

# Create Your Perfect Email/Challenge Campaign Schedule

WHEN	DAY	WHAT	YES/NO
<b>PRE-LAUNCH MARKETING EVENT INVITES (3-6 EMAILS)</b>			
One week before challenge starts	Mon	1st Challenge Invite	
5 days before	Wed	2nd Challenge Invite (exclude people who have already joined)	
3 days before challenge starts	Fri*	3rd Challenge Invite (exclude people who have already joined)	
Day before challenge starts	Sun*	4th Challenge Invite - Starts Tmw (exclude people who have already joined)	
Day challenge starts*	Mon*	5th Challenge Invite - Starts Today (exclude people who have already joined)	
Day challenge starts*	Tues	Final Challenge Invite - It's not too late! (exclude people who have already joined)	
<b>NURTURE EMAILS AFTER OPT-IN &amp; BEFORE CHALLENGE STARTS (2-3 EMAILS)</b>			
Immediately after opt-in*	Right away	Welcome/What to Expect/Join the FB Group & Messenger	
3 days before challenge starts	Fri	Encourage them to watch the Welcome Video if they haven't already and introduce themselves on the FB group	
Day before challenge starts*	Sun*	Challenge starts tomorrow, reinforce promise and day-by-day plan (remind them about FB Group & Messenger)	
<b>DURING CHALLENGE (4-7 TOUCHPOINTS/DAY)</b>			
Challenge Day 1	Mon 7am*	Email & FB Messenger: The Challenge starts today! Here's your first training video and assignment	
Challenge Day 1	Mon 7am	FB Group: Pump them up about Challenge (something mindset) and remind them to check their inbox for their first assignment	
Challenge Day 1	Mon 12pm*	FB Group: Start thread for that day's prompts & remind them to post by 9pm to be eligible for the daily prize	
Challenge Day 1	Mon 12pm*	Email: Prompt to go post on FB	
Challenge Day 1	Mon 1:45pm	FB Messenger: Going live on FB at the top of the hour	
Challenge Day 1	Mon 2pm	FB Group: Go live, shout out to people who've done assignment well, general feedback about mistakes I'm seeing (if relevant), encouragement	

## DAY 3 - SESSION 2

WHEN	DAY	WHAT	YES/NO
Challenge Day 2	Tues 7am*	Email & FB Messenger: Here's your Day 2 training video and assignment	
Challenge Day 2	Tues 7am	FB Group: Pump them up about Day 2 Challenge theme and remind them to check their inbox for their 2nd assignment	
Challenge Day 2	Tues 12pm*	FB Group: Start thread for that day's prompts & remind them to post by 9pm to be eligible for the daily prize	
Challenge Day 2	Tues 12pm*	Email: Prompt to go post on FB with P.S. announcing Day 1's winner	
Challenge Day 3	Wed 7am*	Email & FB Messenger: Here's your Day 3 training video and assignment	
Challenge Day 3	Wed 7am	FB Group: Pump them up about Day 3 Challenge theme and remind them to check their inbox for their 3rd assignment	
Challenge Day 3	Wed 12pm*	FB Group: Start thread for that day's prompts & remind them to post by 9pm to be eligible for the daily prize	
Challenge Day 3	Wed 12pm*	Email: Prompt to go post on FB with P.S. announcing Day 2's winner	
Challenge Day 3	Wed 1:45pm	FB Messenger: Going live on FB at the top of the hour	
Challenge Day 3	Wed 2pm	FB Group: Go live, shout out to people who've done assignment well, general feedback about mistakes I'm seeing (if relevant), encouragement, announce Q&A session tomorrow	
Challenge Day 3	Wed 5pm	Email & FB Messenger: Q&A call tomorrow	
Challenge Day 4	Thurs 7am*	Email & FB Messenger: Here's your Day 4 training video and assignment	
Challenge Day 4	Thurs 7am	FB Group: Pump them up about Day 4 Challenge theme and remind them to check their inbox for their 4th assignment	
Challenge Day 4	Thurs 12pm*	FB Group: Start thread for that day's prompts & remind them to post by 9pm to be eligible for the daily prize	
Challenge Day 4	Thurs 12pm*	Email: Prompt to go post on FB with P.S. announcing Day 3's winner	
Challenge Day 4	Thurs 12:30pm	Email & FB Messenger: Q&A call at the top of the hour	
Challenge Day 4	Thurs 1pm	Q&A Call: Give people an experience of what it's like to be in the program and get coached by you and energize them for a strong finish	
Challenge Day 5	Fri 7am*	Email & FB Messenger: Here's your Day 5 training video and assignment	
Challenge Day 5	Fri 7am	FB Group: Pump them up about Day 5 Challenge theme and remind them to check their inbox for their 5th assignment	

