VIP Day format they typically want MORE of your help which I'll tell you more about later.*

Here are some other ways you can use VIP Days:

Let's say you want to enroll clients in a coaching or consulting package, but are having trouble getting them to see the value of how you can help them. Or if you're speaking and networking and have been looking for the right OFFER that takes people from interested to investing with you.

VIP Days are easy and exciting because they solve this problem for you.



1 STEP #1 Designing Your VIP Day

Kendall SummerHawk

VIP Day Quick Profit Secrets

So now I am going to share with you my **#1 secret for designing lucrative VIP Days**, and let you know ahead of time the **single biggest mistake people make** when attempting to offer VIP Days on their own.

**I'm letting you in on this
so you don't make this same mistake.**

Your VIP Day needs
to focus on a...



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You need a specific topic you focus your VIP Day on.

This is not the time to let the client lead the way because they're investing in YOU to help them. They don't know what they don't know.

Now, there's probably several different topics you COULD choose to focus on within your area of expertise but let me give you another piece of advice: don't try to make your client into an expert! That's for YOU. They just want your help in solving a problem.

You're giving them a structure, step by step, for how to do that during the VIP Day.

Now, if you're saying, *"But Kendall, my business isn't helping people make money, will VIP Days work for me?"* the answer is yes.

I've coached hundreds of entrepreneurs in all kinds of specialties to start making money by offering their services as a VIP Day. I've even coached my MOM to create her VIP Days. Her business is creating someone's personal color and design palette and her VIP Day includes her creating the palette, taking them shopping, cutting their hair and giving them a total makeover. This is an example of how the VIP Day format works no matter what, and she **broke through 6-figures in one year** using this strategy.

BONUS TIP

My secret to **MULTIPLYING** your income from a single VIP Day.

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VIP Day Quick Profit Secrets

I already touched on this but let me go into detail about this with you now because not knowing this simple formula **could cost you thousands in lost revenue**, which is money you can never recover. And it's why I'm going to teach you how to avoid missing out on getting paid over and over just for doing what you love.

By now you already know your VIP Day as an amazing way of getting paid handsomely to deliver great value. And that your VIP Day is the step between someone THINKING about working with you, and someone who is committed to working with you initially for just one day, but then becoming your client for months or even for years to come.

Here's what I mean – since you can't solve everything for your client in a single VIP Day, I believe it's your responsibility to offer your client a way of continuing on and moving forward with you.

This is my “next, next, next” strategy, which I teach in the full [VIP Day Quick Profit Secrets training program](#). But here's how I can help you get started now...

Your VIP Day solves
a specific problem for
your client...

AND illuminates the NEXT
problem they are now
going to want solved.



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VIP Day Quick Profit Secrets

Helping them solve that new problem is what you'll offer to your client at the end of your initial VIP Day together. And because you've been delivering awesome content for them, they're likely to say yes to the additional opportunity you present to them to continue moving forward together.

I was approached by a fellow at a recent event I attended and he told me how he had invested in my [VIP Day Quick Profit Secrets](#) training course and how appreciative he was to have gotten the training and how he had applied the "**next, next, next**" strategy. I asked him how much income he had generated from the training course. **He paused, then grinned from ear to ear and reported that he had made \$400k!**

Let's turn this into an exercise so you can see what I mean.

Grab a piece of paper and draw a line down the middle of the paper, and draw another line across the top. Label the left column "**First VIP Day Solves the Problem Of:**", and label the right column "**Additional Offer Solves the New Problems Of:**".

On the left, list the core one or two problems that your initial VIP Day solves. And on the right, brainstorm all the new problems that are illuminated during the first VIP Day.

Here's an example: I'm going to use this training blueprint as the example. So on the left side of the paper, I'd write "This solves the problem for you, of introducing you to a way of quickly generating great money, doing what you love, even if you don't have a list. And I'm going sharing a lot of content with you."

