



VIP DAY OFFER INDEX

Over 50 viable ideas for a premium VIP Day offer, and over 60 niches to choose from

Launch Your **VIP DAY**
ON-DEMAND WORKSHOP

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Before we can take a look at this collection of VIP Day offer ideas, I want to talk a little bit about the **ONE** thing that will make your offer stand high above the rest:

niche clarity

A clear & specific niche, combined with a thoughtfully crafted outcome, is what creates an offer that is memorable, shareable and different! Because when you try to be everything to everyone, you actually become nothing to anyone.

When you have niche clarity and alignment, you are able to connect with your ideal audience & in turn, create massive momentum and greater profit with your business.

When people really care about the results that they are after, they will always buy from a specialist, or the “expert”, rather than the generalist.

Why? Because specialists are really, really good at that ONE thing, while generalists are sorta good at a lot of things, but are never the expert.

And here’s the thing - when you are super specific about the type of work that you do, you become more easily referable, memorable and shareable than others in your industry.

THINK ABOUT THIS:

Maybe you offer Interior Design. But what makes you so special? Oh, you’re an interior designer for empty nesters who have just sold their 3,000 sqft. home, and downsized to a low maintenance condo in Florida, and now they have no idea how to decorate their new, smaller space.

Do you see how this makes you more MEMORABLE, SHAREABLE and NOTICEABLE?

You become known as the expert in designing small interiors for a specific demographic. You become THE person that people refer to when their friends ask about this specific pain point. Over time, you get better and better at working in this niche (you learn all the secrets of this tiny niche), and you eventually become so efficient that you create a process that will make each job less and less work for you, and thereby increasing your profit margin.

Once you’re seen as the expert you can start to charge a premium price for your service - and people will pay for it, because they know that YOU are the expert.

Let me ask you this - would you pay more for the general interior designer, or the one who is an expert in designing effective, efficient and gorgeous small space interiors?

So what sets you apart from everyone else? What do you want to be known for?

Typically, there are three main ways you can get “niche-specific.”

- WHO you serve
- the RESULT you deliver
- and the METHOD by which you work

If you're here, you're ready to offer DAY RATES or VIP DAYS, so you're already well on your way to becoming known for the METHOD in which you deliver results.

Today I want to show you how you can niche down even further, by getting specific on WHO you serve, combined with the specific RESULT you deliver– so that when all three are combined, you have massive niche-specificity, which is memorable, shareable and different!

This is such a fascinating topic to me. There are so many amazing, practical, and well-loved tiny niches in the small business world, and there's room for yours too!

Let's start with the WHO.

Start by brainstorming... Ask yourself what industry do you know best? Who do you love working with? Who have been your favorite past clients? Whose values do you align with?

On the next page, you'll see a list of options for WHO you could potentially serve, but this isn't an exhaustive list. Use the list as inspiration, and then brainstorm anything else that comes to mind for you.

Once you've figured out your WHO, it's time to figure out the RESULT(S) you want to deliver.

I've broken the remaining pages down into 7 different categories, and each category has 8 suggestions for RESULTS that can be delivered in a day. Find the category that best describes your business, and then browse through the suggested Day Rate deliverables (aka RESULTS).

As you're reading through this list, be honest with yourself.

Be sure to think about what do you love to do, what does your audience ask for most often, what is the most lucrative & profitable service you provide, what is missing from the current market, etc...?

STEP 1

Choose a Niche

HEALTH	LOCAL	REMOTE	COMMUNITY	HOME
Women's Health Men's Health Naturopathic Spiritual Health Food & Nutrition Children's Health Chronic Illness Autoimmune Supplements Yoga/Pilates Personal Exercise Running Biking Massage CBD Beauty/Spas	Restaurants Food Trucks Breweries Handyman/Repair Plumbing Heating/Cooling Construction Lawn Care Brick and Mortar Boutique Hotels Fashion/Retail Real Estate Dentists Musicians Entertainers	Course Creators Web Designers Graphic Designers Copywriters Social Media SaaS Tech Coaching Gaming Corporate Financial Planning Accounting Authors	PTO/PTA Summer Camps LGBTQ Community Enviro Activists Educators Team Sports Non-Profit Retreat Centers Conferences	Travel Pet Svcs Childcare Preschools Domestic Svcs Children's Svcs Home Decor Landscape Design Homestead Farming

Brainstorm other ideas in the space below.

