The List Building Learning Lab

#LBLL

Led by Christine Gallagher

Bonus Class!

How to Do Your Own Free Challenge

What You'll Learn

- Why a Facebook group for your challenge?
- How to decide on the theme
- How to market the challenge and get signups

What You'll Learn

- What to actually do and post during the challenge
- How to launch and market your upsell offer (monetizing your challenge)
- Recommended tools for all stages of the challenge and upsell offer

Challenge Phases

1. Pre-Challenge
2. Marketing the Challenge
3. During the Challenge
4. Challenge Offer Launch
5. Post-Challenge

Phase 1: Pre-Challenge

Why a Facebook Group?

Facebook Group Benefits

- Overcomes the challenges of Pages
- An easy, free way to build community
- Positions you as a guide and expert
- 2-way conversation and engagement

Facebook Group Basics

- What's the purpose of your group?
- Cover photo
- Description
- Rules and guidelines
- Engagement (ex: daily themes)

Filling *your Group*

https://moz.com/blog/how-to-build-a-facebook-group

CONGRATS! Please check your email for access to the guide you requested!
"8 Easy Ways to Move the Needle Forward in Your Business Right Now"

In the meantime, I'd like to invite you to join my free Facebook Group…

The most rocking + supportive community on Facebook: *"Just Add Wifi: Girlpreneurs + WorldChangers"*

CLICK HERE TO JOIN THE GROUP [NO OPT IN REQUIRED]

In this group, you will:

- Get support, advice, encouragement, and accountability as you grow your business
- Enjoy exclusive group-only access to templates, exercises, scripts and other biz-building goodies
- Snag a behind-the-scenes look at what I do in my business in order to motivate and inspire you (messiness and all!)
- Be part of a supportive and loving community that's just as excited to see you succeed and thrive as YOU are!

With Your Host, Christine Gallagher

WARNING: Please do not join this group if you love to complain, criticize, gossip and blame, you live for making excuses, you take more than you give, and time and money are your relied-on "reasons" for why you're not achieving your goals. This is probably NOT the place for you. 🙂

Join this amazing group for inspiration, support, feedback, advice, promotional opportunities, exclusive group goodies, motivation and more!

Deciding on your Challenge theme and name

Christine Gallagher
March 31
Just Add Wifi Family: I NEED YOUR INPUT! I'm going to be launching a 5-day free challenge for you soon, but I need help on what the TOPIC should be. So, I'm polling! Below, please list the # of your first choice from these potential topics (please choose ONE only):
1) How to add 1000-5000 people to your EMAIL LIST fast;
2) How to turn your WEBSITE into a 24/7 magnetic marketing machine;
3) SOCIAL MEDIA secrets to turning connections into clients;
4) How to launch your products or services with high-converting WEBINARS
Your answers will REALLY help. THANK YOU!!
PLEASE TAKE MY CHALLENGE POLL!
Esther Hughes, Tiffany Beth Larson and 5 others
31 Comments

