FAST, EASY AND PROFITABLE

ONLINE CHALLENGES

Challenge Checklist

Challenge:

- ☐ Purpose of the challenge (for you and your business)
- ☐ Offer at the end of the challenge
- ☐ Ideal audience
- ☐ Topic
- ☐ Promise
- ☐ Length
- ☐ Title
- ☐ Daily prizes/Grand Prize
- ☐ Promotion plan

Technology:

- ☐ Technology for sending emails
- ☐ Technology to create landing pages
- ☐ Technology for creating videos
- ☐ Technology for hosting videos (i.e. YouTube)
- ☐ Technology for hosting a group call
- ☐ Technology for collecting money

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FB Group:

- ☐ Name
- ☐ Description
- ☐ Regular group banner
- ☐ Daily topics and engagement strategies (for after the challenge)
- ☐ Administrator/Support Team (optional)

Graphics:

- ☐ FB group cover page for the challenge
- ☐ 2-3 FB promotional posts
- ☐ Promotional flyers
- ☐ Day 1- Day 5 posts
- ☐ LIVE Q&A post
- ☐ Grand Prize post
- ☐ Opt-in page banner (optional)
- ☐ Introductions post (optional)
- ☐ Questions post (optional)

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Landing Pages:

- ☐ Challenge Opt-in
- ☐ Thank You page/Recordings upsell page
- ☐ Stand-alone recordings sales page (if needed)
- ☐ Thank you page for buying recordings (if needed)
- ☐ Wait List page (for after the challenge is over)
- ☐ Confirmation page for wait list
- ☐ Main offer sales page (if needed)
- ☐ Confirmation page for buyers

Content:

- ☐ 5 daily videos
- ☐ 5 daily assignments
- ☐ 5 FB prompts

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Emails:

- ☐ Challenge opt-in confirmation
- ☐ Recordings purchase confirmation (if needed)
- ☐ Bring-a-friend email
- ☐ "The day before the challenge" email
- ☐ 5 daily emails
- ☐ Grand Prize email
- ☐ Wrap up email (1-3 emails)
- ☐ Follow up and offer (3-5 emails)

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