

# Day 1 Worksheet

## Why a Challenge?

Before you can strategize and execute your money-making challenge, you must first understand what a challenge is and why a challenge is so effective and different than any other online marketing method available to you. Once you realize the benefits and unique value a challenge holds, you will be able to perfect your own challenge topic, content, and execution, to maximize its full potential.

### What is a Challenge?

In this context and for the purpose of our own challenge, I am defining a “challenge” as **any free program or training you create for your potential customers, that is intended to get them real, meaningful results within a short period of time.**

Unlike a downloadable PDF, a video or email series, or even a webinar, which are all essentially passive for the viewer/reader, a challenge is highly **active and interactive** and requires the participants not only to take part in the challenge, but to do actual work and complete assignments, while challenging themselves, so that they can **get results**. This difference is significant and is at the core of why a challenge is so unique and effective, when done properly.

This element of interaction, of participation and completion of work by the participants, is the framework around which you must strategize and design your own challenge. It is also the reason why well-planned and beautifully-executed challenges are so successful in bringing in sales, without any need to use salesy or sleazy techniques.

### Why a Challenge?

Now that we know what a challenge is, here is a list of the 7 main benefits of a well-designed challenge:

- It gives REAL, necessary, substantial value
- It allows you to interact and engage with your audience in a very organic way
- It naturally leads to your product
- It allows you to introduce your product in a non-salesy and non-sleazy way
- It can be prepared and executed easily and quickly
- It can have a very high ROI on a budget
- It can be repeated again and again

No other online marketing method that I know of, has the potential of so many unique and desirable benefits like a challenge does, to generate sales for your product, build your authority and grow your fan base.

A challenge can come in many formats and can be delivered using a variety of methods, so there is a lot of room for creativity. For example, in the challenge you are taking now, the 5-Day “Creating-a-Profitable-Challenge” Strategy Challenge, I chose to do it 100% online, using a website, emails, worksheets, videos and a closed Facebook Group to run and deliver it. I find that this combination allows me to maximize the potential a challenge has in terms of all the possible benefits we listed above.

## **Your Day 1 Challenge Homework:**

In an ideal situation, your challenge will be most successful if you end up selling your product to a large number of challenge participants, while giving real value to 100% of the participants. Your challenge must be a standalone “product” in the sense that it should be good enough to have value and bring results regardless of how many sales you end up getting because of it, and regardless of what you are trying to sell. People should enjoy it, benefit from it and be impressed by you, based solely on their experience of taking your challenge.

Tomorrow we will strategize the topic of your challenge, so don't worry or think about it now. For today though, I need you to think about 2 things and write them down:

**Thing #1:**

What is the **product** you are going to sell? Whether you have created it already or it is just an idea in your head, you must know what your product is in order to create the challenge around it. My product is:

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**Thing #2:**

Based on what you now know about what a challenge is and the benefits of it, write why you believe a challenge would be a great choice for you to use as a marketing tool and as a way to grow your authority and audience. There is no right or wrong answer here, I just want you to think about it and articulate to yourself the reasons so you can refer to it later for focus, inspiration and motivation. Think about how the interactive nature of a challenge and the 7 benefits we listed, can be instrumental to your goals and audience and write it all down.

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