Monetizing

Your Challenge

Monetizing: 3 Ideas

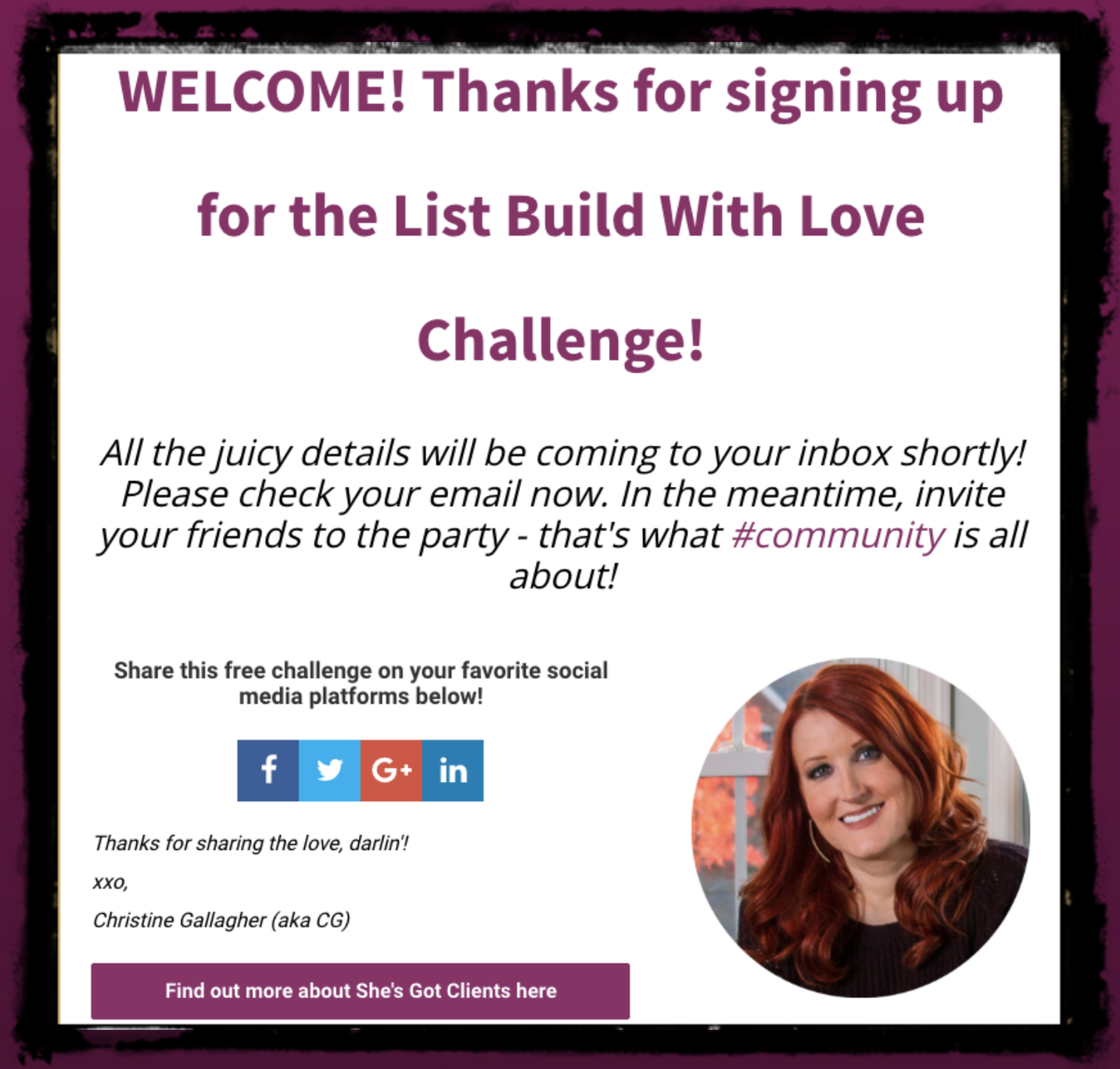
- Upsell into an online course
- Funnel into discovery sessions
- Make a special offer for a service

