

# How to Hold a 5 Day Challenge Checklist

**STEP 1:** Define your Challenge Objective: What is your specific goal or outcome you want to achieve with this challenge?

**STEP 2:** Identify your Target Audience: Clearly define your businesses ideal participants based on demographics, interests, and needs.

**STEP 3:** What is your Challenge Theme? Select a theme or topic for the challenge that aligns with your business niche, or the service your company offers.

**STEP 4:** Pick your Promotional Dates and the Duration. Decide on the start and end dates for your challenge. Then add in at least 10 days ahead of the start date for promotion.

**STEP 5:** Write your Copy. Headline, sub headline, introductory paragraph, 3-5 bullet points (usually 1 for each day).

**STEP 6:** Plan your daily content and deliverables: Outline the content and activities for each day of the challenge. Ensure it provides value and engages participants. "What, why, when then flow".

**STEP 7:** Create your promotional materials. Design eye-catching graphics, banners, and promotional social posts to generate interest and attract participants. Record any ad videos, and social content for the promotional period.

**STEP 8:** Select a platform. Where will you hold your daily live content? Facebook, Instagram, or Zoom? Choose what is most comfortable for you and your audience.

**STEP 9:** Design your Registration and Congratulations pages (if applicable). If the challenge has its website or landing page, create it to provide essential information and registration details. If you don't have the means, you can also use straight to Zoom registration pages.

**STEP 10:** Develop your registration process. If you have a CRM (Client Relations Management system, such as Infusionsoft, Simplero etc.), you may want to set up a challenge opt in for user-friendly registration process, which may involve email sign-ups or form submissions.

**STEP 11:** Create all daily content way in advance. Prepare all your challenge content in the time leading up to your challenge; including posts, videos, and prompts, in advance to maintain consistency and avoid overload.

**STEP 12:** Establish your rules and guidelines (if applicable): Clearly communicate the rules, guidelines, and expectations for participants.

**STEP 13:** Set up all logistics if you are using these things, CRM tagging, welcome email, challenge call reminders, introduction and reminder emails leading up to the event.

**STEP 14:** Promote promote promote! Generate excitement and anticipation by teasing the challenge and its benefits leading up to the start date. If you are running ads, make sure these start at least 10 days prior to your event.

**STEP 15:** Kick off the challenge on your scheduled start date and time and remember to actively engage with participants throughout the event.

**STEP 16:** Encourage Social Proof! Remind your participants to create and share their content related to the challenge, and tag you on social. Share everything you get tagged in.

**STEP 17:** Support. Make sure you are available (or a team member) to answer questions, offer guidance, and interact with participants during the challenge week.

**STEP 18:** Monitor ALL Progress. Track engagement, track participation, watch for any surprise trends or insights during the challenge.

**STEP 19:** Reward and Recognize. Acknowledge and reward participants for their active involvement. Feature them, mention them by name, people love to hear their own name and this gets them emotionally involved. If you offering prizes, follow through and announce + deliver the prizes.

**STEP 20:** Post-Challenge Follow-Up: After everything is said and done and your challenge concludes, Congratulate your participants, share their results and feedback.

**STEP 21:** Event Post Mortem. What worked, what didn't? Consider next time you hold your challenge, what will you do differently? Take notes, and implement these changes next time you run your challenge.