

Launch Your Program with a Challenge

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There are 3 kinds of Online Challenges:

1. Challenges used to engage existing clientes (often to kick-off or end a program)
2. Paid programs that use the Challenge format (usually 14, 21, 30 or 60 days)
3. Free 5-Day Challenges used to launch a product by warming up your prospects leading into an offer

A lot of people are doing live 5 Day Challenges before a webinar, strategy session or conversion event right now, because they work.

You get to engage your audience with you, your content and each other in a way and give them a series of quick wins before you ask for a dime.

The right Challenge solves the problem before the problem you solve in your paid program. In other words it answers the biggest challenge, block or objection that could stop someone from buying. For example for our EPM Launch we're going to do a Profitable Product Idea Challenge leading into a series of live workshops.

Just be careful not to overlap the promise of the Challenge with the promise of your product or people won't buy from you.

Unlike other marketing-focused campaigns that present information directly related to your product, you have to take a more oblique approach with a Challenge since you're directly engaging your audience around the material. If they take action directly related to your program, they won't feel like they need your program.

Your Challenge idea has to be something that's doable and something they can complete in 5 days. If they complete your Challenge and don't get the result you promise, they're not likely to continue on with your program.

If you have a super how-to focused program, use mindset as a Challenge. If your offer is more mindset, do a how-to Challenge.

DAY 2 - SESSION 1

Challenge Ideas:

- Address an objection to your program or core method
- Address the symptoms and provide a bandaid for the problem they're having so they feel good but not so good they don't need your program
- Address their big presenting want or desire while teaching them that they need your offer
- 3 top pain points -- don't address any of your top pain points with your challenge or they're good (that's what program does), pick secondary or tertiary ones...
- Prerequisites they need to have in place to do your program

For example the biggest objection people have to joining EPM is I don't have a business or product yet. So our challenge is the Profitable Product Idea Challenge.

BRAINSTORM YOUR CHALLENGE TOPIC HERE

My winning Challenge idea is:

DAY 2 - SESSION 1

Once you have your Challenge idea, it's time to map-out each day of your challenge. Remember to keep it super simple. You only want to do 5-10 minutes of training a day that takes just 5-10 minutes to complete.

Don't overdo it or people will either lose momentum and drop out or be too full to want to go into your program. You want to give people the minimum amount of info they need to take action and get the end result.

Here's an example from my Profitable Product Idea Challenge:

	DAY 1 CHALLENGE PLAN
TOPIC	<p>Choose one of our 4 approaches to online course creation:</p> <ul style="list-style-type: none">● Follow your passion and create a course around something you LOVE TO DO● Solve a problem you see in the world● Tap into a proficiency you've developed over the years and create a course around something you're GOOD AT, something you've figured out how to do really well● Create a course around a proprietary solution that you've developed to either solve a problem or get a result in a way that no one else can
ASSIGNMENT	<p>Choose one of our 4 approaches to online course creation:</p> <ul style="list-style-type: none">● passion● proficiency● problem● proprietary solution
PROMPT	<p>Fill in the blank: I'm building a course around a _____ (passion, problem, core proficiency, proprietary solution) and post this on our daily Facebook group thread for a chance to win...</p>
PRIZE	<p>\$100 Amazon Gift Card</p>

DAY 2 - SESSION 1

Now it's your turn:

	DAY 1 CHALLENGE PLAN
TOPIC	
ASSIGNMENT	
PROMPT	
PRIZE	

DAY 2 - SESSION 1

	DAY 2 CHALLENGE PLAN
TOPIC	
ASSIGNMENT	
PROMPT	
PRIZE	

DAY 2 - SESSION 1

	DAY 3 CHALLENGE PLAN
TOPIC	
ASSIGNMENT	
PROMPT	
PRIZE	

DAY 2 - SESSION 1

	DAY 4 CHALLENGE PLAN
TOPIC	
ASSIGNMENT	
PROMPT	
PRIZE	

DAY 2 - SESSION 1

	DAY 5 CHALLENGE PLAN
TOPIC	
ASSIGNMENT	
PROMPT	
PRIZE	

Congrats! You now have your Challenge Topic & Plan...

Training Video Format

Alina Vincent the Online Challenge Queen recommends the following format for your video trainings. The format is hers, the examples are from my Profitable Product Idea Challenge.

1. **INTRO** - Reiterate the name and promise of the challenge, then get right into the what. Don't tell stories or talk about yourself. Simply offer a quick credibility point.

For example, "Hi this is Marisa Murgatroyd and welcome to Day 1 of the Profitable Product Idea Challenge!"

I've helped thousands of students launch profitable online courses and done over \$17M in online course sales since I created my first course in 2013... and to say that it's been life-changing is an understatement. I truly believe that business is one of the greatest forces for personal development and change on the planet. And you can become your most aspirational self when you align who you are with what you do...

