

Day 1: Create Your Offer

Using the Sweet Spot Formula, what are your top 3 offers?

OFFER IDEA 1	OFFER IDEA 2	OFFER IDEA 3
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Day 2: Price Your Offer

Using our Revenue Projector and Day Rate Calculator, what will your starting price be?

MONTHLY REVENUE GOAL	YOUR STARTING PRICE	# OF INTENSIVES NEEDED
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Day 3: Pitch Your Offer

Who will you pitch your first VIP Day offer to, and how?

PROSPECTS	OFFER	HOW + WHERE TO PITCH
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Day 4: Scale Your Offer

What stage are you at along the Day Rate Growth SCALE™ and what are your next steps?

STAGE	MILESTONES	ACTION ITEMS
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