STEP 2

Choose a Specialty

DESIGN	COPY	MARKETING	TECH
Web Design Sales Page Design Brand Design Canva Graphics Print Design E-Commerce Presentation Design Punch List	Web Sales Page Facebook Ad Lead Magnet Email Sequences Social Media Blog Posts Product Descriptions	High Level Strategy Content Pinterest Instagram LinkedIn Brand Strategy Funnel Strategy Marketing Director	Funnel Integrations Course Setup Video Editing Wordpress Maintenance Tagging & Email Mgmt Web Development Calendar Setup Custom Dashboards

SPECIALIST	GENERAL BUSINESS	NON-BUSINESS
Dubsado MemberVault HoneyBook Kajabi FG Funnels Clickup Air Table Notion	General Biz Coaching Legal and Contracts Financial Planning Bookkeeping Tax Prep Product Photography Book Writing Coaching Real Estate Coaching	Home Organizing Personal Stylist Landscape Design Home Decorating Personal Assistant Meal Planning College Prep Chore Systems

Brainstorm other ideas in the space below.

If you're a Designer

WEB DESIGN

Depending on how fast you are, you could try doing anywhere from 2-7 pages of website in a day.

SALES PAGE OR LANDING PAGE DESIGN

If your client has their copy ready to go, could you design their sales page, plus thank you page?

SIMPLE BRAND DESIGN

While one day isn't enough for an extensive brand strategy project, it's plenty of time to design a simple wordmark/logo, plus choose colors, fonts and maybe even icons if you have time.

CANVA GRAPHICS OR TEMPLATES

Maybe your client wants the ability to create all of their business assets themselves, using Canva, but they need a designer to get them started! In one day, you could create a template library for them

PRINT DESIGN

You may have a repeat client who has a bunch of print design needs, which can be accomplished in a day. This could include design, print-ready file set-up, and submission to the printer.

E-COMMERCE GRAPHICS

We've seen a lot of clients who need custom graphics for their product-based e-commerce business. This could be for their website or even ad graphics or brochures.

PRESENTATION OR COURSE DESIGN

Let's be honest, designing a slide deck or course graphics can take a long time! spend a day working on your clients presentation slides or help them get everything ready for their course launch.

PUNCH LIST OF DESIGN WORK

Sometimes the good old punch list is a great intro to design days. this is how I got my start actually, when I client emailed me with a laundry list of things she needed done on her website.

If you're a Copywriter

WEBSITE COPY

Create compelling, high converting copy for a specified number of webpages in one day that will take your client's website to the next level.

SALES PAGE OR LANDING PAGE COPY

Write captivating copy for sales pages or landing pages that will convert a curious consumer to a client.

FACEBOOK AD COPY

Attract new leads for your clients with enticing copy for a specific number of Facebook Ads.

LEAD MAGNET COPY

Create high value, digital content for any business. For example: an eBook with a specific number of pages, a PDF checklist, how-to reports/guides, or a specified number of email templates.

EMAIL SEQUENCES

Do you love telling stories or writing emails? You could create an entire day out of writing someone's nurture sequence or emails for an upcoming launch.

SOCIAL MEDIA CAPTIONS

You can create multiple days worth of captions inline with the social media strategy for your clients.

BLOG POSTS

Depending on your speed, the topic and the length of the blog, spend a day writing multiple blog posts with SEO optimization that will send traffic to your client's business.

PRODUCT DESCRIPTIONS

Create an intensive for writing multiple attractive product descriptions for an online store.

If you're a Marketer

HIGH LEVEL MARKETING STRATEGY

Depending on the complexity, spend a day creating a compelling, all encompassing marketing strategy for a company.

CONTENT STRATEGY INTENSIVE

Solve content problems tailored to your clients with a one day intensive organizing and implementing strategy that will attract their ideal clients.

PINTEREST STRATEGY INTENSIVE

Are you proficient with Pinterest? Create a VIP experience for clients to help them increase their visibility with keyword planning, setting up pins, and determining a scheduling strategy.

INSTAGRAM STRATEGY INTENSIVE

Are you an expert with Instagram? Design a VIP day to knock out a client's strategy to increase their reach.

LINKED IN STRATEGY INTENSIVE

Are you skilled at LinkedIn? Create a VIP intensive to optimize a client's profile and implement a strategy for attracting new clients.

BRAND STRATEGY INTENSIVE

Create a one day experience for building the foundation of a business. Help clients to gain a clear understanding of their "who" and "why".

FUNNEL STRATEGY INTENSIVE

Are you a wizard in funnel building? Create a VIP intensive to map out strategy for building sales funnels.

PAID MEDIA/AD STRATEGY

Create an intensive to help clients reach more people and achieve stellar conversion rates with any paid media tactic: Social Media Advertising, Display Ads, Search Engine Marketing, to name a few.

If you're a Specialist

DUBSADO

You could build out your client's Dubsado platform with all of their branding, forms, canned emails, scheduler and workflows.