I'm not going to share my story with you now because I promised to keep each video to just 5-10 minutes and I want to focus on getting you into action here...

Just know that I put all those years of experience into this Challenge because I believe in the power of online education and I believe in you... I believe you can change the world with who you are and what you know."

After the first training, simply set the context for the next training:

- By now you should have XYZ
- Now that you have Y, we can Z (so people who are coming in late know where they are and what they've missed, so they can go back)

DAY 2 - SESSION 1

2. **WHAT:** Share what to expect in/ that specific training:

- Today we're going to...
- By now you should have XYZ...
- Now that you have Y, we can Z (so people who are coming in late know where they are and what they've missed, so they can go back)

For example, *"Now that you've gotten in the ballpark of your profitable product idea by choosing which of the 4 approaches you want to take to finding your idea.... Now we're going to get you on first base by choosing one of the 17 mega-niches. All you have to do today is choose one of 17 options and you'll be well on your way to a home run product idea. You can't go wrong here. All you have to do is make a simple choice."*

Define any terms you're using in that particular training:

"Now you may be asking, 'Marisa, what's a mega-niche?' Great question! A mega-niche is the overall area of focus in your business or the big bucket category your product fits in."

3. **WHY:** Share why this training is important.

"Choosing a mega-niche will help you narrow down your product idea from an ocean of options to one big bucket. And as you know it's a lot easier to catch fish in a bucket than it is in the ocean. So let's get you out of the ocean and into the bucket."

4. **HOW:** Quickly teach your best stuff.

"After teaching thousands of students how to launch a profitable product, I've discovered that 99% of all success online course ideas fit into one of 17 categories or what I like to call mega-niches. So let me share these with you now as well as some examples of topics in each mega-niche and as you listen to each category and set of examples, think about where your passion, problem or proprietary solution falls."

DAY 2 - SESSION 1

5. **MISTAKES:** If applicable, share any common mistakes people make in this area.

“Now that you’ve heard all 17 mega-niches it’s time to choose one... yes, you heard me right. It’s time to choose one. I didn’t say choose 2. Or 3. Choose one.

“The biggest mistake people make when it comes to choosing their product idea is trying to focus on a product that DOES IT ALL.

But, Marisa, my healing technique helps with health, relationships and money. Why can’t I choose 3 mega-niches? Because as you may have heard, “The riches are in the niches.” The more clear and specific you get with your product idea, the easier it is for people to #1) Understand and #2) Say yes to!

The other mistake I see people make here is that they try to cover a “general interest” topic such as history or space exploration that doesn’t fall into one of our 17 Mega-Niches.

While people may buy books on history or space exploration just because they’re interested, people buy online courses not just to learn, but because they want to do, be, feel, have, overcome or achieve something specific.”

6. **EXAMPLES** - sometimes do it before sharing the assignment and sometimes after...

“I was coaching one of my Experience Product Masterclass students, Jacqueline. And Jacqueline was passionate about the origins of language. A field that’s often called etymology. And while that might be a topic you would find in a traditional college or university, it’s not a topic people would buy on the open market unless it allows them to do, be, feel, have, overcome or achieve something specific.

So after coaching Jacqueline back and forth for a full 20-minutes on one of our weekly group coaching calls, we finally cracked it! When you understand the origin of the words you use, you can become a more effective and influential professional speaker.

While her original topic didn’t fall into any of our 17 Mega-Niches, the new topic falls into Career & Professional Skill Development.”

DAY 2 - SESSION 1

- 7. CONCLUSION & ASSIGNMENT** - Remind them what you've done in this training and give them their assignment.

"Can you see how these 17 Mega-Niches can get you out of the ballpark and onto first base?"

I created this list after personally coaching thousands of students around choosing their profitable product idea.

So I'm begging you: Make a simple choice TODAY. All you have to do is choose one of these 17 categories and you'll land safely on first base."

Next Steps

Tomorrow we'll work on your email sequence, set your dates and plan all the details for your campaign.

Then all you'll have to do is:

- Create a Challenge opt-in page
- Record a welcome video and 5 short training videos (you can host these as unlisted videos on YouTube)
- Start promoting using many of the strategies you'll learn this afternoon! Prerequisites they need to have in place to do your program

In general you'll email and Facebook Messenger a link to each training video at 7am each day, then you'll email out a prompt around 12pm that encourages them to post something specific on the Facebook group such as:

My mega-niche is _____.

Or you can have them get more creative and write their mega-niche on a piece of paper, take a picture and post it on the Facebook group.

Then once or twice over the course of the Challenge you can do a Facebook live recognizing great posts and sharing general observations about the mistakes you're seeing.

DAY 2 - SESSION 1

NOTES: