

# 30 Day LIST BUILDING Bootcamp

## HOST A FREE CHALLENGE

### 7 STEPS TO HOSTING A FREE CHALLENGE

- 1. PICK THE LENGTH OF YOUR CHALLENGE:** 3-30 days. Shorter challenges have more engagement and are generally easier to run. How much time will it take for someone to get the results you're promising?
- 2. DECIDE IF YOU ARE GOING TO RUN THE CHALLENGE LIVE:** I highly recommend you run your challenge live at some point. This is a great way to get your community to go on a journey with you. If you are ready to run your challenge live, pick a date at least 7 days in the future once you've got your landing page and email sequence written. If you don't want to run a live challenge, you'll simply make everything automated through your list server.
- 3. HOW TO CREATE AND SHARE THE CONTENT:** You can share the content directly in an email each day/week. You can also create a page on your website and link to it in your email each day/week. Just like the page for this challenge [here](#). This page is where you will house your content (PDF's, audios, workbooks, blog posts, notes, etc). Anything you create can be saved on one page on your website. You'll email your newsletter list the link to that page whenever you have something new to share.
- 4. WRITE THE EMAILS:** Open a blank document and write out the subject lines and the copy for each of the emails you will send throughout the course/challenge. Keep them short and actionable. You will need one email sent automatically when they sign up. And an email for each day or week of the course/challenge. If it's a 3 day challenge, you will need to

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write 4 emails and subject lines - the welcome email, and a daily email with their action steps!

- 5. SCHEDULE YOUR EMAILS:** Log into your list server (mailchimp, aweber, convertkit, etc). Go into your autoresponders and plug in the copy you've written for each one of your emails. Schedule them to go out daily or weekly depending on the length of your challenge.
- 6. CREATE YOUR LANDING PAGE AND EMAIL SEQUENCE:** These are the main ingredients in hosting your free challenge or setting up an e-course. People need a place to sign up and the content you'll deliver each day or week will be via email. If you are hosting a longer challenge don't email your list daily - it will be too much. If your challenge is less than 10 days then it's fine to send a daily prompt. Next week I'll show you how to set up a landing page using leadpages!
- 7. TAKE ACTION NOW:** Running a free challenge does take some work but the results are SO worth it. I challenge you to host your first FREE challenge this month! It's a definite way to grow your list and you can use a combo of paid advertising/traffic and free organic traffic using social media and Facebook groups to position yourself as an expert in your field, grow your audience. We'll cover FB ads in week 4!

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### TAKE ACTION CHECKLIST

- ★ The length of my challenge or course is \_\_\_\_\_
- ★ I will run my challenge live on this date \_\_\_\_\_
- ★ How many emails will I need to write and send over the course/  
challenge? \_\_\_\_\_
- ★ What kind of content will I need to create for the challenge?
  - ★ Video \_\_\_\_\_
  - ★ PDF's \_\_\_\_\_
  - ★ Audio \_\_\_\_\_
  - ★ Other \_\_\_\_\_
- ★ Schedule your 25 minute pomodoro focused time to work on writing your emails and creating your content!