

3-5 DAY CHALLENGES GUIDE

- » Choose the result will they get by the end of the challenge**
- » Create the before and after for measurement (stats or survey)**
- » Create a sign up page**
- » Create the thank you page that drives them to your FB Group**
- » Promote your challenge & tell them why you are excited about the challenge and the results they will get if they implement the teaching in the challenge.**
 - Email, your group, other social
 - Ask your group to invite friends who they think could use the accountability of the challenge
- » Create a new FB cover image announcing your challenge.**
- » Create training videos for each day (keep them short)**
- » Create homework sheets for each day (available by email only)**
- » Create an event for each day to promote your FB Live Q&As**

- » **Create a dedicated post for each day of the challenge (create it on the day of)**
- » **Create and schedule emails**

Emails

Welcome Email

- » Are you ready to [your promise] in the next 3 days?
- » Make sure you are in the group. [link] This is where I host the challenge.
- » Check out the events tab where all the dates and times for the Live trainings are held.
- » I'll send you an email each day with a challenge video and your short homework.
- » The challenge begins on [date].
- » Optional: Before the challenge begins, will you share with me your biggest struggle when it comes to [topic]?

Day 1 Email

» **It's Day 1 of the [name of challenge]. If you join this challenge and take action you'll [promise of your challenge].**

1 | click here to watch the Day 1 training video (link to video uploaded to group)

2 | click here to download the Day 1 homework (link to pdf on your site)

3 | click here to post your homework result screenshot/image/stat (link to a dedicated post in the group)

PS. *This is a [X] Day challenge. The challenge runs from today until [day]. I will be removing the challenge videos and posts from the group shortly after the challenge so I encourage you to take action now.*

Day 2 Email

» **It's Day 2 of the [name of challenge]. If you haven't completed the homework from Day 1 please go back and do it [link].**

1 | click here to watch the Day 2 training video (link to video uploaded to group)

2 | click here to download the Day 2 homework (link to pdf on your site)

3 | click here to post your homework result screenshot/image/stat (link to a dedicated post in the group)

PS. *This is a [X] Day challenge. The challenge runs from today until [day]. I will be removing the challenge videos and posts from the group shortly after the challenge so I encourage you to take action now.*

Day 3 Email

- » **It's Day 3 of the [name of challenge]. If you haven't completed the homework from Day 1 and 2 please go back and do it [links].**

Screenshots of people loving the challenge.

1 | click here to watch the Day 3 training video (link to video uploaded to group)

2 | click here to download the Day 3 homework (link to pdf on your site)

3 | click here to post your homework result screenshot/image/stat (link to a dedicated post in the group)

PS. *Today is the last day of the challenge. I will be removing the challenge videos and posts from the group shortly after*

Post Challenge Emails

- » **Day after the challenge ends - Send an email announcing your offer.**
- » **Send an email every day until you close the cart on your offer. Usually 4-5 days.**
- » **Send 3 emails on the last day.**
- » **In those emails highlight why your offer works, what they will get and that you are closing doors.**
- » **In those emails bring them back to the group where you will offer other training, Q&As and tips.**

Execution

- » Be sure that all your links in your email work: videos, files, events etc.
- » Send your emails out each morning of your challenge
- » Be active in your group. Answer questions, support, encourage them and offer feedback especially on the post where they are posting their homework
- » As you go through your challenge you might find a hole or something else that is missing. Add content to help and support them through this.

Engaged & PROFITABLE GROUPS
with Sandra De Freitas