



10 STEPS TO CREATE A CHALLENGE THAT SELLS

1. Decide what you are selling & at what price point
2. Brainstorm the main pain points of your ICA
3. Set your good, better & best goals in terms of numbers
4. Decide the date of your Challenge & create a graphic for it
5. Create a checklist of all the ways you are going to promote
6. Name your Challenge and identify the Challenge 3 - 5 benefits
7. Create a landing page where people can sign up or create a Facebook Group where people can request access. Create the email sequence that will be triggered after sign up. This should contain 3 value videos
8. Set up any links and assets you need (for example, zoom & Facebook group - member questions, welcome video, group description, cover photo)
9. Create a closedown sequence to follow the Challenge. 72 hours, 1 email per day in the first 48 hours and then 2 in the last 24 hours
10. Get LOUD 2 weeks before your Challenge! Don't rely on promotion for sign ups, get in the direct messenger as well! Take the information you get from registration questions to create your Challenge content