

The 5-Day Challenge Success Blueprint

Plan, Launch, and Run a Free Challenge That Grows
Your Audience and Sales



Course Book

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Introduction

What business owner doesn't want a low-cost, low-risk, and efficient way to find leads and make sales – a tool so powerful that it will deliver even if they have a small list, or no list at all?

Running a challenge will accomplish all of this for you.

What is a Challenge?

In a challenge, people work towards a common goal within a limited period of time. Through emails, livestreams, and/or videos, participants are given a new action step each day that will help them achieve the larger challenge goal.

Challenges can be of varying lengths, but for your first attempt, it's best to start with a 5-day challenge. Five days is a manageable amount of time for both you, and your audience, to commit time and energy to. It's also short enough to keep participants engaged and motivated, but long enough for them to experience tangible, measurable results.

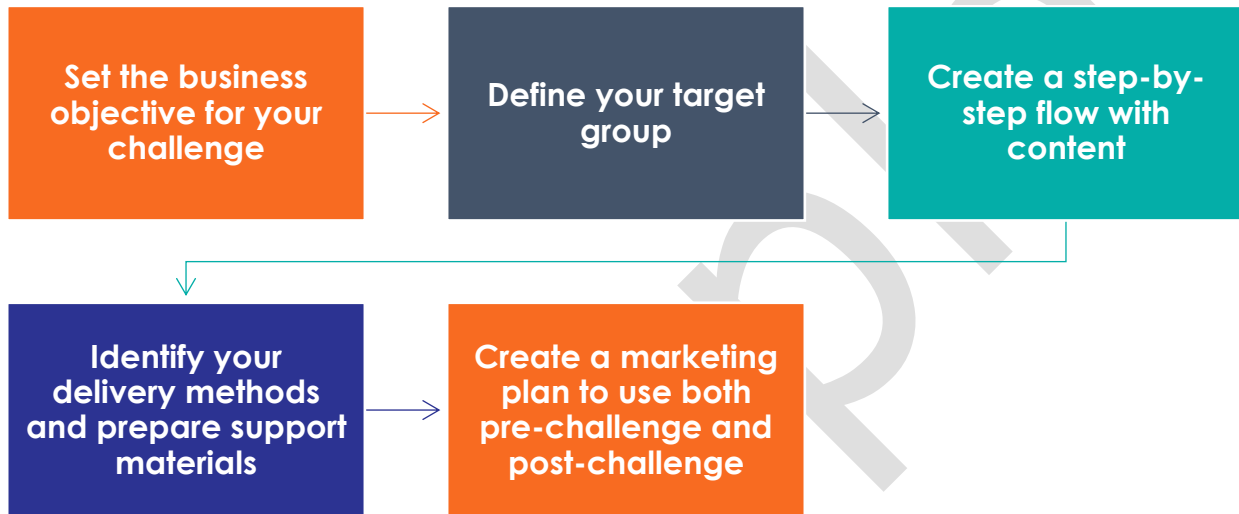
Short challenges are usually free, used as a lead generation tool for list building, to launch a new product or service, or to increase sales.

Helping and motivating challenge participants gives you the opportunity to showcase your skills and expertise in your industry and niche. By the end of the challenge, you will have demonstrated that you have the ability, experience, and products/services necessary to help solve their problems. Promoting a related offer to motivated buyers is the natural next step.

In this course, you'll create a challenge that is relevant to your audience and tied to an outcome that they are eager to achieve. You'll map and develop

the content for your 5-day challenge and create a plan to promote it and convert participants into buyers. By the end of the course, you'll be ready to create, run, and evaluate your first 5-day challenge, giving you the ability to build your list, generate leads, and make sales.

Here's your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Set the overall business objective for your challenge and choose an offer to promote to satisfied participants, increasing conversions and boosting sales.
- Define your target group, which will give you the ability to choose a topic and expected outcome that will powerfully speak to your audience.
- Create a logical, step-by-step flow that supports your challenge participants and motivates them to complete the challenge.

- Identify your content delivery methods and prepare content that will guide your challenge participants towards achieving their desired outcome.
- Create a marketing plan to use both pre-challenge and post-challenge to attract registrations, promote your offer, and convert motivated challenge participants to buyers.
- Consolidate and implement your new skills and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 4 major modules and individual lessons to take you step-by-step through the creation of a successful 5-day challenge to help your target market.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Identify Your Challenge

As with all business activities, the end goal for this 5-day challenge is to build your list, make more sales, and get more customers.

In this first module, you'll set business goals for the challenge and determine who you want to target. You'll also pick a topic and define the outcomes, ensuring that your challenge meets the needs of your audience.

- **Lesson 1: Define Your Challenge Goals**
- **Lesson 2: Choose the Topic for Your Target Market**

Lesson 1: Define Your Challenge Goals

Although also used for list building, ultimately, the end goal of any challenge is to eventually sell a specific product or service. This may come across as strictly opportunistic at first, but nothing could be further from the truth. During the challenge, you will offer sincere and valuable support, expertise, and knowledge, providing participants with the tools they need to achieve a specific goal – whether they buy from you or not.

Challenges work for most industries, niches, and topics, including:



- Fitness & meditation
- Weight loss & healthy eating
- Blogging & content creation
- Branding & marketing
- Website creation
- List building & lead magnets
- Crafting & creating

This versatility will prove helpful when brainstorming challenges for your own brand.

Running a challenge has many benefits. Apart from making sales, generating new leads, and increasing email subscribers, your challenge will also help you:

Gather more customer information



Build your community membership



Gain more followers



Learn more about your audience



Promote your brand



- Gather more customer information (e.g., phone numbers for SMS, emails)
- Build your community membership (e.g., within a Facebook or Instagram group)
- Gain more followers on social media
- Learn more about your audience through challenge interactions
- Promote your brand (e.g., participants share their results on social media with a hashtag related to the challenge)

ATTENTION:

This is only an excerpt from our full course **The 5-Day Challenge Success Blueprint**. The full, customizable course contains 4 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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