But now that you know this much, there are other questions that have been opened up, such as:

- How to know if your VIP Day topic is one people will pay for
- How much you can charge for your VIP Day
- What to put into your VIP Day and how to take all of your great content and expertise and quickly turn it into an easy to sell VIP Day format
- How to delegate and organize your VIP Day so it's seamless for you and joyful for your client
- Plus, most importantly, how to MARKET your VIP Day using email and what to say about your VIP Days in your newsletter or in a conversation to get people excited about saying YES to your offer

These are the items I would list on the right side of the paper.

And these are exactly what I'll teach you in detail in the downloadable [VIP Day Quick Profit Secrets](#) training course.



STEP #2 Pricing Your VIP Day

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VIP Day Quick Profit Secrets

Let's talk about pricing your VIP Day.

Because knowing the right strategy for pricing your VIP Day is crucial. I am going to share tips on how to determine exactly what to charge and help you eliminate any concerns that ***"my clients won't pay that."***

The #1 pricing secret
you **MUST** know
to secure your VIP Day fees.



Kendall SummerHawk

VIP Day Quick Profit Secrets

A lot of entrepreneurs don't know this but it's something that is CRITICAL and by not knowing it, they make a big mistake.

**They let the client make payments that
extend beyond the VIP Day.**

The reason why this is a mistake is you need your client fully committed before you deliver your valuable expertise. *It's ONLY when a client is fully committed that they'll take the kind of action you expect them to.*

BONUS TIP

3 Levels of Pricing for VIP Days

The first level is \$997 - \$4,997

Kendall SummerHawk

VIP Day Quick Profit Secrets

Let me share a BONUS pricing tip with you

There are 3 categories/levels of price ranges most commonly used for VIP Days.

The first one is from \$997 - \$4,997. Most of my clients start by charging between \$997 - \$2997. There are 2 other ranges that I share in the complete training course.

This typically represents 4-8 TIMES what they would normally charge on a per month basis.

Think about that for a moment. *Imagine receiving that much more than your regular monthly fee for a single day of supporting someone in just one area of your expertise.*

There are just 5 SIMPLE steps
to PRICING your VIP Day

I'll walk you through
EACH STEP in the
complete training course!




Kendall SummerHawk

VIP Day Quick Profit Secrets

There are just 5 simple steps to pricing your VIP Days which is critical so you're clear on what to charge.

I show you how to avoid discounting your fees and how to inspire your prospective client to go from interested to invested, on the spot.

I give you this 5 step template including example pricing and I walk you through it in detail in the complete [VIP Day Quick Profit Secrets](#) training course.



What if you are thinking,
“My clients won’t pay
that?”

Kendall SummerHawk

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**I know some of you are thinking, “my clients won’t pay that”
or “I’m just getting started.”**

Every one of my clients had the same concerns, and yet they have been successful offering VIP Days following my system. **That’s because it IS a system.**

Once you see how easy they are to design and market you also see how much value they give to your clients so they get what they need and you feel good about sharing your expertise in this way.

And here’s why...

VIP Days automatically INCREASE your value:

- Clients pay MORE for intensives.
- Clients pay more for SPEED.
- Clients get BETTER results when they get into action quickly.



Kendall SummerHawk

VIP Day Quick Profit Secrets

Which is how they are such a powerful tool for helping you grow your business. VIP Days automatically increase your value and credibility. The reason why is because clients will invest MORE for concentrated info, delivered in an intensive format. And people love paying more and really value speed. Plus clients get better results when they get into action quickly.

Which brings up a bonus tip I want to share with you.

Women typically discount their value. Tony Robbins calls this one-downsmanship. But when you take what you know on a topic and you condense it into a VIP Day format you automatically increase its value. That's because people can benefit from the magic of what you do in a concentrated way instead of making them wait and dragging it out.

People will invest MORE for that help because it's faster and they know there's ultimately MORE value in it.

You can take someone farther, faster because they're getting what they need all at once in a VIP Day. So they get into action and apply what they're learning with you and they start seeing immediate results.

