

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
- Recordings for sale (optional)
- Daily prizes/Grand Prize
- Promotion plan

Technology:

- Technology for sending emails
- Technology to create landing pages
- Technology for creating videos
- Technology for hosting videos
- Technology for hosting a group call
- Technology for collecting money
- Technology for messenger bots (optional)

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FB Group:

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

Graphics:

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

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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
- 5 FB bot messages (optional)

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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)