
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 10 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.

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What Makes Online Challenges So Successful:

Commitment Level

Have you ever downloaded a lead magnet 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 (before you begin):

- ❑ Define the offer you'll make at the end of your challenge
- ❑ Identify your ideal audience
- ❑ Choose a specific, results-oriented topic
- ❑ Define the transformation your challenge delivers
- ❑ Write a clear description and promise
- ❑ Choose a compelling challenge title
- ❑ Decide on the length of your challenge (e.g., 5 days)
- ❑ Set challenge start and end dates
- ❑ Map out a promotion plan
- ❑ Decide on prizes (daily + grand prize, optional)
- ❑ Consider selling access to recordings or VIP upgrade (optional)

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Technology (before the challenge begins):

- ❑ Email system (e.g., Mailchimp, ConvertKit, Keap)
- ❑ Landing page software (Opt-in + Thank You pages)
- ❑ Video creation tools (e.g., Zoom, Loom, Camtasia)
- ❑ Video hosting platform (e.g., YouTube, Vimeo)
- ❑ Live call platform (e.g., Zoom, FB Live)
- ❑ Payment processor (e.g., PayPal, Stripe)

Graphics (before the challenge begins):

- ❑ Main graphics for the challenge
- ❑ FB group cover photo
- ❑ Social media promo images
- ❑ Promotional flyers (optional)
- ❑ Posts for “Introductions,” “Questions” and “Grand Prize”
- ❑ Daily graphics (day 1–5 posts)

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FB Group (before the challenge begins):

- ❑ Choose to use existing group or create a new one
- ❑ Upload group cover photo with challenge branding
- ❑ Post announcement for the challenge
- ❑ Create a Guide for the challenge (keeps all challenge posts in one place)
- ❑ Plan engagement strategy for your group (post-challenge)

Landing Pages (before the challenge begins):

- ❑ Challenge opt-in page
- ❑ Thank you page / Upsell page with recordings or VIP offer
- ❑ Stand-alone sales page for upsell / Thank you page for buyers (optional)
- ❑ Waitlist page (post-challenge)
- ❑ Confirmation page for waitlist signups

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Content (before the challenge begins):

- ❑ Outline 5 daily challenge topics
- ❑ Create 5 daily assignments
- ❑ Create scripts for and record 5 daily videos (10 minutes each)
- ❑ Write 5 FB prompt posts
- ❑ Upload videos to your hosting platform

Emails (before, during and after the challenge):

- ❑ 5-7 challenge promotion emails
- ❑ Challenge welcome email
- ❑ Pre-challenge reminders (e.g., "what to expect", "bring-a-friend", "starting tomorrow")
- ❑ 5 daily challenge emails (video + assignment)
- ❑ Grand prize announcement email
- ❑ 2–3 wrap-up emails
- ❑ 3–5 follow-up / offer emails

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Gamification (before and during the challenge):

- ❑ Plan your engagement strategy
- ❑ Design gamification elements and rewards
- ❑ Outline prize criteria and how winners will be selected
- ❑ Encourage sharing outside of your group

FB Group (during the challenge):

- ❑ Post daily prompt threads for each challenge day (day 1–5)
- ❑ Use Guides to keep the challenge posts organized
- ❑ Pin important posts to make them easy to find
- ❑ Announce daily prize winners
- ❑ Monitor and engage in the group daily (respond, like, comment, FB Lives)
- ❑ Encourage interaction and peer-to-peer engagement
- ❑ Post reminders for upcoming live sessions or deadlines
- ❑ Collect testimonials and screenshots as social proof

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General (after the challenge):

- ❑ Post a wrap-up message in the group to celebrate and close
- ❑ Announce grand prize winner and all of the daily winner
- ❑ Send next steps email
- ❑ Transition the group back to regular content
- ❑ Collect and review participant feedback
- ❑ Evaluate results and metrics (sign-ups, engagement, conversions)
- ❑ Decide whether to rerun, repurpose, or evergreen the challenge
- ❑ Organize and archive all challenge assets for future use

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What's Next?

Stop struggling to attract your perfect clients online.

A well-crafted 5-day challenge will boost your visibility, build trust, and get clients saying yes—before the week is over.

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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