



## VIP Viral Strategy Game Plan Checklist & Execution Timing

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You'll want to refer to your module transcripts for the complete description. This is a checklist for you to manage your project.

### Week 1

#### Create your Ideal Client Profile(s)

Use the template provided in your member's area. You'll need a different one for each market segment like commercial or residential.

You can even apply this to your best referral partners.

#### Set Up Your Viral Client Attraction Software

[Here is the help guide for your VCA software.](#)

- Click on **Theme**
- Create your email header for your newsletter – I suggest naming your newsletter. (New IDEAS = New Interior Design Education for Amazing Success – it shows the benefit and who it's for) You can also order a completely customized header designed by our graphics team. Please check your member's area to purchase. "Custom Newsletter Header"
  - Select your **header color**
  - **Upload your logo** 200 x 100 pixels .gif, .jpg, .png
  - Select your **module color**
  - Select your **module heading color**
  - Add **footer** information
  - Save
  - Later, you'll be able to select a template from one of the standard designs (after your 30 day BBB guarantee period, and you'll be able to get your basic design done for you. We'll send you the details.)
- Create a **tag line** if you don't have one. It should explain who it's for and the benefits (*Home Fashion Forecast for Fashionistas and Home Lovers* – 6 – 8 words are best.) You can also have a graphic artist create a header for you with your logo and colors if you don't like the basic design option.

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- **Import** your list – make sure they've opted to receive your information at some point.
- Create **groups**:
  - All Clients
  - Current Clients (for surveys)
  - Past Clients
  - Prospects
  - Power Partners
  - Top 3 Nominees for \_\_\_\_\_ (see Module 4)
- Edit your **Member Fields** – you can ask for more information, but the more you ask, the less likely they are to answer or opt-in. Keep it to email, first name, last name, where did you hear about us? You can ask for more information later. If you've already created your groups, you can click on your member and add them to a group.
- You can also **add** one person at a time. Just remember that you must have their permission to mail to them.
- You can add your **social sharing** buttons like Facebook, Twitter and your blog's RSS feed. If you don't have that yet, you can set that up through Feedburner. It's free.

### [Create a Test Campaign](#)

**Click on the link above to get the complete help guide for your VCA software**

- Click on **Campaign**.
- Create a **New Mailing**.
  - Create a **Mailing Name** – this is for your internal use. Could be July Year Newsletter.
  - Add **Subject Line** – use the one from the newsletter I wrote for you.
  - Use **Stationery** – you can use the DSU test stationery for this campaign.
  - Use **Layout** – select the style that suits you.
  - Use the **HTML** version since you can make a prettier email.
- Copy and paste the article we gave you.
- Create a **sign-up form** for your newsletter
  - From the main audience screen, scroll to the **Your Signups** section below **Your Audience**.
  - **Create a new signup** or choose 'Open this Signup' from the option menu to the right of the signup screen that you'd like to edit.
  - Click into edit mode by clicking **Edit** in the top right.
  - Click the **your image here** button to upload your logo.
  - Edit the message to add a custom welcome note.

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- Decide which fields of information to collect by deselecting **hide** beside any you want to be visible. Mark a field **required** to make filling it out mandatory.
- Set the order of display for your fields by adjusting the numbers to the left of the fields.
- Decide which groups you want new subscribers to be added to by clicking on the **add or remove groups** button to the right of your audience fields.
- Click **Save** in the top right corner of the form. You can also adjust the Signup Name in the **About this signup** section at the top.
- From the main audience page, select 'Add this to your site' from the options menu to the right of the signup form's name. You'll see the block of code that lets you link to your signup screen from any page of your website.
- Once your signup is created, it will automatically appear any time someone clicks the sign up link at the bottom of your email campaigns.
- Make sure that you point your signup screen to an audience group! This ensures that your members aren't floating in limbo with no group association.
- **Adding an Image**
  - Just like images on a webpage, you'll need to publicly host any images you include in the email in order for them to correctly display. Be sure to include the full link -- no relative links -- when referencing them in your code. Here's an example of an absolute link:
  - ``
  - By full URL, we mean it must be appended with <http://> or <https://> rather than just www.
- [Send your test campaign](#)

## Week 2

- When you're ready and have all of your pieces and parts set up including the following, you can then send your first newsletter:
  - **Social media buttons**
  - Host your **photos** or **images**
  - Get stock images from [iStock Photo](#) or from your vendors and photographer (don't forget the photo credit)
  - Change the cover of your *"How to Avoid Interior Design Nightmares...What You Should Know Before Hiring an Interior Designer"* to customize it for your branding
  - [Save your document](#)
  - Set up your thank you page with a link to your *"How to Avoid Interior Design Nightmares...What You Should Know Before Hiring an Interior Designer"*

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- Once you send out your newsletter, you can add a link to it from your blog or website, and share it on Facebook, Twitter and LinkedIn
- Later, review how to send a [trigger series](#)...we call these follow-up sequences or succession emails.
- Complete your **VIP Influencers Target List**
- Make a list of your **Top 10 – 12 Ideal Clients**
- Get 10 – 12 gift cards (Starbucks is always good) for your clients who take your survey
- With Starbucks for iPhone you can:
  - Send a Starbucks Card eGift using your contacts or Facebook friend list
  - Pay for Starbucks purchases right from your iPhone or iPod touch
  - <https://www.giftcardmall.com/visagift/>
- **Amazon.com** Gift Cards
- **Amazon.com Gift Cards are redeemable storewide and never expire.** Send gift cards by e-mail, Facebook, print-at-home, or mail with free one-day shipping.

