

WHAT IS THE GOAL OF YOUR CHALLENGE?

If your goal is to:

Sell

List Build

Re-engage

Measure your success with:

Sales/Revenue

List growth

Sign ups, open/click rates on
emails, participation

WHO ARE YOU TARGETING?

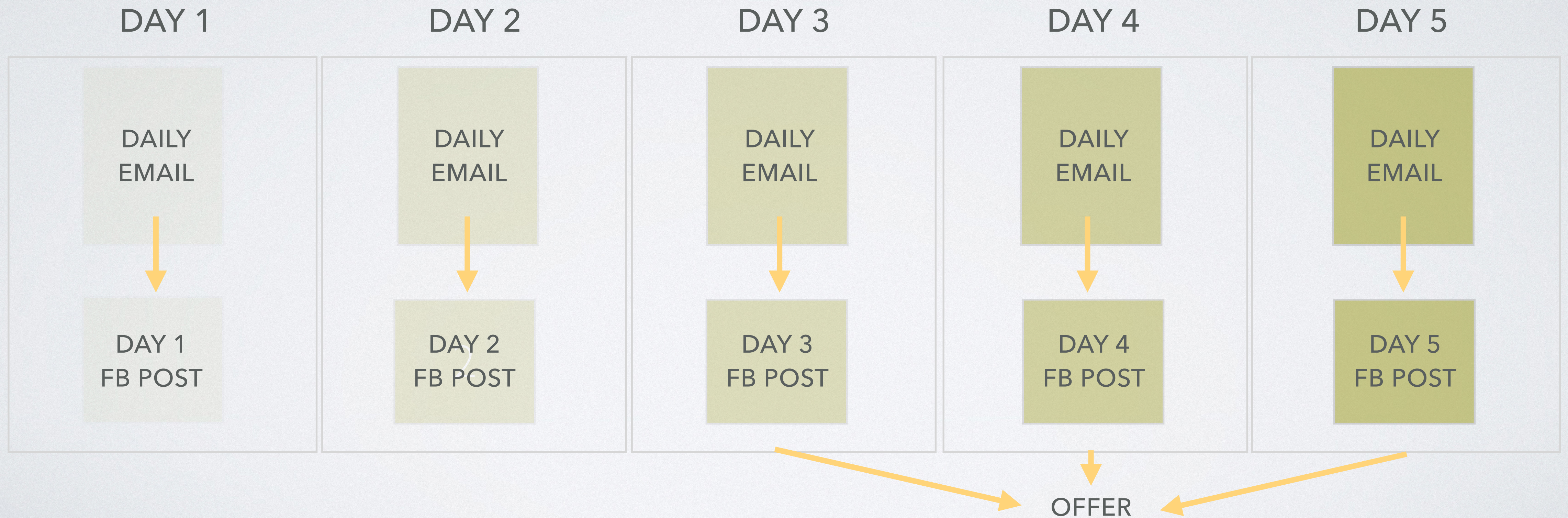
Be specific about:

- The type of person you want to attract.
- The problem they want to solve.

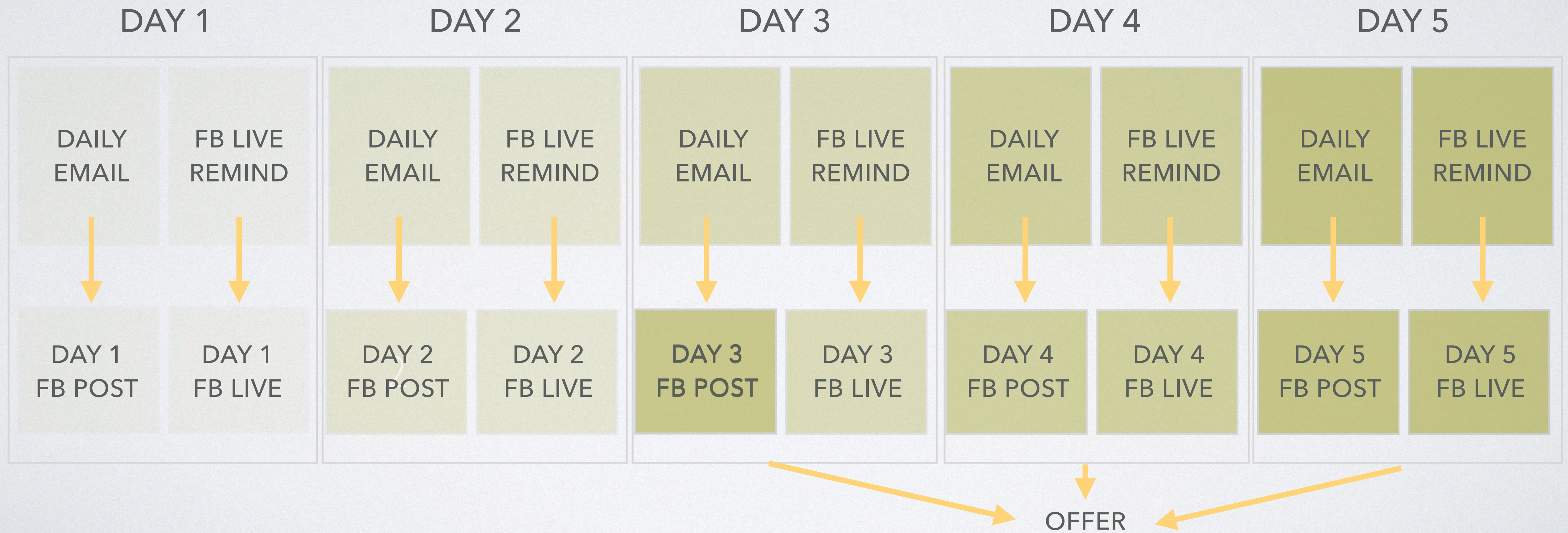
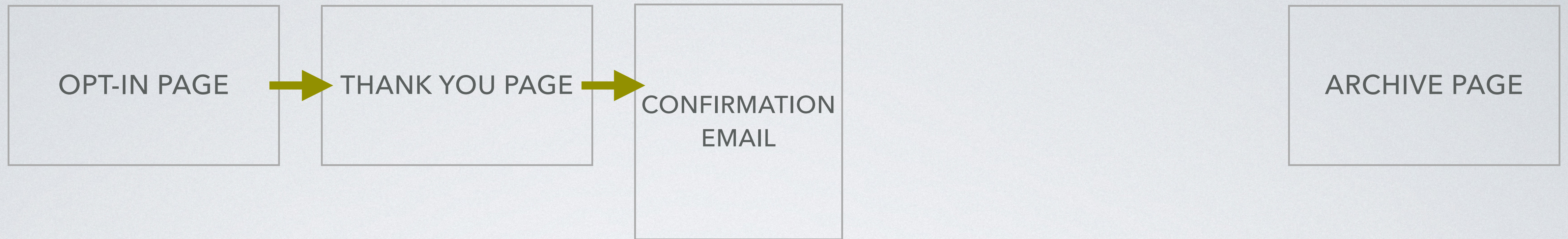
ELEMENTS OF A DAY 1-5 EMAIL

