FAST, EASY AND PROFITABLE

# ONLINE CHALLENGES

## Challenge Task Timeline

**Before You Can Start Promoting Your Challenge**

You need to:

- ☐ Decide on the title of the challenge
- ☐ Create an outline for your challenge
- ☐ Set up opt-in page/thank you page(s)
- ☐ Decide if you are offering recordings
- ☐ Set up autoresponder/welcome email
- ☐ Create promotional posts/flyers/swipe copy
- ☐ Set up FB group and upload challenge cover photo
- ☐ Decide on the offer at the end
- ☐ Set up a way to take online payments

**Before The Challenge Starts:**

You need to:

- ☐ Finalize daily videos/upload videos to YouTube
- ☐ Decide on daily assignments
- ☐ Set up daily prompts
- ☐ Decide on the daily prizes and Grand Prize
- ☐ Create daily FB posts (Day 1-5)
- ☐ Create extra FB posts (Introductions, Q&A, Grand Prize, etc…)

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**During The Challenge:**

You need to:

- [ ] Update the opt in/thank you page to reflect that challenge started
- [ ] Update welcome email to reflect that challenge started
- [ ] DO FB Live broadcast on Day 1 for clarity
- [ ] Send daily emails
- [ ] Post daily FB posts
- [ ] Visit FB group, answer questions and give feedback
- [ ] Draw daily prize winner
- [ ] Announce the daily winner
- [ ] Hold one official Q&A call and send out the recording
- [ ] Do FB Live broadcasts as needed

**Before The Challenge Ends**

You need to:

- [ ] Plan your wrap up
- [ ] Plan your follow up and offer
- [ ] Set up webinar opt-in page (if needed)
- [ ] Set up sales page and thank you page for the offer

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**After The Challenge Ends**

- ☐ Announce the Grand Prize winner
- ☐ Gather testimonials from the Grand Prize thread
- ☐ Replace challenge opt-in page with the “wait list” page
- ☐ Pay out/send out prizes
- ☐ Send out wrap up/follow up emails
- ☐ Decide how you will repurpose the challenge
- ☐ Change the banner in FB group and announce regular rules
- ☐ Give access to the challenge videos to people who bought them

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