

# Day 2 Worksheet

## Choosing the Challenge Topic

Let me start by saying this - If you nail the topic of your challenge, you will exponentially increase the chances of your challenge being a huge success. I cannot emphasize enough how important this step is and how the right topic makes every other part of creating your challenge easier and smoother. If you choose a winning topic, then your ads will be more appealing, your sign up page will convert better, your challenge itself will be more engaging, interesting and valuable, and your sales will organically flow without you ever having to pitch or convince anyone. Sounds pretty awesome, eh?

There is only one problem – it's pretty hard to come up with the perfect topic, and people often consider the wrong factors when making their decision. I use a 2-step process when I choose the topics for my own challenges, and I am going to share it with you now.

### Step 1: START WITH THE PRODUCT

“Start with the product” means that you cannot choose a challenge topic without first knowing exactly what your paid product is (or will be, if you don't have it ready already). The challenge topic is inseparable from the product and must be chosen based on it. This is why on Day 1 of this challenge, you had to write down what your product is (refer to what you wrote in Thing #1 in Day 1 Worksheet). If you have not finalized your product, this is the time to do it.

Once you know what your product is, you need to ask yourself one question: *What comes **RIGHT BEFORE** my product?* In other words, what does my potential customer need to do or know **right before** buying (or needing) my product? What is the logical and chronological step that comes immediately before my customer would want to buy my product? The answer to that question is the topic of your challenge!

Of course, there can be a few options of what will naturally lead to your product, and a variety of situations that can precede your product, but no

matter which one of these options or situations you choose as the topic of your challenge, it must be one that organically and logically leads to your product.

You must “test” your challenge topic idea by asking yourself if by the end of your challenge, your potential customer will **obviously consider** buying your product (or a similar product to your product), even if you do not mention or pitch it. If the answer is yes, then you are on the right track and can proceed to Step 2. If the answer is no, then you must continue to brainstorm and consider more ideas.

## **Step 2: FRAMING AND FINE-TUNING THE IDEA**

Coming up with the general challenge topic idea is just the first step. You now need to dig deeper and frame the topic idea in a way that is ideal for a challenge and will maximize all the potential benefits we discussed on Day 1.

You can divide most products into 2 broad categories: products that teach people something, and products that offer a system, tool or service. A good formula to use for framing your challenge topic is this: If your product is about teaching people how to do something, then your challenge should focus on telling them what they need to know (rather than how to do it!). On the other hand, if your product is a system, tool or service, then your challenge should teach them how to do something (rather than giving them the system, tool or service).

## **Examples**

Here are a couple of examples that illustrate how this 2-step process of nailing your challenge topic works:

Let's say your product is a course on how to make killer professional marketing videos using your smartphone. Remember, we START WITH THE PRODUCT. So, you concluded that right before people will want/need to buy your course, they will probably be trying to figure out what equipment they need to buy, what apps they will need to get to record and edit, what makeup they will need etc. So your general challenge topic idea is about preparations before making a

marketing video on your smartphone. Now let's see how we frame it and fine-tune it. Your course is a course that teaches people how to do something. Based on the formula in Step 2, if your product teaches how to do something, then your challenge can focus on what people need to know to create professional marketing videos using their smartphone. Based on Step 1 and Step 2, for example, your 5-day challenge can cover the topics of: the best apps to record your video, the best editing apps to edit your videos, what extra equipment you need to have, essential make up to look great on camera, and how to find royalty free music for your videos. Even though this 5-day challenge gives a ton of valuable information that will help anyone who wants to make professional videos on their camera, it doesn't actually teach them anything about how to record professionally, how to edit the video, how to use the extra equipment to make the video look and sound better, how to put the makeup on and how to integrate music in the video for better results. To know all of this, your challenge participants will have to buy your product... Ca-ching! \$\$\$

For our second example, let's say that your product is a service. You are a social media manager who specializes in running Facebook pages and ads for small businesses. Using Step 1, you concluded that just before people will want to hire you, they will be overwhelmed by running their own Facebook page, continuously having to create content, wasting their money on Facebook ads without knowing exactly what they are doing etc. Based on this, your general challenge topic is social media management for small businesses but you are not sure what to include exactly in your challenge that will lead them to hiring you. Using the formula in Step 2, your challenge needs to teach them how to do something, in this case it can be any one of the issues we listed, for example, your 5-day challenge can be an intensive training on running Facebook ads, or how to create a month worth of social media posts in 5 days etc. Although you will be teaching them super actionable and valuable things during the challenge, and they will see great results (they will know how to run ads, or will have a month worth of social media posts), and it may seem like you have given them too much for free, it doesn't mean they will actually now want to do it regularly! Instead, they may see how much work is involved in doing it right, and may very well want to hire you, after seeing what a pro you are and how you know your stuff! Ca-ching! \$\$\$

Do you see how powerful this 2-step process is? Now it is your turn!

Using the 2-step process, you need to come up with at least 2 strong possible challenge topic ideas for your product. The reason I want you to think of 2 ideas is because I want you to push yourself to be creative and think outside of the box. I want you to force yourself to brainstorm and not get stuck on the first, most obvious idea you may have had in your head for a while now. I also want you to compare the 2 ideas and examine which one scores better in terms of the potential of maximizing the benefits we listed on Day 1.

Write down the 2 ideas:

**Idea #1:**

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**Idea #2:**

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