MEMBERVAULT

Brand your clients Membervault and add their course or membership. Depending on how fast you are, you can offer tech integrations as well.

HONEYBOOK

Build out your clients Honeybook with all of their proposals, brochures, workflows and integrations.

KAJABI

Depending on how fast you are, you could offer a Kajabi website or course or both

FG FUNNELS

If your client has the copy ready to go you could build their sales page or set up their "offer" and funnel associated tech.

CLICKUP

Plan or build out your client's systems & processes in Clickup and create templates for them to use.

AIR TABLE

Build integrated customer databases that can be used for customer-relationship management (CRM), task management, project planning, and tracking inventory.

NOTION

Plan or build your client's systems and processes in Notion and create customized templates for them to use.

If you're a Tech Geek

FUNNEL INTEGRATION AND SETUP

Set up and integrate your client's funnel using your chosen tech stack.

COURSE DESIGN OR SETUP

Help your client design their course or set up their course in your chosen course platform

VIDEO EDITOR FOR A DAY

Depending on how skilled you are, you could offer basic video editing, adding intros and extros and basic cuts or even more complex video editing.

WORDPRESS MAINTENANCE/CLEANUP

Maybe your client needs Wordpress maintenance beyond backups and updating plugins. You could offer editing of content and adding images or scheduling blog posts.

TAGGING AND EMAIL CAMPAIGN ORGANIZATION

You could set up a clients email account with correct tagging conventions and automations.

WEB DEVELOPMENT

Depending on how fast you are, you could develop a custom 1-3 page website for a client.

CALENDAR SETUP

Set up your clients scheduler in a program such as Acuity so that they can book clients.

CUSTOM DASHBOARDS

You could create a custom analytics dashboard for your client to view their data

General Business

GENERAL BUSINESS COACHING

Provide personalized guidance to a business owner to help them start or grow their business.

LEGAL BUSINESS SERVICES

Provide appropriate legal advice, write or review contracts, or handle copyrights and/or trademarks for businesses or individuals.

FINANCIAL PLANNING

Are you a financial advisor? Create/adjust a financial roadmap for businesses or individuals in a one day planning session or audit.

BOOKKEEPING

Develop a system for a company's financial management. Handle payroll, track funds, or maybe even design a budget.

TAX PREPARATION

Handle and prepare taxes or perform audits.

PRODUCT PHOTOGRAPHY

Offer VIP sessions for businesses or image editing services. You could even teach a course on product photography.

BOOK WRITING COACHING

Assist in creating the idea of the book, editing and proofreading as intensive sessions.

REAL ESTATE COACHING

Offer VIP experiences to develop a plan based on the market to help agents start or grow their business and attract more clients.

Non-Business

HOME ORGANIZING

Offer anything from a small office re-design to a full house take-over.

PERSONAL STYLIST

Whether it's choosing clothing and accessories tailored to your client, hair and makeup for a special event or even home decor, offer a VIP experience as an intensive.

LANDSCAPE DESIGN

Create a VIP offer to transform a client's landscape. From a small garden to full backyard re-design, anything is possible.

HOME DECORATING

Depending on the size of the room and complexity of the design, create a one day VIP experience to help design the home they have always dreamed of.

PERSONAL ASSISTANT FOR A DAY

Create a one day offer that could include tasks such as data entry, creating labels, organizing files, calendar/email management, travel coordination...the possibilities are endless.

MONTHLY MEAL PLANNING

Do you enjoy planning your meals and shopping lists? Are you familiar with specific diets? Create a VIP offer for meal planning and shopping list creation.

COLLEGE TEST PREP OR ESSAY COACHING

Create a VIP experience for clients who need an extra set of eyes and that little something extra on their essays.

CHORE SYSTEMS SETUP

Are you the one who can run a tight ship at home? Are you successful at getting chores done? Develop a system as a VIP experience to help others implement the strategies you've learned.

Are you still feeling stuck?

If you're still unsure, let's try this bonus question...

If you had to host a LIVE 60-minute webinar or presentation TODAY, what would your topic be on?
What would you cover?

Use the space below to write out anything that came up for you in the questions above.

So what do you want to be known for?

Once you've decided on your WHO, RESULTS and METHOD, put it all together and you have an amazingly distinctive niche that will make you memorable, shareable and different!

It's time to start taking appropriate steps to bring your *amazingly YOU-nique niche* to life!

Next steps are:

- Price your VIP Day offer
- Pitch it to several test clients
- Hop on a discovery call to close the deal
- Finally, deliver an amazing experience that will blow your client away so much so that they'll be telling all of their friends about you– because you'll be so memorable, shareable and different!