So there are 3 mindsets to write down here:

- #1. Clients pay more for intensives
- #2. Clients pay more for speed
- #3. Clients get better results when they get into action quickly

3 STEP #3 Marketing Your VIP Day

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VIP Day Quick Profit Secrets

One of the most exciting things about offering VIP Days is that they are just SO easy to market.



The 3 BEST ways
to market your VIP Days

even if you don't have a big list
or are just starting out.

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And if you do have a list, you can use these 3 marketing strategies to secure VIP Day clients for weeks, even months to come.

**Market Your
VIP Days:**

Email
(with or without a big list!)



Kendall SummerHawk

VIP Day Quick Profit Secrets

One of the best ways to market your VIP Days is through simple email

You don't need a big list and this can be done with as little as just 3 emails sent over a few days time period. There are the only 3 emails you need to send:

- #1. Lets your list know that on a certain date you're going to open up the opportunity to apply to working with you in a private VIP intensive
- #2. The next email lets people know the VIP opportunity is now open, that it's limited to a certain number of spots, and it invites them to apply
- #3. In the last chance email, you give them one last opportunity to schedule a time to talk with you about your VIP openings

I know you may not have time to write these emails so I'm giving you sample emails already pre-written and a sample email marketing calendar showing you exactly what to send and when. I'm even including the subject lines. It's all done for you in the [VIP Day Quick Profit Secrets](#) downloadable training course.

Market Your VIP Days: 1-on-1 Conversations



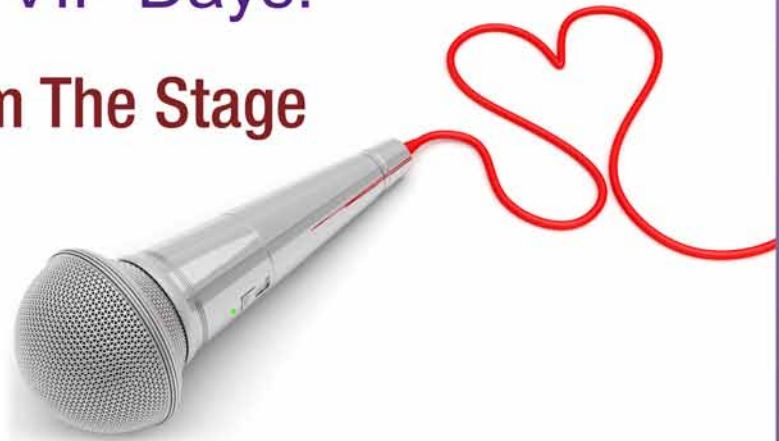
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Another great way to attract VIP Day clients is as simple as having one-on-one conversations

This is so perfect if you're networking or when you meet someone you really connect with and want to be of service to. **I'll show you the exact sequence to follow** when you meet someone so that you feel comfortable and confident and know exactly what to say to have them want to become your VIP Day client.

Market Your VIP Days: Speaking From The Stage



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VIP Day Quick Profit Secrets

A third way is with speaking engagements.

This is where you make an offer from the stage. Or, if you're not allowed to sell, I show you **what you CAN offer that is in integrity that will have people easily become your VIP Day clients**. I'll give you sample forms and the exact sequence, all step by step for you to follow.



What I've shared with you so far...

Kendall SummerHawk

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- I've shown you why VIP Days work so well for generating as much as \$3,000 - \$10,000 in income any time you need it.
- I've shown you how you can get started offering VIP Days within just a few days, even if you don't have a list.
- I've shown you how VIP Days are a simple strategy for generating consistent cash flow and how they are easy for clients to say yes to, and how they are a "rinse and repeat" strategy you can use over and over again.
- I shared a sample template of how to run your VIP Day, and I gave the price ranges most people use when starting out, and I outlined for you the 3 easiest ways to market your VIP days.
- Plus I shared examples of why VIP days fit for any market, why people love saying yes to your VIP Day offer and why they find this such an exciting and highly valuable way to work with you.
- And I showed you how you can multiply your income from a single VIP Day, which helps you make money consistently, in less time and with less work.



