
ALINA VINCENT
PROFITABLE 5-DAY CHALLENGE CHECKLIST
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Congratulations!



You have just downloaded a very powerful resource – a checklist created as a result of compilation of the best practices, hindsight and lessons learned from my experience of running successful online challenges for the last 9 years!

It's designed to help you:

- Take the guesswork out of **creating and launching your fun and profitable 5-day 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**!

I am Alina Vincent, founder of Business Success Edge.

Online challenges are a hot marketing tool that every successful entrepreneur should have in their arsenal, and they have become my number one strategy for getting clients online!

Whether you are looking for an effective way to grow your list, create an engaged online community, establish yourself as a go-to expert, or get a quick cash infusion - online challenges could easily be the answer you are looking for.

That's why I am so excited to share with you my personal checklist for everything that goes into creating a profitable online challenge.

Are you ready to get started?

Alina Vincent

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FAST, EASY AND PROFITABLE ONLINE CHALLENGES

What's an Online Challenge?

A challenge is a call to take part in a contest or a competition.

In an online business world, a challenge is a mini-training where you take your participants through a series of actions for a set period of time to achieve a common goal.

By joining your challenge, the participants make a commitment to challenge themselves to form a new habit, to master a new skill, to complete a project or to achieve a goal.

Challenges can be created on any topic for any business. Here are a few examples of the challenges:

- Start a blog
- Eliminate sugar from your diet
- Organize your home
- Master Instagram
- Create online dating profile
- Connect with your spirit guides
- Start marketing with videos
- Learn to meditate
- Find your purpose

Why Do Online Challenges Work?

You have probably noticed that over the last 5 years online challenges have become increasingly popular.

They are often seen and used as an alternative to New Year's resolutions, and they can be done at any time of the year!

Anytime someone wants to make a change, stick with a commitment for a period of time, establish a new habit or reach a specific result – they often start by looking for a community or a group that is interested in doing the same thing and can provide feedback and support.

Increase Your Visibility and Attract Clients FAST with Simple, Yet Essential Elements of a Profitable Online Challenge!

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ONLINE CHALLENGES

What Makes Online Challenges So Successful:

Commitment Level

Have you ever downloaded an ebook that looked like a useful resource or bookmarked a video to watch later (and you had all intentions to do it), but you NEVER did anything with it?

Yeah! Me too!

And now it's been filed away along with the other things you will "do someday."

That's exactly why online challenges work.

When you sign up for one, you are basically committing to taking action, not just talking about it. And when the challenge is designed right – it will keep you accountable, motivated, and engaged on a daily basis throughout the duration of the challenge.

Most effective challenges are easy to consume and implement (often requiring as little as 5-15 minutes a day), and only last 5 days.

Everyone can commit to doing something for 5 days, right?

Because of that - the completion and satisfaction rates with challenges are WAY higher than after an average 5-week program.

Small Changes

Online challenges encourage you to take action every single day.

Every day you take a small step towards your goal - a small, clear and easy-to-implement step that gets you closer to the result that you want to see.

Effective online challenges show you how small and consistent actions can give you the foundation for significant results if you continue on this path.

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Fun

They are fun for you, as you are creating and running a challenge, AND they are fun for the participants.

Online challenges lend themselves nicely to "gamification" – adding elements of game playing (rules, points, competition, prizes, etc…) which increase both the engagement and excitement.

Trust

There is something special that happens when a group of people shares a positive experience.

A successful online challenge creates trust in you and your business practices and serves as a strong foundation for long-term relationships with your potential clients.

Once your participants start seeing results in just a matter of days, they will be much more likely to spread the word about your challenge and about their experience with you.

And they will be a lot more likely to want to continue working with you by investing in the offer you make at the end of the challenge.

To produce the most impact and the best results for you participants and your business, your challenge needs to have these elements:

- Provide community and support
- Be focused
- Require a reasonably short time commitment
- Introduce small daily changes or steps (micro-commitments)
- Set participants for daily wins
- Be fun
- Build trust

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Profitable 5-Day Online Challenge Checklist

General:

- ☐ The offer you are going to make at the end of the challenge
- ☐ Ideal audience
- ☐ Topic
- ☐ Description
- ☐ Promise
- ☐ Length
- ☐ Title
- ☐ Recordings of the challenge for sale (optional)
- ☐ Daily prizes
- ☐ Grand Prize
- ☐ Promotion plan

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Technology:

- ☐ Technology for sending emails
- ☐ Technology to create landing pages (opt-in & thank you pages)
- ☐ Technology for creating challenge videos
- ☐ Technology for hosting videos
- ☐ Technology for hosting a group Q&A call
- ☐ Technology for collecting money

FB Group (for hosting the challenge):

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

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Graphics:

- ☐ Opt-in page graphics
- ☐ FB group cover photo for the challenge
- ☐ Social media promotional posts
- ☐ Promotional flyers
- ☐ Introductions post for the challenge
- ☐ Questions post
- ☐ Day 1- 5 posts
- ☐ LIVE Q&A post
- ☐ Grand Prize post
- ☐ Promotional posts for the offer

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Landing Pages:

- ☐ Challenge Opt-In page
- ☐ 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 post prompts

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Emails:

- ☐ Challenge Opt-in confirmation/Welcome email
- ☐ Recordings purchase confirmation (if needed)
- ☐ Bring-a-Friend campaign email
- ☐ "The day before" email
- ☐ 5 daily emails
- ☐ Grand Prize email
- ☐ Wrap up emails (2-3 emails)
- ☐ Follow up and offer (3-5 emails)

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What's Next?

Stop struggling to attract your perfect clients online.

Create and offer your 5-day online challenge and in no time your ideal clients will be flocking to you!

Want to experience one of my FREE challenges?

JOIN MY FACEBOOK COMMUNITY

Business Owners Who Think Big:

https://www.facebook.com/groups/BusinessOwnersWhoThinkBig/

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