

Day 4 Worksheet

Free & Paid Marketing for your Challenge

You now know why you need a challenge, what your topic will be to maximize its potential and what will be included on each day of the challenge. You are now ready to strategize your marketing plan!

We are going to cover **free** and **paid** marketing strategies. However, the first thing I want to remind you is that all the marketing you are going to do is for your challenge and NOT for your product! That's part of the beauty of it, since it is so much easier, more fun and less salesy/sleazy to push your challenge than it is your paid product!

Free Marketing Strategies

When it comes to free marketing strategies, creativity is the key! Don't be afraid to experiment, try new things, play around with ideas, modify or copy existing strategies to fit your brand, product and challenge. I am going to share some of my favorite ones, but by no means should you limit yourself to these strategies only.

Groups: Only promote your challenge in groups that you are already active in, that allow promotions and that people already know you and value your contribution. Also, choose only 1 or 2 groups to focus on. Not only is it spammy to do it any other way, but it is also extremely ineffective and can even hurt your efforts. *****Pro Tip Alert***** - the secret is simply to be uber-visible in those group. 2-3 weeks before your challenge starts, make sure to be as active as you can in your chosen groups, answering questions, offering advice, and giving value. Hint or mention your challenge ONLY if it is appropriate and permitted and do not think about it much, only do it if the opportunity presents itself. Otherwise just focus on being visible and giving value. Only when your sign-up page for the challenge is live a few days before your challenge starts, and only if you know it is allowed and will be welcomed in the group, you should post about the challenge itself and link to the sign up page.

Facebook Business Page: ***Pro Tip Alert*** - Update your page cover photo to promote your challenge, and link to the challenge sign-up page when people click on the cover photo and in the call-to-action button that is built in to the page. There is very little risk or anything to lose by posting regularly on your own page to promote your challenge. However, be creative and don't just post about your challenge directly. Instead, post about your brand, about yourself, about the problem your challenge and product will solve etc. Do some FB live posts, even if they are only a minute long, talking about the subject matter. If any of your posts or videos gain some traction, you will be able to boost them as part of your paid marketing.

Email List: No matter how small your list may be, start sending a couple of emails 2-3 weeks before your challenge starts, teasing your list about what you are working on and about the subject of your challenge/product, without talking about the challenge or product at all. Once your sign-up page for the challenge is live, email your list again and invite them to the challenge.

Social Media Series: You can use this idea as part of your marketing strategy in groups, on your page and even for your email list. The idea behind it is to create a series of social media posts that are unrelated to the challenge or to your product directly, but are related to your brand, or brand philosophy or to the subject matter. The purpose of these posts is to increase visibility, establish your authority, solidify your brand and brand philosophy, and get people to know you. I have done these a few times, usually 2-4 weeks before I start a challenge, and they have been effective and fun, and I have no doubt that they indirectly got people to join my challenges. ***Pro Tip Alert*** - the key is to create a series of a few posts that are related to each other, and that are somewhat provocative and controversial. You want to disrupt their feed and get an emotional response from people, even if not everyone will agree with you.

Here are a couple of posts I did in a series I called "You have Permission" that illustrate what I mean. Note that these posts have nothing to do with my challenge or products, but have everything to do with who I am, what my brand stands for and what kind of customers are my ideal customers (the ones the posts resonate with!).

Neta Talmor
September 13

BFFs, YOU HAVE PERMISSION!

I know this is a subject that is very emotional and many are passionate about it. I am not here to argue about that or undermine the talent and creativity of designers who create beautiful and effective brand logos and brand color palettes.

The point I want to make relates more to resource allocation, time management and the 80:20 rule. This is my point: your logo and brand colors are just a SMALL part of your business, and even just a small part o ... See More

YOU HAVE PERMISSION
to get \$5 logo on Fiverr
and choose your brand
colors based on your kid's
latest drawing

#youhavepermission Neta Talmor

42 11 Comments

Neta Talmor
September 10

YOU HAVE PERMISSION!

There, I said it! You don't have to make \$30,000 a month and have a 6 figure launch, and post pictures from an exotic location, to be happy (in fact, studies show there is little correlation after the basic needs are met, and it is how you spend your money that is crucial to your happiness). You are allowed to be happy with making "only" \$3000/month and staying in your pyjamas at home with your kids if that's what you want (or whatever it is you want to be wearing or doing!) And before you make those \$3000/month, it's OK if you make just a few hundred dollars a month for a while, and then grow it to \$1000, and then to \$2000 over a period of a couple of years. It's OK, you have permission!

I have had businesses where I didn't make any money at all for years! I have had a business that made money only when I sold it. I have a business that makes a lot of money but everything goes back to the business and leaves much less than I would like as profit to take home... And I have a business that became profitable within a few days, and now brings a nice income to my family every month. But let me tell you this - I NEVER commuted more than from my bedroom to my home-office, and for me personally, that represents so much abundance and happiness.

Think about what would really make you happy and what \$ number you actually need to achieve that - it may surprise you!

#youhavepermission

YOU HAVE PERMISSION
to be happy making in a
year what some others
claim they make in a
month

#youhavepermission Neta Talmor

278 1 Comment

Referrals: Offer an entry to a giveaway to anyone who gets others to sign up for your challenge! The prize can be your product, which gives you an opportunity to mention your product, without pitching to sell it! I usually get around 10% of my sign-ups through referrals.

Paid Marketing

Facebook Ads: This is not a training on Facebook ads, but rather, this is about strategizing your paid marketing plan. I know Facebook ads can be very intimidating if you have never done them before, or if you have but didn't get

the results you were hoping for. I have been doing Facebook ads and teaching about them for years so I feel very comfortable with them (I have had very successful ad campaigns as well as total flops), and I recommend you learn and experiment with them, if you haven't already. But even before you do that, I want to explain my philosophy and my take on it, which are not the typical ones you may have heard elsewhere: **If you can get a positive ROI on your ads spend, then the ads are working and worth using, even if your conversion costs are high** ("conversion" in this case refers to the cost of getting people to sign up for your challenge). For example, if you are going to spend \$200 on paid advertising, and get 40 people to sign up to your challenge from those ads, and end up selling your \$250-product to 8 of those people (= \$2000), then even though each sign up conversion cost you \$5 (which many people would tell you is very very expensive and you shouldn't do!), you've still made \$1800 in profit! Even if the numbers are higher for the ads (let's say you invested \$400 to get 50 people, which means \$8 per sign up!!!), and lower in your sales (you end up selling your product to only 5 people), you would still be making money (\$850 in profit!).

If you put together a strong challenge, for a great product, and you do all the right things to maximize the potential of your challenge, then investing in paid advertising can make the difference between a small or failed launch, to a 4-figure or 5-figure launch! I am not telling you to go and spend thousands of dollars on ads, but I am saying that if you believe in your challenge and product, and you know in your heart that if you do it right and get to the right people, some WILL end up buying from you, then you should seriously consider investing a few hundred dollars in paid advertisement that can turn into thousands with the right execution.

