



TOPIC 27

**FACEBOOK
CHALLENGES**

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SKILL 27: FACEBOOK CHALLENGES

Online Challenges are a great way of creating connection, engagement and community. There's a two-way interaction that's often missing in trainings, webinars and online summits. Five-Day Challenges are a good length of time to establish a good connection with your community.

Your Online Challenge is a “free gift”. Have a goal in mind. Choose a topic that addresses a problem, challenge, or need that your ideal client has and is aware of. Educate your client about the real underlying problem that they have and may not be aware of. This leads to your offer.

Educate, inspire and build trust. Here are the four key steps to putting together a Facebook Challenge.

BENEFITS OF A FACEBOOK CHALLENGE

COMMITMENT: When you sign up for an online challenge, you are committing to taking action. If a challenge is designed well, it will keep you accountable, motivated, and engaged on a daily basis. Most people can commit to doing something for 5 days. Because of this, the completion and satisfaction rates for Facebook Challenges are higher than most 7-week programs.

FUN: Online challenges are fun! They lend themselves well to “gamification” – adding elements of game playing (rules, competition, points and prizes) – which increases the level of engagement and excitement.

CONNECTION: Provide feedback often. Let participants know that all questions will be answered within 24 hours. Quick responses in the Facebook Group helps participants stay on track. You can offer them:

- Daily Emails
- Daily Facebook Posts
- Daily Facebook Participation
- Live Q and A Sessions

TRUST: Something special happens when a group of people share a positive experience. A successful online challenge creates trust in you and in your business practices. It serves as a solid foundation for long-term relationships with your potential clients. When your participants start seeing results in a matter of days, they'll be more likely to tell others about your challenge and about their experiences with you.

FACEBOOK CHALLENGE

1. CREATE YOUR CONTENT

Identify the problem being solved and the action (challenge) people will take. Create your content.

2. CREATE YOUR PAGES

Create your Facebook Page, your Landing Page and your Sales (upsell) Page in Advance

**YOUR
FACEBOOK
CHALLENGE**

4. LAUNCH YOUR CHALLENGE

Support and encourage your Facebook Group each day. Make your offer (upsell) on the final (fifth) day.

3. EMAILS AND REWARDS

Emails before, during and after the Challenge. Rewards for each day.

IN FOUR STEPS

STEP ONE

CONTENT

What do you want to teach? What is the problem or challenge that you want to address?



<p style="text-align: center;">INSPIRATION</p> <p style="text-align: center;"><i>Make it fun. People enter Facebook Challenges in their leisure time. Don't make them work too hard!</i></p>	<p style="text-align: center;">ASSIGNMENT</p> <p style="text-align: center;"><i>Come up with a Challenge - a specific assignment - for each day of the Challenge.</i></p>
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CREATE YOUR CONTENT

STEP ONE
CREATE YOUR CONTENT

What do you want to teach? What is the problem or challenge that you want to address? What is your topic for this Challenge?

What is the underlying **problem**? What action do you want them to take at the end of the Challenge? What is your offer (**solution**)? You may want them to sign up for a higher-end program at the end. On the final day, you can do one of three things: Promote the Program, Drive them to an Application Process or offer them a Discovery Session. See page 156 for more on this.

Create content for the challenge. Have an email for each of the Five Days. Include: **Content** (Information), **Inspiration** (fun) and an **Assignment** (challenge). During the Facebook Challenge, go over your content for each day. Create engagement and connection with your people.

CONTENT

Create an outline. How are you going to help people to create tangible results? There are three types of challenges:

SKILLS: Develop a new skill through a specific, detailed process. Learn how to meditate, design your program, prepare vegan meals, etc.

ACTION: Encourage participants to do something that they know how to do, but they aren't doing. Change daily habits, exercise more, eat better, etc.

GOALS: Meet a big goal. Identify the steps that need to be completed in order to reach that goal. You need Step One to complete Step Two, etc.

CONTENT _____

DAILY ASSIGNMENTS

Experiential learning is necessary. Ask participants to do something (homework, a task or assignment) every day of your challenge. Results only come with actions. Make sure that all actions are doable. Make them simple. Tasks and assignments should have a single focus. They can all be done in a short amount of time. Have assignments clear before you shoot your video.

Your topic and your assignment need to have a strong correlation. Know what you are asking participants to do before you tell them how to do it. Reverse engineer. Know your homework assignments *before* you shoot your video.

