Irresistible Lead Magnet Blueprint Workshop

SAMPLE FOLLOW-UP EMAILS

Email 1:

Subject: ✉ Your Challenge Checklist is inside...

Body:

NAME,

Congratulations on requesting the ***"Profitable 5-Day Challenge Checklist"*,** where you will discover all of the essential elements of a profitable 5-day online challenge!

[Download Challenge Checklist]

This powerful resource is the compilation of the best practices, hindsight and lessons learned from my experience of running successful online challenges for the last 8 years!

It's designed to help you:

- Take the guesswork out of **creating and launching your fun and profitable Facebook challenge**...
- Map out **the exact steps you need to take BEFORE, DURING and AFTER your challenge** to ensure you get the results you want...
- Discover simple, but **essential elements which translate into higher engagement, higher impact and higher conversions**!

Download it here:



And, because you've shown interest in online challenges, I wanted to make sure you didn't miss the invitation to join my FREE webinar:

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"How To Get Clients From Facebook Super Fast

Using Free Online Challenges"

During this powerful and practical LIVE training you will discover:

- How I'm using Facebook to **get a rush of new clients on demand** anytime I want
- 3 key steps to **instantly position yourself as an expert online and attract high-paying clients**... even if you are just starting out
- The exact **step-by-step process** my clients use to **host FREE 5-day Challenges that skyrocket their visibility, credibility and income**
- And much, much more...

If you've already signed up - great! I'll see you soon! :)

If you haven't registered yet: Grab Your Seat Right Here

To Your Success,

Alina Vincent

Email 2:

Subject: Did you download your checklist?

Body:

NAME,

Just wanted to check in with you...

Were you able to download your *"**Profitable 5-Day Challenge Checklist**"?*

With all of the overloaded inboxes, I know how easy it is to overlook important emails, so I wanted to double check to make sure you got it.

In case you missed the download link, here it is again:

[5-Day Challenge Checklist]

It's filled with practical and actionable steps you can start using today to build your own successful and profitable challenge!

And…

Don't forget to grab your FREE seat for my upcoming webinar "How To Get Clients From Facebook Super Fast Using Free Online Challenges".

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To Your Success,

Alina Vincent

P.S. Did you know that there are three types of challenges that you can offer?

Can you figure out what the three types are?

I will give you the answer in my next email, but for now spend a little time thinking what they might be...

If you are anything like me, you might get more benefit from the "thought experiment" than from the answer itself.

Talk to you soon...

_____

Email 3:

Subject: As I promised...

Body:

Well, NAME, I am not going to make you wait any longer...

Remember the question I asked you in my last email?

... What are the most common types of online challenges?

This is one of the top challenge-related questions I hear from people.

So... I thought you might want to know the answer to it as well.

When you are offering an online challenge - you'll want your participants to have a **measurable transformation** or a **tangible result** at the end of your challenge.

This is incredibly important…

This is what will help you enroll people in your challenge AND this is how your participants will know that your stuff works… and they want more from you.

Most challenges fall into one of the three categories:

1. **Challenges that encourage a new habit.** *For example: Exercise every day for 15 minutes.*
2. **Challenges that walk participants through a process.** *For example: How to create an online dating profile step-by-step.*
3. **Challenges that teach a new skill.** *For example: Learn iPhone video editing.*

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So, when it comes to your challenge - what's the tangible result people can expect if they participate fully?

To Your Success,

Alina Vincent

P.S. Want to make sure that the challenge you offer not only provides a transformation, but also gets you clients?

That's exactly what we'll be covering during the FREE webinar "How To Get Clients From Facebook Super Fast Using Free Online Challenges".

Register HERE

P.P.S. Be on the lookout for my next email...

I'll be sharing the 3 MUST HAVE elements that practically guarantee your challenge will be profitable...

Email 4:

Subject: 3 must have elements of a profitable online challenge...

Body:

NAME,

It seems like almost every day I hear about a new online challenge that someone is offering...

I get invited to join challenges through emails, social media posts, and Facebook ads.

But... what you might not know is that only a few challenges actually end up being profitable.

Why!?

Because if you don't have these **3 crucial elements in your online challenge**, it will most likely fall flat and won't make you any money.

1. Aligned paid offer

Your challenge needs to align perfectly with the offer you are leading your challenge participants to... and, at the same time, it cannot be related too closely to your paid offer.

It's a delicate balance...

When the promise of your challenge is too similar to the promise of your paid program, people will feel that they've already got the answer and they don't need to pay money for more of the same.

And when your challenge topic is too disconnected from your offer, your participants won't see it as the next logical step and won't invest in it.

Finding the right BALANCE between a free challenge and what comes next is the key to creating a profitable challenge.

2. Microlearning

How you design your challenge has a huge impact on the results you are going to see at the end.

Simply put, MICROLEARNING is learning that is organized into small components and activities. It means - breaking up your challenge content into short bite-sized instructions that are immediately implementable.

When your challenge participants take action, see immediate results, and experience quick wins, they are far more likely to take the next step and invest in your paid offer.

Otherwise, your challenge will quickly become another "busy thing" on their already full plate and they will disengaged way before they even hear your offer.

3. Engaged community

ENGAGEMENT is the new conversion!

What that means is that the more your challenge participants engage with your content (see point #2 above), the more they engage with you, and the more they engage with each other - the more conversions you'll see and the more money your challenge will generate.

And that's why the most profitable challenges are short LIVE 5-day challenges that are run inside Facebook group.

Running your challenge live inside your Facebook group automatically creates an engaged community that is going through a common experience. It provides accountability, a place to ask questions, share results and cheer each other on.

To Your Success,

Alina

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