- Topic or lesson of the day
- A task or mini-challenge for the day, which will solidify what you're teaching, or help them put it into action.
- Optional: Link to interact (example: link to FB group)
- Optional: Link to archive page
- Optional: Link to an offer

5 DAY CHALLENGE COMPONENTS



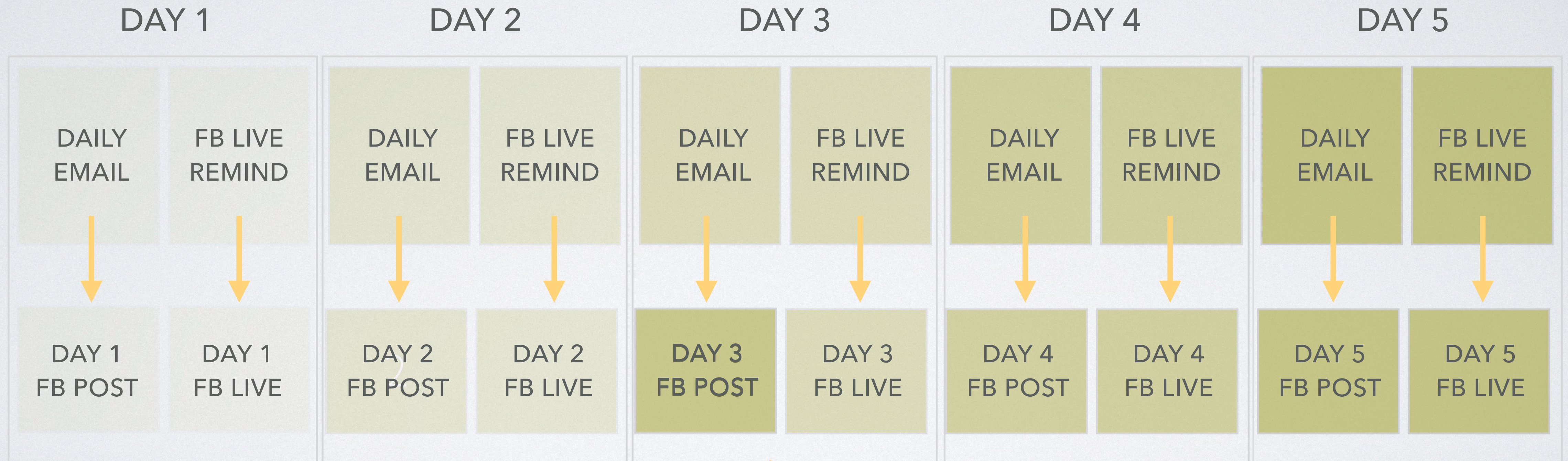
5 DAY CHALLENGE WITH DAILY FB LIVES



SAMPLE PROMOTION CALENDAR

		BLOG POST EMAIL	1:1 INVITE	FACEBOOK	INSTAGRAM	
INSTAGRAM	FACEBOOK	BLOG POST EMAIL	INSTAGRAM	FACEBOOK	1:1 INVITE	EMAIL
	INSTAGRAM	BLOG POST EMAIL	FACEBOOK INSTAGRAM	1:1 INVITE	INSTAGRAM	EMAIL FACEBOOK INSTAGRAM
CHALLENGE DAY 1	CHALLENGE DAY 2	CHALLENGE DAY 3	CHALLENGE DAY 4	CHALLENGE DAY 5		

5 DAY CHALLENGE WITH DAILY FB LIVES



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