

# How to Run a Champion Customer Challenge

Help Your Customers Achieve Success With A Fun And Engaging Challenge Program



**Course Book**

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# Introduction - What Is a Customer Challenge?

Do you want to enhance and grow your business while engaging and widening your customer base? Maybe you're looking to build your brand, or perhaps your business goal is to boost your reputation as an authority in your field? Sometimes improving the bottom line, your financial viability and profits, is your primary desired result.

In all of those cases and others, a customer challenge can deliver the outcome you're looking for.

As far as a hard definition, a customer challenge is very different from a simple contest. Contests are usually short lived, and don't drive engagement with your business. A client or prospective customer fills out an email form in the hopes of winning a prize of some kind. You may have a random draw contest, or a contest with a qualification process.

In those examples, your client is not invested mentally or emotionally in your business. They hope they win a prize or they may even look more favorably upon your company for hosting a contest, but that is where the intersection between your prospect's interests and yours ends.

## A Challenge Is Different From a Contest

Challenges urge your prospects and current clients to push themselves towards achieving some goal. It may be to lose a certain amount of weight in a specified period of time. Or the goal could be to research, build, and

launch an online business in 30 days. You might even run a challenge to help people finally write a book. What makes challenges different from contests is the level of continued engagement that exists between you and the participants.

For yourself, your main focus in creating and launching a challenge should be to address a business concern – improving profits, increasing your customer base, etc. Attach your desired result to something that will help your customers solve a big problem or achieve an important result in their lives and you'll both win.

*By helping people in your market succeed in some important way, often for the first time ever, you build a connection with your business that can turn your challenge participants into lifelong customers.*

Successful challenges can be run in any type of business, online or off, regardless of your market or focus. In this course, you will learn how to run a customer challenge successfully to achieve the particular business goal you have in mind.

### **Learning Objectives:**

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

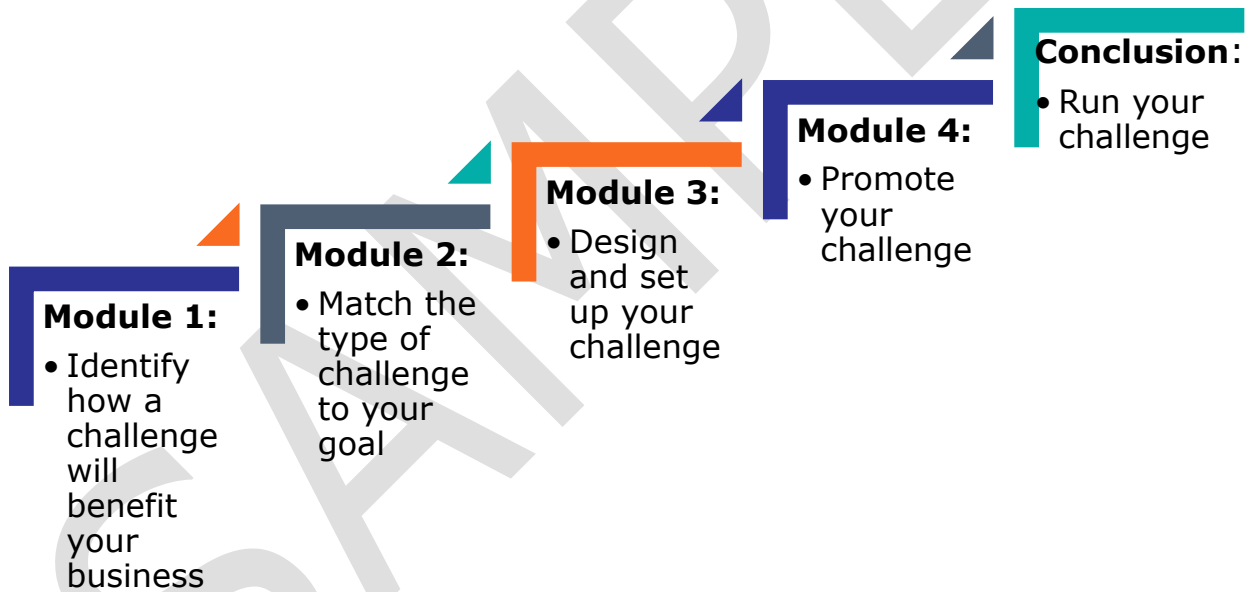
- Identify common types of customer challenges, as well as which ones will help you meet your specific business goals and needs
- Create your own customer challenge
- Build a marketing plan to support your challenge type and your goals
- Finalize and launch your challenge

- Manage your challenge, and follow-up with a marketing plan that lays the support and groundwork for future challenges

This course is broken down into 4 modules and a conclusion to take you step-by-step through How to Run a Successful Customer Challenge.

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.



The 1st module of your course explains exactly how challenges can benefit your particular business, so that you can see the link between a customer challenge and business growth.

Module 2 covers how to match the appropriate type of challenge to the goal you are trying to achieve. Some challenge formats and programs work

better for building your brand, driving sales, increasing your customer base, etc.

In Module 3, you will learn how to design and set up your challenge for launch. This covers the hands-on methods of designing, launching, and running the type of challenge you chose in the previous module.

The 4th module of your course covers all aspects of marketing a challenge. This is broken down into proven pre- and post-marketing techniques which help you attract as many participants as possible, while also using your challenge results as a pre-launch marketing method for your next challenge.

Finally, you'll put everything together and create an action plan for launching and running your customer challenge.

### **Action Steps:**

1. Write a list of possible challenges that are relevant to your business. You may look to your competition for examples.
2. Make a list of your top short-term business goals and needs.

(Don't worry about details for these 2 lists, they will be covered more in modules 2 and 3.)

# Module 1 - How Challenges Benefit Your Business

**W**hat are some of your favorite companies? They are likely the ones that developed a real connection with you. Yes, you may shop at Walmart because they have the lowest prices. But there might not be an emotional attachment there. Your favorite companies, online and off, are often those that are very good at driving engagement and getting you involved.

*The number one benefit of customer challenges for any business is they make the customer feel like an important and respected part of the company.*

There are many other benefits of this marketing tool. Let's take a look at some of the top benefits of running customer challenges, so you understand the importance of this powerful marketing tool for your business.



## Challenges Can Be Low Cost

Depending on your business, a customer challenge could require a sizable investment. In most cases though, you can structure a challenge that costs very little money to market, launch, and manage. Considering how effective customer challenges can be, the fact that literally any business can afford to run them is one of the biggest benefits next to customer engagement.

## Challenges Are Fun

Don't overlook this simple aspect of a customer challenge. When you add personal enjoyment for your participants, this marketing tool provides fun for both you and them.



**ATTENTION:**

This is only an excerpt from our full course **How to Run a Champion Customer Challenge**. 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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