Explain how to do it in your video. Anything that doesn't lead to the daily homework shouldn't be included. Keep your video short and simple. Offer bite sized content that can be easily consumed and easily implemented.

1. Watch your video: 5 to 10 minutes
2. Complete the assignment. 5 to 10 minutes

ASSIGNMENTS _____

STEP TWO CREATE YOUR PAGES

CREATE A FACEBOOK PAGE. Run Facebook ads before the Challenge or run Facebook ads to your Facebook live video. Promote and build your list. Invite people to sign up for the challenge.

Create an **OPT-IN PAGE** (Landing Page) for people to sign up and get on the email list for your Challenge. Have a **SALES PAGE** ready for your up-sell.

LATE COMERS: People can join after the Challenge has begun. Just tell visitors who go to your Landing Page that *“The Challenge has already started but it’s not too late. You can still join us”*. Create a recap page for them. Include three things: All of your emails that already went out; All of your videos that have already gone out; and a Call to Action.

STEP TWO

FACEBOOK PAGE

*Set up your FaceBook Challenge Page on Facebook.
You can also run Facebook Ads before the Challenge*



LANDING PAGE
Have a Landing Page for people to sign up on. People can join after the Challenge has begun.

SALES PAGE
Have a Sales Page ready for your up-sell at the end of Your Challenge.

CREATE YOUR PAGES

STEP THREE: EMAILS AND REWARDS

EMAILS: Prepare three kinds of emails: First, emails that you'll send to your email list *before* the Challenge, so they can sign up. Second, emails that you will send on each day of the challenge, to keep people engaged and participating. Third, emails that you will send out *after* the challenge. This is your up-sell.

REWARDS: Come up with rewards each day for participants who stand out. Example: Daily \$25 gift certificates from Amazon. The Grand Prize can be a \$100 Gift certificate from Amazon. *Gamify*. This makes the Challenge more fun.

STEP THREE

REWARDS

*Give rewards each day for participants who stand out.
Gamify. A Grand Prize makes the Challenge more fun.*



NURTURE EMAILS

Create emails that you'll send to your email list before the Challenge, so they can sign up.

PROGRAM EMAILS

Create an email for each day of the challenge, and upsell emails that you'll send out after the challenge.

EMAILS AND REWARDS

REWARDS _____

STEP FOUR LAUNCH YOUR CHALLENGE

Now, you're ready to **Announce your Challenge**. Send emails. You may want to take out FaceBook ads to promote your challenge.

Once your Challenge has started, engage, support and encourage your group on Facebook each day of the Challenge. Respond. Build connection and build community.

Make your offer on the fifth day. This is where you give your up-sell. See page 156 for more information on up-selling.

STEP FOUR

LAUNCH YOUR CHALLENGE
Announce your Challenge. Promote your Challenge.



SUPPORT THE GROUP
Support and encourage your group on Facebook each day of the Challenge. Build connection and community.

MAKE AN OFFER
Make your offer on the fifth day. Give your up-sell.

LAUNCH YOUR CHALLENGE

MY ANNOUNCEMENT: _____

ENGAGEMENT

Engagement is important. Engage your community through Facebook.

- Make members feel welcome. Include a Welcome Letter or Video.
- Build interaction and bonding between members and facilitators.
- Let members introduce themselves and share why they joined.
- Keep your challenge short and fun. Five to seven days.
- Videos should be concise and to the point. Five to seven minutes.
- Gamify your challenge. Offer your participants prizes.
- Motivate participants to make the change that your challenge promises

QUESTIONS TO ANSWER

Will they have the basic tools that they need to meet their goals if they use your strategies? Will they get enough practice using them in your challenge? You can also ask the following questions for each day of the Challenge:

WHAT will you be doing?

WHY is it important?

HOW will you do it?

MAKE IT EVERGREEN

Make your programs **Evergreen**. Your goal is to use and repurpose your challenge, webinar or program for years. Don't mention specific dates, holidays, times and events. Instead of "Day One" or "Week Seven" call it "Module One" or "Step Seven". Don't mention live events in your videos. "Great to hear from you yesterday". Create your videos as if it is automated. Instead of "See you tomorrow", say "In the next video...."

LAUNCH DATE _____) _____

MY OFFER: _____
