Day 3 Worksheet
Structure of Challenge & Launch

On Day 3 of our challenge, you will be working on 2 things:

1. **The structure of your challenge** – the content of each day, the daily assignments, the content format and delivery method.
2. **The launch of your product** – what will "trigger" the opening of your cart, what fast action bonuses you will offer and when will your cart close.

Structure of your Challenge

Content of each day: Now that you have finalized your challenge topic on Day 2 of the challenge, you need to finalize the specific content you will be covering on each day. Remember, you want to design it in a way that will naturally lead to your paid product, yet it should give value and results and should be considered a standalone "product" that is not dependent on your paid product. People who will only do the challenge, and will never buy from you, should still be impressed, happy and content with what they got and achieved during the challenge.

Content of Day 1: _____

Content of Day 2: _____

Content of Day 3: _____

Content of Day 4: _____

Content of Day 5: _____

Assignment of each day: Don't forget, it is not called a challenge for no reason! You need to challenge the participants to do some work, or complete an assignment, or take some action. **Action** and **interaction** are one of the fundamental features of a challenge and what differentiates it from other marketing options, so you want to make sure you leverage it. The daily

challenge should bring the participants closer to the promised result for which they signed up to the challenge, so don't just randomly come up with a daily challenge just because you need to choose one! Ideally, try to think of challenges that can be shared in a post in writing, or as an image etc., to increase the interaction in the group, as well as participation and completion rates.

Day 1 Challenge (=homework): _____

Day 2 Challenge (=homework): _____

Day 3 Challenge (=homework): _____

Day 4 Challenge (=homework): _____

Day 5 Challenge (=homework): _____

Content formats: Write down in what format or formats you will create your content. In this challenge, for example, I use a combination of text, videos and PDFs to create my content. Think about how you would like to create it and which formats are best suited for your audience and subject.

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Content delivery methods: Write down how you will be delivering your challenge content. Via email? Through a Challenge Page on your website (like I do in this challenge)? Facebook Live series inside a group? A combination of several delivery methods? Think about how you would like to deliver your challenge and which methods are best suited for your audience and subject.

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The Launch of your Product

Launch trigger: A launch trigger is the event that "triggers" the opening of the cart for your paid product. For example, a live webinar, or an email sent out to your list, or a certain date/time, can all be launch triggers. As you know, the main (but certainly not the only!) goal of the challenge, is to generate sales to your paid product, and it is all done as part of your product launch. While your product can be an evergreen product that is available for purchase any time, it is often not the case when a challenge is the main marketing method used to promote it. This means that you need to decide on what will trigger the opening of your cart on the last day of your challenge so people know that your paid product is now available for them. Write down what your launch trigger will be and when exactly.

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Fast action bonuses and urgency points: People tend to procrastinate and not take action unless they have no other choice or they are given a good reason to take the necessary action. **Urgency** and **scarcity** are two psychologically effective ways to make people take action (in this case, buy your product!), but they only work if they are real. Fast action bonuses, disappearing bonuses, limited quantities and a closing cart are just some options you have to get people to take action and buy your product, so be creative and firm when choosing your options. List below any urgency and scarcity options you are going to include, and when they will be available.

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<u>Cart Closing</u>: Decide on how long your cart will remain open and when and how you will close it.

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