## DAY 3 - SESSION 2

WHEN	DAY	WHAT	YES/NO
Challenge Day 5	Fri 12pm*	FB Group: Start thread for that day's prompts & remind them to post by 9pm to be eligible for the daily prize	
Challenge Day 5	Fri 12pm*	Email: Prompt to go post on FB with P.S. announcing Day 4's winner	
Challenge Day 5	Fri 1:45pm	FB Messenger: Going live on FB at the top of the hour	
Challenge Day 5	Fri 2pm	FB Group: Go live, shout out to people who've done assignment well, general feedback about mistakes I'm seeing (if relevant), encouragement, announce grand prize (if relevant, give away a copy of your program so you can start seeding it now, and encourage people to finish posting all 5 assignments to qualify and watch out for instructions tomorrow	
Day After Challenge	Sat 7am*	Email & FB Messenger: What's next?  Last chance to qualify for the Grand Prize, remind them what the prize is. Make sure you've posted your assignment in each day's threads and answer all the questions on our grand prize thread.  Let them know about prize announcement tomorrow and any webinar or conversion event you have planned to sell into your program.	
Day After Challenge	Sat 7am*	FB Group: Post grand prize thread, hype up prize and remind people about qualifying	
Day After Challenge	Sat 2pm	Email: Remind people about qualifying for the grand prize and tomorrow's announcement	
2 Days After Challenge	Sun 7am*	Email & FB Messenger: Say you have everyone's names in a giant fish bowl... and get them hyped for the announcement FB live	
2 Days After Challenge	Sun 7am*	FB Group: Say you have everyone's names in a giant fish bowl and pump them up about the announcement FB live	
2 Days After Challenge	Sun 12:30pm	Email & FB Messenger: FB live at the top of the hour	
2 Days After Challenge	Sun 1pm*	FB Group: Go live to draw the grand prize winner (and 3 runners-up since you still have to validate their eligible)... but before you pull names, go into the next steps. I.e. everyone has been asking me about _____. So announce the conversion event and program in response to that. Share all the details. Hype up the prize...	
2 Days After Challenge	Sun 5pm*	FB Group: Post the validated grand prize winner and remind people of tomorrow's webinar/conversion event	
2 Days After Challenge	Sun 5pm*	Email: Announce the validated grand prize winner plus tomorrow's webinar/conversion event	

## DAY 3 - SESSION 2

WHEN	DAY	WHAT	YES/NO
<b>AFTER CHALLENGE/LAUNCH (3-12 TOUCHPOINTS/DAY)</b>			
3 Days After Challenge / 1st Day of "Launch"	Mon 7am*	Email & FB Messenger: Remind them of today's SUPER HOT webinar or conversion event, build excitement and suspense	
3 Days After Challenge / 1st Day of "Launch"	Mon 7am*	FB Group: Remind them of today's SUPER HOT webinar or conversion event, build excitement and suspense	
3 Days After Challenge / 1st Day of "Launch"	Mon 12:30pm	Email & FB Messenger: Webinar at the top of the hour	
3 Days After Challenge / 1st Day of "Launch"	Mon 1pm*	Webinar: Give huge value and make your offer	
3 Days After Challenge / 1st Day of "Launch"	Mon 5pm*	FB Group: Post a 24-48 hour replay with some great quotes from participants to create FOMO	
3 Days After Challenge / 1st Day of "Launch"	Mon 5pm*	Email: Email out about a 24-48 hour replay with some great quotes from participants to create FOMO	
4 Days After Challenge / 2nd Day of "Launch"	Tues 7am*	Email & FB Messenger: Remind that today is the last day to watch the webinar replay and reinforce the value of the content	
4 Days After Challenge / 2nd Day of "Launch"	Tues 7am*	FB Group: Remind that today is the last day to watch the webinar replay and reinforce the value of the content	
4 Days After Challenge / 2nd Day of "Launch"	Tues 5pm*	Email: Last chance to watch the webinar	
5 Days After Challenge / 3rd Day of "Launch"	Wed 7am*	Email: Direct offer	
5 Days After Challenge / 3rd Day of "Launch"	Wed 12pm*	FB Group: Direct offer post, tagging people who have already joined	
5 Days After Challenge / 3rd Day of "Launch"	Wed 12:30pm	FB Messenger: Going live at the top of the hour	
5 Days After Challenge / 3rd Day of "Launch"	Wed 1pm	FB Group: Go live to make/reinforce the offer and give shout outs to people who have already joined	
6 Days After Challenge / 4th Day of "Launch"	Thurs 7am*	Email: Direct offer email	
6 Days After Challenge / 4th Day of "Launch"	Thurs 12pm*	FB Group: Continue tagging people who have joined	
6 Days After Challenge / 4th Day of "Launch"	Thurs 3pm	FB Messenger: Direct offer prompt	
7 Days After Challenge / 5th Day of "Launch"	Fri 7am*	Email: Last day direct offer email #1 (consider a case study or future self angle)	
7 Days After Challenge / 5th Day of "Launch"	Fri 7am*	FB Group: Last day post	

## DAY 3 - SESSION 2

WHEN	DAY	WHAT	YES/NO
7 Days After Challenge / 5th Day of "Launch	Fri 10am	FB Group: Keep tagging buyers	
7 Days After Challenge / 5th Day of "Launch	Fri 11am	Email: Announce FB live/Q&A call	
7 Days After Challenge / 5th Day of "Launch	Fri 12:30pm	Messenger: Going live at the top of the hour or Q&A call	
7 Days After Challenge / 5th Day of "Launch	Fri 1pm	FB Group or Q&A call: Go live to reinforce offer and answer questions	
7 Days After Challenge / 5th Day of "Launch	Fri 2pm*	Email: Last day direct offer email #2 (consider an FAQ angle that addresses objections)	
7 Days After Challenge / 5th Day of "Launch	Fri 5pm*	Email: Last day direct offer email #3 (consider adding an extra surprise bonus)	
7 Days After Challenge / 5th Day of "Launch	Fri 7pm*	Email: Last day direct offer email #4 (do future self or case study, whatever you didn't do at 7am)	
7 Days After Challenge / 5th Day of "Launch	Fri 9pm	Email: Last day direct offer email #5 (time is running out, create FOMO, remind them of everything they're going to get)	
7 Days After Challenge / 5th Day of "Launch	Fri 10pm*	Email: Last day direct offer email #6 (short last chance email)	
7 Days After Challenge / 5th Day of "Launch	Fri 11pm	Email: Last day direct offer email #7 (super short 1 hour left email)	