**Send a Personalized Gift Card**

**E-mail**



E-mail now, or schedule up to a year in advance.



**Facebook**



Send to a Facebook friend via Wall post.



**Print**



Print now on your home or office printer.



**Mail**



Send with a greeting card. FREE One-Day Shipping.



›[Compare all gift card options](#)

- Get [Thank You Notes](#) that fit your branding. Even Target has some nice looking stock.

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### Week 3

- Create & email **Client Satisfaction Survey** – see member’s area for questions to be used
  - Click on Campaigns
  - Scroll to Your Survey section
  - Click Create a New Survey
  - [Follow these directions for setting up your survey](#)
  - [Adding and Editing Content](#) - Building your survey questions
  - [Customizing Your Thanks Page](#) - Editing the thank you message
  - [Previewing and Publishing Your Survey](#) - Preparing your survey for public view
  - [Promoting Your Survey](#) - Inviting survey-takers
  - [Reading Your Survey's Response](#) - Seeing what your survey-takers had to say
- Send handwritten **thank you notes** to clients – member’s area – **Thank You for Taking Client Survey**
- Prepare **VIP Influencer’s Target List**
- Order [gift certificate](#) paper and [envelopes](#)
- Locate company to create [plaques](#)
- Talk to restaurant or other local companies about doing “joint marketing” – see **Joint Marketing Script** in member’s area
- Set reminder on your calendar for \_\_\_\_\_(date) for surveys to be submitted.
- Start reviewing survey answers and create testimonials for approval.
- Finalize three referral gifts for **Clients**
- Finalize three referral gifts for **Power Partners**
- Send **Just Sent the Client Satisfaction Survey Note Email**

### Week 4

- Check status of surveys
- Continue working on testimonials
- Make follow-up calls to make sure they received the **Client Satisfaction Survey**
- Pick up lottery tickets or other gift cards
- Send **thank yous** and **gift certificates** (lumpy mail)- member’s area:
  - **Gift Certificate Template**
  - **Sample Thank You Note to Client**
  - **Sample Letter to Gift Certificate Recipient**
  - **Handwrite on outside of envelope – “It’s your lucky day...”**

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- **Referral Bonus Program** – see member’s area – checklist for deciding about gifts
- **Schedule in person appointments** with clients who have expressed concerns or dissatisfaction
- **Send note acknowledging** the meeting and oops – member’s area – **Sincere Apology Note Template**
- Send new testimonial quotes to clients for their approval – member’s area – **Testimonial Approval Note**
- Complete any earlier items not done
- **Gifts for Top of Your City Survey** participants – 10 – 12
- Create a link to the survey for the **Top of Your City for Business/Service/Professional**

### Week 5

- **Nominee Survey for Top of Your City for Newsletter** – insert this as a newsletter article in your next issue – member’s area
- Call your top clients and schedule a time to ask them for their recommendations for the **Top of Your City Survey**.
- Send **Thank you for Helping Me With My Top of Your City Survey Note Template** – member’s area
- Send **Congratulations on Being Nominated for Top Service/Business/Professional of Your City Note Template** – member’s area

### After Launching and Narrowing to Top Three Nominees

- Get 3 gift cards per category you’re doing - \$10 - \$25 at most
- Send **Congratulations Note to Top Three Nominees for Service/Business/Profession Template**
- Send **Voting for Top Service/Business/Profession Starts Today!** Note with gift card
- Get Certificates and frames for 2 non-winners
- Get gift certificates from other local businesses to give to nominees - **Local Business Incentive for Participating in Program** – member’s area

### After Selecting Winner of Service/Business/Profession

- **Call winner to set up time to deliver plaque and gift certificate** (if you do this it could be anything you can get from a local restaurant, etc.)

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- Write and submit a [Press Release](#) using the template that PRWeb offers. You can use this both offline and online.
- Schedule and plan to continue **Relationship Building Strategies for Power Partners** – member’s area
- Call Non-Winners and use the same interview questions as you used for the winner. Deliver a framed certificate for them and a gift certificate if you choose.
- Follow up with Runner’s Up
- Create **Advisory Board**
- **Article Template for Winner of Top of Your City Service/Business/Profession** – add this to your newsletter when you’re ready to announce the winner and send the newsletter to everyone who has subscribed on your list.
- **Add a trigger for birthdays, anniversaries and special dates like winning this nomination.** Set up a congratulations note on your email that is automatically sent out on these special occasions, or if you really want extra credit, use **Send Out Cards** or some other service to send a physical card
- **Set Google Alerts for the names of the top 3 Nominees** – you’ll then be able to send them notes with a link to the articles (don’t do it from the alert – click on the actual article link and use that in your email. It’s your secret! They’ll just think you’re the smartest person ever!)