

Eman Ismail: Hey, hey, welcome to Mistakes That Made Me the podcast that asks extraordinary business owners to share their biggest business mistake. So you know what not to do on your road to success. Mistakes That Made Me is brought to you by the HubSpot podcast network, the audio destination for business professionals.

I'm Eman Ismail, your host, and this episode is not an interview. Instead, I'm going to share my February fail. So if you've been listening to the past few episodes, you'll know that I've been planning on updating and relaunching my signature business course, Like a Boss. And this is something I've been planning to do for a while.

And I was convinced that I was. I was going to get it done before I leave for maternity leave at the end of February. It was always an ambitious goal, but it was one I felt I could do as long as I worked longer and harder than usual. And I guess over the past few weeks I've just had this realization that I don't want to work longer and harder than usual.

Now that I'm wrapping things up for maternity leave, though my agency, the email agency, will still stay open and running for clients and projects, I want to rest. I don't want to hustle. I also want to be sure that when I do update and relaunch Like A Boss, this already exceptional course only becomes more exceptional.

I'm not willing to take the risk of redoing and re recording training when I'm tired. One of my company's values is excellence. And I expect excellence from me and everyone I work with. And I'm just not sure that I can deliver a 12 week course worth of excellence right now. So I'd rather wait until I can.

Also, I built this business so it could be a life first business that supports my health and the different seasons of my life. So even though I feel like a complete and utter failure for not being able to get this done in time, I've decided that right now, I will not be updating and relaunching Like A Boss.

That's right now. Okay, so I'm disappointed. I'm super disappointed I won't get to share it with you this month like I'd planned to because like I said it is an amazing course especially knowing that I get unprompted emails from Like A Boss students telling me it's helped them land their first five figure project.

I just got an email in my inbox the other day from someone that said literally, and I quote, I just booked one of my biggest launch clients today. And I've got module two of the Like A Boss training to thank. I revamped my proposal for this client, following a similar format to the one you showed us in the, in the course and the client loved it.

So getting emails like that just make me realize how special this course is and how much I don't want to try and revamp it when I'm tired. I want this course to have the best of me and the best of my energy.

So even though I'm disappointed, I know that this is the best thing for me and I know that it's the best thing for anyone who is considering taking Like A Boss in the near future.

So if you are excited about me relaunching this course, I hope you understand, and I hope you'll join me when I do relaunch possibly later in 2025, when I'm, when I am not so pregnant and struggling to breathe and struggling to walk and all that stuff, I will keep you updated. Best way to stay updated is to keep listening to these podcast episodes and also to join my newsletter, which you can do at emancopyco.com.

But there's something else to be super excited about so even though you can't be excited about joining Like A Boss right now, there is something else to be super excited about. Before I go into that and tell you what's happening that's exciting I did want to just follow up on giving you this update about Like A Boss, because you know, this podcast is all about making mistakes and I guess coming through the other side of those mistakes.

And I think I definitely put too much on my plate and expected too much of myself, especially when, you know, I'm also in the middle of, of, of training my, uh, my agency. The team in the agency and we we've been doing so much and we've been working so hard and things are going so well on the agency side that I just feel like the last bit of energy that I have has to go to the agency and the clients that I'm serving and making sure that they get everything they need from me.

Right. But stick around. I'll be right back after this quick break to let you know what's happening next. You don't want to miss this.

I want to really quickly tell you about a podcast I think you're going to enjoy. Sales Evangelist, hosted by Donald Kelly, is brought to you by the HubSpot Podcast Network, the audio destination for business professionals. Each week, Donald interviews the world's best sales experts, successful sellers, sales leaders, and entrepreneurs who share their strategies to succeed in sales right now. They share actionable insights and stories that will encourage, challenge and motivate you to work your way to the income that you really want for yourself. If you're someone who's looking to take off in your sales career and earn the income you really want, this is the podcast for you.

Now, I would start off. with episode 1866, Apollo secrets, three sales practices you must abandon from 2024. Listen to sales evangelist, wherever you get your podcasts.

It's 2020 and I've just sold my first ever VIP day. VIP days are all the rage and all the big deal business owners are shouting about how easy it is to make \$2, 000 in a single day. Well, 2020 me is broke and earning \$2, 000 in one day is definitely something I can get behind. When I pitched this offer to my client and she asks me the price.

My voice breaks and I lowball myself. \$1497, I tell her, with faux confidence. Inwardly though, I kick myself for not quoting \$1997 as planned. Let's do it, my client replied. I held it together for the rest of the call, but as soon as I closed that zoom window, it was party time. I jumped around my bedroom in excitement.

The home office wouldn't be around for another two years. Then I WhatsApped my biz besties, Nick Moores and Brie Weber, and we celebrated together. She said yes to 1947. It was all fun and games and dollar signs until 9am on VIP day. I hated every minute of it. I spent the entire day watching the clock. I was a bundle of nerves, stressing about things like whether I'd get the work done in time, if the final deliverable would even be any good, if my client would like what I delivered, the fact that I definitely wasn't being paid enough for the vast amount of work I was doing in that time.

By the end of the day, I was absolutely exhausted. Never again, I thought to myself. \$1,497 was not enough money for what I'd just gone through. I officially hated VIP days, but I still loved the idea of making more money in less time. My only issue with the VIP day was the delivery in a day aspect and the stress that came with that.

So, a few months later when I was pregnant with my 2021 baby and needed to up my rates so I could start saving for my self-funded maternity leave fast, I sat down and started mapping out my own unique VIP offer. An offer that gave me more time to do the work and that paid me significantly more too. I came up with The VIP week priced at about \$4,200 per week.

