

M4L03

# Mini Month-Long Challenges

Hey, welcome back. So in this lesson we're going to talk about mini challenges and why I love them so. So what is a mini challenge? We're going to go through that. What are the advantages of mini challenges? How do you generate ideas for them? How do you prepare, how do you execute and what do you do after the challenge?

So a mini month-long challenge is where I take a small implementable daily task or habit and make it into a month-long challenge. So normally I don't recommend a month-long challenge when there's different tasks to be done every day. That is because it becomes overwhelming, it's hard to keep up; people will be keen at first then they drop off.

But with this mini challenge, there really is not a lot of work for you to do and as a result to that, the people in your group also don't have a lot of work to do because these are small daily challenges and they all stay the same. It's always the same task every single day. So for an example, write content for 15 minutes a day, clean out your email for 15 minutes, work on your next product or service for 15 minutes, clean or organize your office for 15 minutes, drink four glasses of water a day, take 5,000 steps or more a day. Now this one would be more than 15 minutes, but it gets them into the habit of walking more. So just it gives you a couple of ideas to go through.

## *The Advantages*

So what are the advantages? Well, doing a mini challenge in your group creates a community-based experience, and in my experience, when there's a community doing something together, they really feel like they're not alone. If you're working with people who are kind of all over the globe, they may not have someone local to them that goes through an experience of, let's say, being an entrepreneur. Perhaps it's something specific that you work on and no one else around them is going through it or has gone through it or knows part of this industry. So it kind of helps you build that community, which is really nice.

It helps increase engagement and connection in the group and it gives you a reason to promote your group. So sometimes we don't promote our group because there's nothing going on in our group. Well, now we have something that's going on in our group and we get to promote it.

It gives your community a feeling of accomplishment. They're getting something done every single day, and even if they don't do it every day, let's say they do it two or three times a week, still by the end of the challenge if they did it twice a week, that gives them half an hour a week. That gives them two hours of doing something that they weren't getting the accountability to do previously. When people feel like they're making progress in your group, they're going to be loyal in your group. It's also a great way to warm them up before a launch.

## *How do you generate for your Launch?*

So how do you generate for your launch? Well, a couple of things. One, what is your group struggling with? Do you already see what they're struggling with and how you can help them? Is there a new daily habit that would make a difference to your group members? What is one of the daily habits that would be of use to them? What is one of your daily habits that would be of use to them? Do they admire you for drinking four glasses of water a day? Do they admire you for having less than 10 emails in your inbox at a time? What is it that they love about you that they want in their own lives?

If you have a few ideas, you could always ask them in a poll. I really love doing this poll thing. So last summer I did this one. "I'm curious what one 'small business related' daily habit would you like to start? Please add your suggestions to the poll. " So as you could see, we had a couple of them put in. Two were added by members, the rest were thrown in there. I really thought that it was going to be a daily Facebook live. Look how off I was. Only two people voted for that. Majority of the people wanted to just create content for 15 minutes a day. So that was the big winner and that's something that we went with.

## *How do you prepare?*

So how do you prepare? Okay, so you create the challenge and make it simple. Now review the challenge. Can it be made even more simple? If it's too complicated, they're not going to do it and it's going to be too much work for you and I know you've got other things going on. So how can you make the challenge really simple? Okay, the challenge is for 15 minutes a day, we're all going to write content and then come back to the group and say that we've written that content.

We're all going to drink four glasses of water, and then at the end of the day, everyone's going to post how much water they drank. What can you do to make it so simple? If you can't talk about your challenge in one or two sentences, it's too long. How can we simplify it more? If you're having troubles with your mini challenge, post in the group and I can help you narrow it down.

Okay. Then announce this to your group via Facebook live, via posts and ask your group to invite friends who they think could use this kind of accountability. Then reaffirm to them why you're excited about it and why this will create big results for them. Now another thing is go to your newsletter list and tell them you're running this challenge, and that if they want to join you, to come into your group, because every day you'll be running the challenge.

Okay. So next thing you're going to do is you're going to create a PDF to help people through the challenge. Now if it's really, really simple like write 15 minutes a day, maybe they don't need the PDF. But maybe even if you think they don't need it, why don't we create one for them? In that PDF you can do things like schedule that 15 minutes in your calendar now for the next month, what timer are you going to use? Do they use the timer on their phone? Is there an online timer you can give them? What examples can you give them to create/incorporate ... for that 15 minutes, whatever it is that they're doing. Something simple like water. Well, maybe we can say, "Okay, add some lemon in it on Mondays or you can also add lime or whatever." However that comes around, however you need to get them that help to really guide them through the challenge.

