

# FAST, EASY AND PROFITABLE *ONLINE CHALLENGES*

## Challenge Task Timeline

### Before You Can Start Promoting Your Challenge

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

### Before The Challenge Starts:

- Finalize daily videos/upload videos to YouTube
- Decide on daily assignments
- Set up daily prompts
- Decide on the daily prizes and Grand Prize
- Set up daily emails and FB bot messages (if using)
- Create graphics for FB posts (Day 1-5, Intro, Q&A, Grand Prize, etc...)

# FAST, EASY AND PROFITABLE *ONLINE CHALLENGES*

## During The Challenge:

- 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 (if needed)
- Publish daily FB posts
- Send daily emails
- Send FB messenger updates (optional)
- Visit FB group, answer questions and give feedback
- Draw and announce daily prize winner
- Hold one official Q&A call and send out the recording
- Do FB Live broadcasts (if needed)

## Before The Challenge Ends

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

# FAST, EASY AND PROFITABLE *ONLINE CHALLENGES*

## 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
- Make the offer
- 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