



- CREATE YOUR COMPELLING -  
**5-DAY FACEBOOK CHALLENGE**  
OR TRAINING SERIES



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



## CREATE YOUR COMPELLING 5-DAY FACEBOOK CHALLENGE OR TRAINING SERIES

Free challenges are a great way to amp up the energy and engagement with your audience and to attract new ideal clients into your tribe. It's also a great strategy to use implement in lieu of a webinar leading into a paid program launch!

Challenges (or complementary live training series) are typically delivered in the form of a contest, series of action steps or experience that you invite your target market to join - for free! It gives people a “free taste” of who you are and what you're all about and helps to build the all-important “know, like and trust”. It's a great way to prime your audience to take the next step with you - whether that be another free step or paid.

### **Here are a few tips to keep in mind as we design your free challenge or experience:**

Keep it simple and short. Ask yourself, “what is the shortest amount of time it would take for someone to achieve a result (albeit a tiny step forward)? If you make it too long, it'll be too much for you and your audience will lose steam - all counterproductive! Nowadays, the sweet spot seems to be between 3-5 days.

Remember, you'll want to ensure that whatever you're creating is of high quality and that it's representative of your work. Essentially, you're putting your “best stuff” out there - so don't hold back!

Here are some questions to get you thinking about the possibilities:

What's the one small change that your audience could make that would make a big difference? (I.e. changing one thing in their diet, switching out coffee for something else, 5 days of clean eating/whole foods, 5 days of healthy/energy boosting dinners, improving sleep, increasing physical activity, adding a veggie snack into their day, 5 days of packing delicious brown bag lunches versus eating cafeteria food, etc.). The sky's the limit! Just be sure to narrow it down to one thing.



Is there something you “wish” your clients would do because it would empower them to be more successful when they work with you?

Is there a current theme in your business that you could build upon such as something “seasonal” (i.e. spring into health”, etc.)?

Are you planning a product launch of any kind? (I.e. this could include a strategy session “launch”, digital product, group program or anything else!). Your challenge can then be positioned as the precursor or a “free taste” to the next big step (which is your paid offer)

Here are a few sample challenges for you to check out:

<http://www.breakfastcriminals.com/30-day-fearless-heart-challenge-join-us/>

<https://www.simplegreensmoothies.com/simple7>

<https://leslibitel.com/fillyouronlinecourse/>

**Now, let’s create YOUR challenge!**

### **Step 1: Clarify the Purpose of Your Challenge**

Let’s start with the end in mind before we design your challenge. What is the **overarching purpose**? What do you hope to accomplish in your business as a result? For example, will it be a lead in to a product launch? A tool to grow your email list? Please indicate your goals (ideally use the SMART goal format).



What is your **registration goal**? (Note: challenges convert at the rate of 3-5% so its easiest to take the desired number of sales and multiply by 25 to get your “target registrant” goal).

**Step 2: Choose Your Topic and Clarify the Results (how will things change for your audience if they participate in the challenge/training?)**

What is something that your target market is **struggling** with that you can provide insight, support and forward movement within a 5-day period? Brainstorm your options below:

Indicate your final **topic choice** for your challenge or training series:

What are the potential **outcomes** one might achieve by fully participating in your challenge? This is extremely important! Successful challenges and live events are tied to results that your target market wants to achieve.



### Step 3: Name Your Challenge

Integrate action-oriented language to name your challenge (i.e. achieve, generate, nail, discover, create, etc.). I named my recent training series “Fill Your Online Course”

“X” Number of Steps, Secrets, How To, Step-by-Step

Include the key result in the title!

The final title of your 5-Day Challenge is:

### Step 4: Outline The Plan for Your 5-Day Challenge

*Each day of your challenge will include these components:*

- Welcome and overview for the day
- Very brief review of prior day’s content



- Educational content
- Specific action or next steps in the form of “homework” (should take no more than 15 minutes to complete)
- Seed the concept that some will want more support and handholding and that you’ve got something very special in store for them as a next step. Let them know when you’ll be sharing this exciting opportunity (later in the video, on day 3, etc.).
- Short pitch regarding the next step – if it’s a paid course, you’ll want to agitate the pain points that your paid program solves, let them know you have a solution to solve it, introduce your paid program, share results/benefits/what’s possible if they do the program, clearly state the URL/how to sign up and any bonuses and early bird pricing, etc.