Get instant access to **EVERYTHING**
you need to start making money right **NOW**
with **VIP Days – ALL DONE FOR YOU!**

- ✓ Step by step templates
- ✓ Pricing template
- ✓ Scripts, checklists, & samples
- ✓ Marketing calendars

... and **MORE!**

Kendall SummerHawk

VIP Day Quick Profit Secrets

So as I promised, I'm going to share with you how you can get instant access to everything you need to start making money right now with VIP Days... and all done for you.

The [VIP DAY Quick Profit Secrets](#) course I've created FOR you includes **step-by-step templates, scripts, checklists, & samples, pricing template, marketing calendars, training audios and more.**

With this **COMPLETE**
training course
you can have your
FIRST VIP Day client
in as little as
one **WEEK!**



Kendall SummerHawk

VIP Day Quick Profit Secrets



You get instant access
to ALL checklists,
templates, scripts,
and samples...
**PLUS 4 audio training
modules!**

Kendall SummerHawk

VIP Day Quick Profit Secrets

Now, to be honest with you, I've taught a lot less than this and still had hundreds of clients be successful offering VIP Days.

But I want you to have everything I can possibly share on this topic because I know it's important to you to make great money as quickly as you can.

And if you've been at one of my workshops where I touched on this topic before, let me share with you, this course includes SO much more. In a workshop where I only have 60 or 90 minutes, there's just no way I can go as in depth as I do in the complete training course.

So whether you've been in my teachings before or you're brand new, you're going to get exactly what you need to be successful with this simple, quick money making income stream.

Remember, if you have no list, and you are looking for way to get off the hamster wheel and free up your time, this is it!

With this VIP Day Quick Profit Secrets training course you'll get instant access to ALL of the course materials, including 4 audio training modules, each a full 90 minutes.

And with each module I've included all done for you step-by-step templates, checklists, scripts, and more!

Module #1:

**“The ABCs of
Designing & Delivering
Your VIP Days (Live or Virtual)
Step by Step”**



Plus step by step templates, checklists, scripts, and more!

Kendall SummerHawk

VIP Day Quick Profit Secrets

This is where you'll quickly transform your expertise into a highly marketable VIP Day that delivers awesome value without over delivering.

I walk you through how to take your expertise, choose the style of VIP Day that works best for you, and show you how to quickly and easily create the perfect amount of VIP Day content, without over delivering and without overwhelm.

Includes: my minute-by-minute, done-for-you templates of how to run your VIP Days (live or virtual). Plus my detailed template on how you can leverage your time with group VIP Days, and many more exciting checklists and templates.

Module #2:

“Marketing & Launch Secrets – Practically Done for You”

Plus step by step templates,
checklists, scripts, and more!



Kendall SummerHawk

VIP Day Quick Profit Secrets

With this module you can attract your first VIP Day client in as little as 1 week, following these simple steps.

**Includes: complete done-for-you marketing campaigns,
a marketing calendar, sample emails, example forms
and more.**



Module #3:

“How to Seal the Deal – Step by Step, Secrets to Creating an Irresistible VIP Day Offer & Confidently Pricing Your Expertise”

Plus step by step templates,
checklists, scripts, and more!

Kendall SummerHawk

VIP Day Quick Profit Secrets

You'll learn exactly what to charge, and you'll get my pricing secrets that will help your clients want to pay you in full.

I'll also teach you how to confidently discuss your fees, when it makes sense to post your fees online (and when it's a big no-no!) and how to gracefully and easily eliminate any concern that “my clients won't pay more”.

Includes: a simple pricing template, pricing tips and more.

Module #4:

“Putting It All Together - Delegating, Organizing & Streamlining Your VIP Day Delivery”

Plus step by step templates,
checklists, scripts, and more!



Kendall SummerHawk

VIP Day Quick Profit Secrets

You'll learn how to seamlessly add VIP Days to your existing business, how to ensure your client has an amazing experience with you (whether your VIP Day is live or virtual) that has them raving about you, and ready for more.