If it's something like creating lead magnets where your audience may not know how to do it, you might have some more work to do throughout to create that challenge. Maybe they already know how to do it and they just need someone to keep them accountable.

Now you could also include a calendar in that PDF, with check boxes and spaces to write so that they can journal about it. I've already mentioned the daily tasks and suggestions for them. Then you had to create a post in your group just for people checking into this challenge. So you can create one a week or one throughout the whole month and in that, people are going to come back to that post and say, "Oh, I drank my four glasses of water," or, "I did my gratitude journal today, check." That's all they have to do is say that they did it, but it keeps them accountable.

If you find some people are slipping, you could always go back to their previous comments and say, "Hey, are you still doing this challenge? How are you doing? How could we bring you back to it?" This is a great way to keep them accountable. So just make sure to pin that post at the top.

Then you could also make a new cover image for the group, including the challenge name and the dates of the challenge. This is great because anytime you change your cover image for your group, those that are in your group get notified. So they are now notified of your challenge and will want to participate or know that they can. Then also when Facebook suggests your group, they will see this new cover image and they might say, "Hey, I'm going to be part of this challenge too." It also shows (because you're putting in the dates) that your group is up to date, which is really important too. People want to know that they're coming into a group that's very active.

## *How do you execute this?*

Okay, how do you execute this? Well, **on day minus three**, as I like to call it, you're going to do the Facebook live and pump them up and remind them of the challenge. **On day zero**, you're going to pump them up again and let them know that the challenge is coming. So this is actually the day before, so this could actually be minus one or zero. But you're going to go in and you're going to pump them up and remind them. Tell them why you're excited about it. Share comments and posts from members saying how they're excited about it. Tell them about the dedicated posts and how they can find it so they always know how to come back for accountability and to post that they've done it.

Then **on day one** again, a Facebook live, create that excitement about the 15-minute challenge. If you've already done it, say that you've done it already and explain how that went for you. Or if you haven't done it, tell them how you are going to use that time that day to implement whatever it is the challenge is about. Remind them about the PDF in the files and remind them how to come back at the end of the day or whenever they're done in their part of the challenge and share how they did in the dedicated post.

So you're going to do a Facebook live or a post creating the excitement or reminding them to come back to do the challenge. Tell them what others are saying about it. You can screenshot people within the group and post that as your image to really show people how the others are taking this challenge seriously and what they're doing about it and how they're getting results. That usually pumps people up to come in and it doesn't matter if they start the challenge on day one or if they start the challenge on day 23. Let's just get them into the challenge. Remind them about the PDF, remind them about the dedicated posts.

Now on Fridays, with a month-long challenge, I like to have a bring them back moment and usually I do a Facebook live that will say, "Hey, let's review what's happened so far in this challenge and is anyone coming up with any difficulties? Let's get them on the table and let's go through them."

So not only are you praising the people that have done the challenge, you're also encouraging those who haven't to do it and you're also helping those that have gone through the challenge with any questions they might have. Also, encourage those who are behind to come back and catch up with the challenge. All they have to do is either start today or tomorrow with the challenge. Of course, they can still invite their friends.

## *What do you do after the challenge?*

All right. So what do you do after the challenge? Well, after the challenge, you thank them for taking the challenge, whether they did it every single day or just a day. You ask them to take a selfie with their daily checking calendar, that PDF that you created and post that in the group. You let them know what's next and here are some options.

You can create another challenge and ask them for feedback on the topic. You can create a low-cost offer related to that challenge. For some people, they want to put out an offer after a challenge like this. I think the best offers are going to be something that is very related to it. So if you have a membership that helps people write and you do a 15-minute writing challenge, awesome.

If you have a membership or a low-cost course about health then doing the steps or drinking the water will help you, will get people into that membership or in that course because they've already felt those wins. They have the momentum and they want to keep it going. They have you to keep them accountable. Now that you've spent the entire month with them, they feel like you see them and you will likely keep them more accountable than anyone else. So that's always a good thing. All right, so I hope you enjoy those mini month-long challenges.