

The Event-FULL Fomula PACK Events With People & Profits! VIP Value Touch-Points

VIP #1

- Introduce / Welcome / Acknowledge / Celebrate
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #2

- Introduce / Welcome / Remind
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #3

- Introduce / Welcome / Remind
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #7

- Introduce / Welcome / Remind
- Introduce 'The IDEA' of The Event.
 - CTA... Raise Hand / Opt In
 - Follow-Up
 - Add More ADDITIONAL Value
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #6

- Introduce / Welcome / Remind
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #5

- Introduce / Welcome / Remind
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #4

- Introduce / Welcome / Remind
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #8

- Introduce / Welcome / Remind
- Confirm 'The IDEA' of The Event.
 - General Event Enticement
 - Details
 - Date
 - Time
 - WHY!
 - Add More ADDITIONAL Value
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #9

- Introduce / Welcome / Remind
- Confirm / Affirm The Event.
 - More & Specific Event Enticement
 - Details
 - Date
 - Time
 - WHY!
 - Speakers / Results / Value
 - CTA
 - Specific Info
 - REGISTRATION
 - Add More ADDITIONAL Value
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #10

- Introduce / Welcome / Remind
- Promote The Event.
 - More & Specific Event Promotion / Enrollment
 - Details
 - Date
 - Time
 - WHY!
 - Speakers / Results / Value
 - CTA
 - More & Enticing Specific Info
 - Pro-actively REGISTER
 - Add More ADDITIONAL Value
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP 12
...UNTIL!

- Introduce / Welcome / Remind
- Pro Actively Promote The Event.
 - Pro Active Promotion & Event Sales Promotion / Enrollment
 - Details
 - Date
 - Time
 - WHY!
 - Speakers / Results / Value
 - CTA
 - More & Enticing Specific Info
 - Pro-actively REGISTER
 - Add More ADDITIONAL Value
 - Continue & Offer VIP Option / Opportunity
 - Engage & Enroll In Additional VIP Value
 - VIP Bonus Value Launch & Fulfillment Begins
 - VIP CUT DEADLINE / Cutoff (For Delivery
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc

VIP #11

- Introduce / Welcome / Remind
- Pro Actively Promote The Event.
 - Pro Active Promotion & Event Sales Promotion / Enrollment
 - Details
 - Date
 - Time
 - WHY!
 - Speakers / Results / Value
 - CTA
 - More & Enticing Specific Info
 - Pro-actively REGISTER
 - Add More ADDITIONAL Value
 - Introduce & Offer VIP Option / Opportunity
- Deliver REAL and Massive VALUE
 - ONE Actionable Deliverable
 - Support Materials / Resources
 - Worksheet
 - Guide
 - Checklist
 - Template
 - Formula
 - ...etc