**Includes: sample agreements and checklists
so every detail is covered for you.**

BONUS #1

“Craft A Signature System That Sells” Audio Training



Kendall SummerHawk

VIP Day Quick Profit Secrets

Plus I am delivering an incredible BONUS...

My “Craft A Signature System That Sells” training where I’ll walk you through how to transform that thing you do into 1 signature system and THEN how to transform it into multiple VIP Days so you always have something fresh and new to offer your clients.

This is my 2.0 version of Signature System and I’m really excited to give it to you as my gift in this training program.

BONUS #2

Over 21 Downloadable
Forms, Scripts, Templates
and Checklists



Kendall SummerHawk

VIP Day Quick Profit Secrets

**You get over 21 downloadable forms, scripts,
templates and checklists...**

**which means that together, these tools will help you
quickly launch your own VIP Days in as little as 1 week!**



VIP Days are a “rinse and repeat”
strategy you can use
over and over again to create
cash flow for years to come!

Kendall SummerHawk

VIP Day Quick Profit Secrets

I call this “rinse and repeat” and I don’t know anyone who has ever given a VIP Day who doesn’t keep offering them. The templates, checklists and step by step information you’re getting with this course is training and education you’re going to put to use over and over again for years.

Let’s Look at EVERYTHING You Get:

- ✓ VIP Day Quick Profit Secrets Training Course
- ✓ Bonus: Over 21 Downloadable Templates
- ✓ Bonus: Signature System Audio Training

Total Value: \$4,997



Kendall SummerHawk

VIP Day Quick Profit Secrets

By now you may be wondering, “Kendall, what’s the investment?”

If you were to go to my regular website you'd see the investment for this program is \$997.

At that amount this step by step training is an awesome value because just one VIP day would pay you back immediately 1, 2, 3 or even 5 times over.

But because you have invested in this special report, I have a special offer for you where you can save over \$200!

You can get started today for just 4 easy payments of only \$197 — or if you want to save \$300 you can make 1 quick payment of just \$697.

Regularly \$997

But, Because You're Here Today...

**4 easy payments of just \$197
(YOU SAVE OVER \$200)**

OR

**1 quick payment of just \$697
(YOU SAVE \$300)**

Click Below To Save!



Kendall SummerHawk VIP Day Quick Profit Secrets

Yes, I want to get started with VIP Days today!

[Click here to get started with VIP Days today](#)

Simply **CLICK** the button below
or go to
VIPDaySpecialOffer.com
and select which option to
SAVE is right for you.

**Click
Below
To
Save!**



Kendall SummerHawk

VIP Day Quick Profit Secrets



[Click here to get started with VIP Days today](#)

This is a phenomenal value and the handouts, done-for-you templates and scripts I'm including are truly PRICELESS. The reason why is because they mean you can get started immediately, there's no guessing because everything is laid out for you and they save you a ton of your time and energy.

When you enroll in this training course at VIPDaySpecialOffer.com you'll receive a thank-you confirmation email with instant access to all of the audio training modules, handouts, worksheets, scripts and including the marketing calendar and marketing flow charts we've created for you

This entire package of [VIP Day Quick Profit Secrets](#) training program is worth over \$4,997 and you can get instant access right now for just \$697 or 4 easy payments of \$197.



“My Final Piece Of Advice ...”

Kendall SummerHawk

VIP Day Quick Profit Secrets

EVERY 6-Figure
and 7-Figure
Coach/Mentor
Uses VIP Days

teach
inspire
motivate

Kendall SummerHawk

VIP Day Quick Profit Secrets

Every mentor or coach I know who is making 6 figures, multiple 6 figures and even 7 figures includes VIP Days as a consistent piece of their business model.

Even Tony Robbins! So what does that tell you?