It's now priced at \$6,000, by the way. Now that was an offer that was worth my time and energy. My VIP week worked and I was able to sell it to clients pretty easily. So easily, in fact, that even I was surprised. I thought there'd be more pushback, more objections, but once clients heard my pitch, they were happy, excited, even to pay me.

The VIP week was so successful that it helped me hit almost six figures the year I was pregnant with my second baby, even though I only worked three quarters of that year. Thanks to this offer, I was able to take on more projects at a higher rate while still working fewer hours than ever before. It helped me fund seven to eight months of maternity leave as a business owner.

And it helped me have one of my biggest revenue months just weeks after returning to work post-maternity leave.

If you hate the idea of the traditional day rate or VIP day, but you still want to earn more work in fewer hours, join me for design your VIP week live. The doors are open right now.

So let me tell you a little bit about it. Design your VIP week is my two and a half hour pre-recorded masterclass that teaches you how to design, position and sell a high ticket VIP week that both you and your clients love.

Eman Ismail: As soon as you join, you'll get instant and lifetime access to the masterclass so you can dive right in and I'll walk you through my \$6,000 VIP offer so you can see and copy how I do it. But what's different about this 2025 version of designing VIP week is the live component. Join us for this round and you'll get six days of live Q and A support in the pop up Slack community so I can help you tailor your offer to your industry, your niche, and your clients.

The Slack community opens up on Friday the 28th of February and is open until Thursday, the 6th of March. Oh, and you'll also get my done for you canned email templates that take your clients from onboarding to offboarding and save you days of workflow mapping and email writing.

Eleni Fromita says, she's a service provider who took this masterclass. She says, not only did I love designing VIP week, I already booked my first VIP week. It's so easy. And my client almost virtually fell on her knees when I said, you'll get it in seven days.

Now, do I think you'll join this masterclass and immediately start charging \$6,000 for your VIP week like I do? No, but service providers who've taken this masterclass have gone through it and immediately launched a \$1,500 to \$2,500 VIP week.

So yeah, seeing a three to five times return on investment on this masterclass is not just possible, but it's actually been achieved by more business owners than I can count, and I should probably count them just to really drive this point home. With my VIP week pricing strategy in your back pocket too, you'll learn all about it inside the masterclass.

Those rates of yours will increase in no time as your experience with VIP weeks increases too. If you are a service provider, a copywriter or a consultant and you're ready to earn more in less time, join us for design your VIP week live and get coached by me as you put your offer together.

Like I said, the doors are open right now and I'm gonna leave you with John McKie. John McKie is a service provider who took design your vip week and is one of the many business owners, one of the many service providers who've seen great success with it.

Now in John's particular case, he actually gave me an update, a private update that he's allowed me to share, letting me know that he's generated 7,550 pounds from VIP weeks since taking this masterclass. That's almost 10,000 USD. He said, looked at my last clients and from the VIP model, I've generated 7,550 worth of revenue.

All from this course, not bad ROI, not bad at all, John. So listen to John McKie share a little bit about his experience taking Design Your VIP Week. I'm going to leave you with him.

John McKie: So I purchased, Eman's, VIP, masterclass. And it's, it's potentially, changing like the way that my business is, is going to run and function. Like, I have children, so I have five children. So for me, like. My time of juggling business and, anything else, with family and stuff is quite important. So I, I don't want to be sort of like dragging myself here, there and everywhere.

This kind of gave me quite a lot of clarity, and a really simple kind of like start to finish process. was sort of able to, build out the systems so they were really fluent and it was really streamlined so I didn't have to be constantly like either worried about what type of proposal I'm going to send or if it's completely bespoke or, there were some variable factors in, in each kind of project to a degree I guess but most of it was repeatable and technically it's scalable in theory like because it, because it's so, kind of generic with the steps you go through.

I think I made probably the, the most amount of money I did my business purely just from to VIP, weeks that I launch with clients. and it just takes a weight off your shoulders. You don't have to be thinking like, I've got, I've got to find this project. I've got to find that project.

Oh, this is this amount. This is that amount. Like, you know, the set price. you can increase it pretty much every time really, because obviously you get better at it. You get quicker, you get more efficient and you get more time back. So it's only ever going to sort of like go in your favor. and so far my clients are loving it, like because I've been able to use systems like, Dubsado, I'm able to like automate so much of like the onboarding and the forms they fill out.

And I just kind of kept refining it. So the more I did it, I would document and then kind of like build out the process as we go, really. So, and it's still early days for me in, in terms of using this offer. But already I'm like, okay, maybe this is just going to be my main offer because I have so much more clarity.

I don't have to be kind of worried about loads of different things. I kind of know what I offer. And I like that. as much as it's scary, like the thought of letting go of other parts of work. because obviously you don't want to limit yourself and like say no to other work. Cause it's, that's the entrepreneur mindset.

but I, I would recommend like anyone to, sign up for Eman's VIP stuff. And, and the thing is, it's not just copywriters, right? Like this is, this is, transferable skills and transferable processes, whatever service provider you are. So it doesn't matter if you're a copywriter, I guess, graphic designer, or, or kind of anything like that, really.

The principles can be transferred anywhere. So if you are considering, or, you want genuine proof, like I'm genuine proof, and Eman's amazing. So, yeah, it's definitely worth, definitely worth investing if you're considering it.

Eman Ismail: So if design your VIP week sounds like something you're interested in, and you want to find out more, head over to [emancopyco. com slash VIP week](https://emancopyco.com/vip-week). The link is also in the show notes. Remember that the Slack community opens on Friday. So ideally you want to join before Friday so you can get the most out of the pop up Slack community, but the doors are open until Sunday.

So I really hope to see you in there. Maybe. See you soon.