Your Challenge

Opt-In Page

Opt-in page

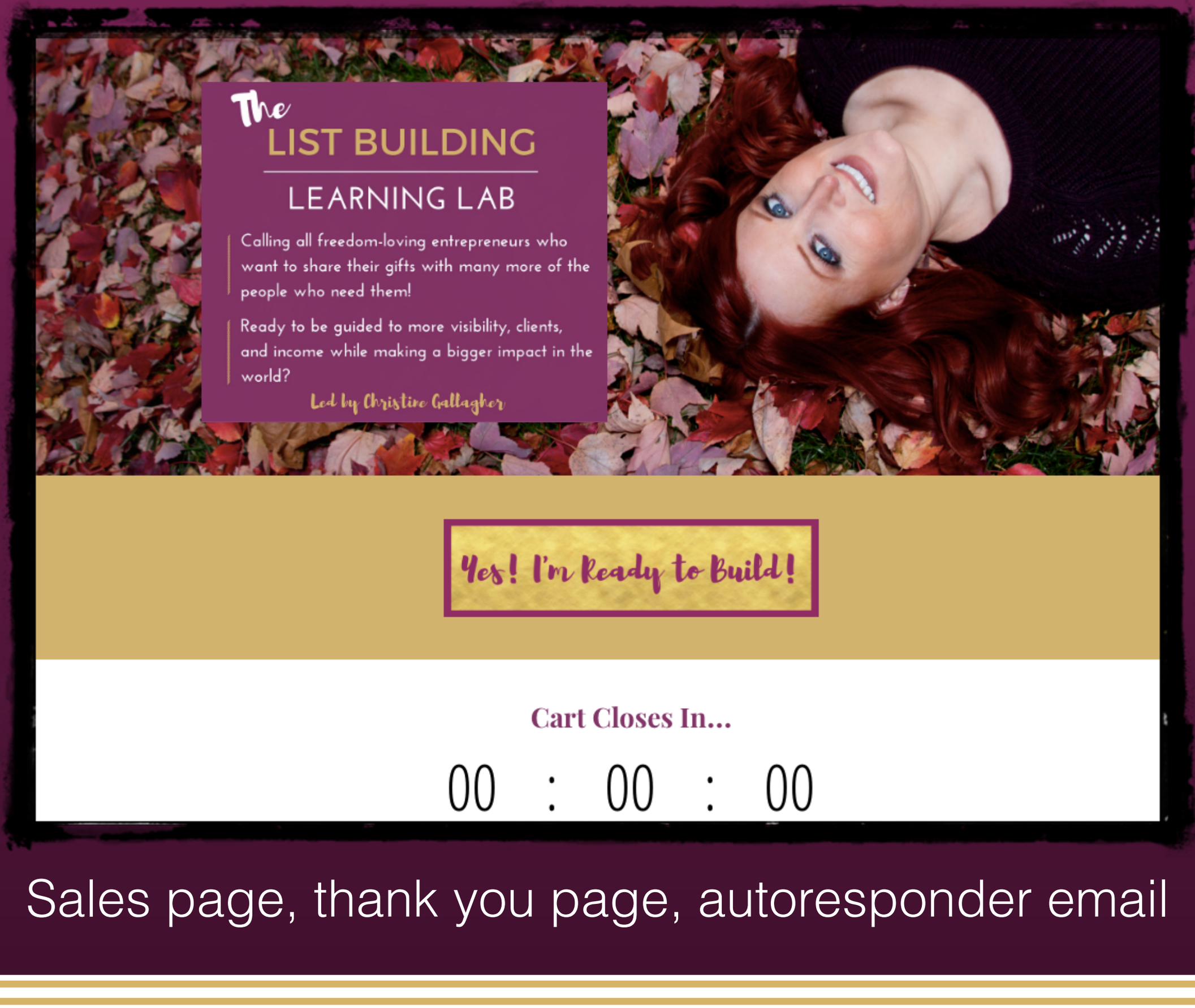
www.listbuildwithlovechallenge.com



Thank You page (and autoresponder email)

What You'll Need for

an Upsell



Sales page, thank you page, autoresponder email

Challenge Graphics

Canva

canva.com

Graphics

- Pre-challenge
- Group cover photo (optional: Page/profile/ad)
- Email header
- Graphic for each day of Challenge
- Congrats for saying “Yes”

Create and Queue Emails

- Action steps for day's theme
- Daily training/Q&A
- Hashtags

Phase 2:

Marketing the Challenge

Challenge Marketing

- Begin at least 2 weeks before start date
- Your list
- In Facebook Group
- Cover photos

Challenge Marketing

- Facebook Event
- Social media
- Newsletter
- Partners
- Facebook Ads

Christine Gallagher - Social Media and Relationship Marketing Specialist

Like Page

Sponsored ·

Ready to grow your list, engage your tribe, and create offers that thrill them?

You know you need to build your list - after all, that's where your clients and customers come from!

BUT, growing your list can seem daunting, not to mention time-consuming! Plus, you're so not into feeling "icky" or "salesy" about it - you just want to serve the people who need you most! ... See More

Free 5-Day List Building Challenge for Entrepreneurs

Grab your spot in this free challenge!

HTTP://WWW.LISTBUILDWITHLOVECHALLENGE.COM/

Sign Up

Optional: Pre-Challenge "Chat"

Phase 3:

During the Challenge

Challenge

Content

Daily Challenge Content

- Re-post email content with graphic for day's theme
- Post your own answers for day's theme
- Hold Facebook Live if doing
- Evening recap

Additional Best Practices

- Be sure to offer encouragement and comments
- Be sure to seed upcoming offer including when the cart will open
- Be sure to remind of challenge prizes during challenge (if doing)

Phase 4:

Challenge Offer Launch

Launching and Marketing

Your Upsell

Challenge Offer Launch

- On last day of challenge, announce and open cart (typically 7 days)
- Consider fast action bonus
- Continue posting each day in group with graphics
- Email your sublist/whole list

Challenge Offer Launch

- Can do a few shorter impromptu Facebook Lives with a teaching point
- As people sign up for offer, share social proof (tag and graphic)
- The day before the cart closes, announce challenge winner(s)
- Close enrollment for offer

Bonus Tip

Your challenge can be automated!

Phase 5:

Post-Challenge

Enrollment Is Now Closed.

To be notified when this course is available again, please provide your name and email address.

Name

Email Address

Recommended Tools

Recap

Recommended Tools

- Email list service
- Facebook (Event, Group, Ads, FB Live)
- LeadPages.net
- canva.com

For modeling

Challenge itself: see my Facebook group posts between January 23rd and January 27th, 2017

Offer: see my Facebook group posts between January 27th and February 3rd, 2017

Potential Roadblocks

Not taking it ONE step at a time. Gremlin thoughts about whether you're enough.

Remember: *Simplicity* Rules

Pick a topic, pick a date

What to Do Next

First, smile! :) You just learned a powerful method for creating engagement with your peeps, expert status for yourself, and income - over and over!

Second, if you have a Facebook Group, commit to a date to launch your challenge. No group yet? Commit to a launch date for your group and then a goal for starting your challenge (# of members perhaps)