VIP Days:

- ✓ Are Easy
- ✓ Are Profitable
- ✓ Deliver Incredible Value
- ✓ Make Clients Want MORE



Kendall SummerHawk

VIP Day Quick Profit Secrets

It tells you that VIP Days are easy, they're profitable, and if you create your VIP Day offer using my proven formula, they give enormous value to your client which means they love you and want to sign up to get more of YOUR expertise and help.

VIP Day Success!

"When I heard of VIP Days I couldn't imagine asking that much money for such a short time period!

But I followed the training and generated 7500€ in 2 days!

VIP Days offer a model for a powerful breakthrough process that lasts long after the day is gone. I love them, and people LONG for them."

Marcelle Della Faille, Loi-d-Attraction.com



Kendall SummerHawk

VIP Day Quick Profit Secrets

So, if you're in business for yourself it's not a question of whether you will or you won't be offering VIP Days. The only question is will you put it off and therefore put off the quick profits you can be generating as soon as 1 week helping people and doing what you love? Or will you get yourself prepared, confident and ready to deliver VIP Days today?

I'm here to help you do that, quickly, easily and profitably.

Will you put off generating quick profits?

...Or will you get yourself prepared, confident and ready to deliver VIP Days today?



Kendall SummerHawk

VIP Day Quick Profit Secrets



Remember ...

**Most people charge
\$997 - \$2,997
for their FIRST VIP
Day**

Kendall SummerHawk

VIP Day Quick Profit Secrets

Just ONE VIP Day client
can be worth
3x your investment
in this training course!



Kendall SummerHawk

VIP Day Quick Profit Secrets

In as little as 1 week you could have your first VIP Day client. And when you consider how crazy-low the investment this course is going for it really is a no-brainer. The checklists and the templates alone will save you hours and hours of time. Plus, the step by step formula I'm going to walk you through for pricing your VIP Day can mean a difference of hundreds, even thousands of dollars for you with just one client.

VIP Day Success!

"What a great return on investment!

Each time I enroll a new client, I raise the investment because of the value they receive from their results-focused time with me.

Adding VIP Days to my suite of services has been an amazing boost not only to my income but to my confidence, too!"

Dinah Snow, DinahSnow.com



Kendall SummerHawk

VIP Day Quick Profit Secrets



Kendall SummerHawk

VIP Day Quick Profit Secrets

If you're doing any kind of networking or speaking or teleseminars, you would be stepping over thousands of dollars, just leaving that kind of amazing money lying on the floor unless you know how to move the people you're meeting forward into either a live or virtual VIP Day with you.

**Remember, if people are not investing with you
then you're not helping them ...**

And that means your gifts and expertise are dying, unused. You need to get your gifts out there in a big way to fulfill your purpose and whether you prefer to offer your VIP Days live or virtually the good news is, what I'll teach you in this course will show you step-by-step how to add this profitable income stream to your business practically overnight.

Can you do this?

Yes you can!

I believe in you!



Kendall SummerHawk

VIP Day Quick Profit Secrets

Can you do this? Yes you can! I know you can do this because I've helped thousands of entrepreneurs make great money with VIP Days.

I hope you're excited about what you'll learn in this course.
Go to www.VIPDaySpecialOffer.com right now and get started today.



**It's Time To
Make Great Money
Doing What You Love...**

Kendall SummerHawk

VIP Day Quick Profit Secrets

Get Started Today!

Click the button below or go to
VIPDaySpecialOffer.com

Have questions?

Email connect@kendallsummerhawk.com

Call 1-877-393-SOUL (7685)

**Click
Below
To
Save!**



Kendall SummerHawk

VIP Day Quick Profit Secrets

Just click on the button below or go to VIPDaySpecialOffer.com. And if you have questions or need help you are welcome to email my team at connect@kendallsummerhawk.com. Or you can call us at 877-393-soul, which is 877-393-7685.

Thank you and my love and brilliance to you!



[Click here to get started with VIP Days today](#)

Kendall Summer Hawk
VIP Day Quick Profit Blueprint
www.VIPDaySpecialOffer.com