### **Step 5: Decide on Written Support Materials (i.e. workbook, PDF, E-book, etc.)**

Written material in the form of a fill-in-the-blank workbook can work well because it decreases the propensity for multi-tasking. Here’s what I’d include inside the workbook or PDF:

1. Cover with your banner/image and the name of the challenge or training series.
2. Dates, times and titles (topics) for each day of the series.
3. Reminder to add dates to their calendars
4. Instructions to join your private FB group with link (assuming this is where the trainings will take place).
5. Congratulations for joining the challenge/training and a couple of sentences on how the training will be of benefit.
6. “Why should you listen to me?” section – a few short sentences about your expertise and why you put the series together.
7. Daily Content for Educational Sections
8. Transition to a info on your paid course offering with banner and URL for registration.
9. Your email address, for questions.



**LET'S OUTLINE YOUR PLAN BELOW:**

**Day 1:**

Topic:

What will you teach?

What is the action your participants will be asked to take?

**Day 2:**

Topic:

What will you teach?

What is the action your participants will be asked to take?



**Day 3:**

Topic:

What will you teach?

What is the action your participants will be asked to take?

**Day 4:**

Topic:

What will you teach?

What is the action your participants will be asked to take?





## Day 5:

Topic:

What will you teach?

What is the action your participants will be asked to take?

## Step 5: Market Your Challenge

Now that you've mapped out your exciting challenge, it's time to get the word out! You'll want to start promoting two weeks prior to the challenge start date. Remember, you are promoting the challenge NOT a new Facebook group (no one cares about a new FB group anymore).

*Here are some marketing channels to consider when devising your marketing plan:*

Organic Reach Marketing (Ask friends to share, Social Media, FB Groups, FB Lives, etc.)



Paid Traffic (FB/IG Ads, etc.)

Marketing To Your List, Website, Guest Blogs, Joint Ventures

Other Marketing Tactics:

### Step 6: Nail the Technology Plan

Try to keep the technology side of things as streamlined as possible. Here are the main considerations:

You'll need a **stand-alone "opt in" page** - you'll direct traffic to this page so that they can sign up for the challenge. Note: nothing except information about your challenge should be on this page - it can be a special page on your current website or you can use a service such as Lead Pages to create a simple opt in page. See [www.LesliBitel.com/FillYourOnlineCourse.com](http://www.LesliBitel.com/FillYourOnlineCourse.com) as an example.



The copy should include these points:

- Pain points (a couple sentences about the problem that the challenge will solve)
- Let 'em know you've got them covered with a solution (your challenge)!
- What the challenge is about
- Why it'll be helpful (results they can anticipate and why that's important)
- When it starts
- How to sign up/Registration Area (Name and Email)

Assuming you want to communicate to your participants via email, you'll want to **create a new/separate email list in Mail Chimp/ConvertKit** (or email service that you use). This will help to expedite communications (I recommend using the challenge as a means to grow your list, therefore you'll want to collect your participants' email addresses).

**Create a Confirmation page** that pops up automatically upon registration. (Example: [https://leslibitel.com/fillyouonlinecourse-ty/?simplero\\_object\\_id=su\\_G6KpvRuWbVJVLDCVK3g9FJ88](https://leslibitel.com/fillyouonlinecourse-ty/?simplero_object_id=su_G6KpvRuWbVJVLDCVK3g9FJ88))

*Be sure to include these three things:*

- Direct them to join your private FB group and let them know this is where the live trainings will happen. Be sure to provide the link
- Link to download any written materials
- Dates/times of trainings

**Create a "Welcome and Thank You" email** - this will be an autoresponder that's sent to everyone who signs up for the challenge. Keep it simple and fun! This is very similar in content as compared to your confirmation page.

Congratulate them for taking this step in solving "x" problem and remind them of the benefit (to them) for doing so. Also, let them know what to expect and remind them of the start date (tell them to mark their calendars). Is there anything they can do to prepare to for the challenge? Also, be sure to ask them to share with their friends!



4. Create some fun **images** to help promote the challenge ([Canva.com](https://www.canva.com)).

Create and upload the emails to promote the challenge for distribution to your email list.

Create a few reminder emails for those who have signed up for the challenge. Get your **content** (that will be send out during the challenge) all ready to go (i.e. workbook, etc.).

**6. Prepare a “next steps” email and thank them for participating.** What are a few things that they can do that will help them along their change journey? (I.e. check out specific blog articles or podcast, etc.). If you are inviting them into a next step (or launch), let them know.

Congratulations! You’re ready to ROCK your first challenge! Remember, don’t overthink this process and above all...have some fun!

