

#1 INTERNATIONAL BEST SELLER

THE 'SIX-FIGURE'  
*SECRET WEAPON...*

AND HOW TO LAUNCH YOURS  
IN JUST 31-DAYS!

2 FREE  
VIP TICKETS  
INSIDE

5-DAY  
CHALLENGE

UNLOCKED

BRENDAN MCCAULEY



**DISCOVER WHY 5-DAY CHALLENGES ARE  
THE 'SIX-FIGURE' SECRET WEAPON...  
AND HOW TO LAUNCH YOURS IN JUST 31-DAYS!**

# **5-DAY CHALLENGE UNLOCKED**

**BRENDAN MCCAULEY**



## 5-DAY CHALLENGE UNLOCKED

### **5-DAY CHALLENGE UNLOCKED™**

*The 'Six-Figure' Secret Weapon... and How To Launch Yours in Just 31-Days!*

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**WANT TO WORK WITH BRENDAN AND HIS TEAM TO  
HELP YOU LAUNCH YOUR FIRST (OR NEXT)  
CHALLENGE?**

I want to help you create an EPIC Challenge!

What's on the table? We'll help you implement everything you've learned in this book and go from idea to launched event in just 1 month, so you can focus on doing what you do best while creating even more impact, influence, and income!

You'll get my entire EPIC Challenge Accelerator System, the templates, the scripts, the funnel build, the offer help, fully built email and text campaigns - EVERYTHING...

For more details, reach out to our team here:



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

We've helped numerous online business owners craft profitable online Challenges. Yours could be next.

*“The ones who are crazy enough to think they can change the world, are the ones who do.”*

**- Steve Jobs**

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5-DAY CHALLENGE UNLOCKED

# Introduction



Brendan McCauley

## INTRODUCTION

# **How To Read This Book**

I wrote this book for two reasons.

First, I'm all about helping you succeed.

I've learned a lot of lessons the hard way, and had I known then what I know now, I would have been in a much better place in my entrepreneurial career earlier in life.

I want to help you shortcut the learning curve and pass on that success torch to light the way for you to create greater impact, influence, and income. Your message has power, and it's time to amplify it to change even more lives.

Second, I've seen too many people sit on goldmines of information and do nothing. That's not happening on my watch.

My team and I are here to make sure you use this book, not just read it.

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We're on a mission to help 50,000 business owners like you launch game-changing 5-Day Challenges. Why? Because they work, regardless of your experience level.

Challenges are more than just a fad. They are a strategy. And like any strategy, there's a method to the madness.

Consider this book your 'blueprint' for crushing it with a 5-Day Challenge.

To make this book one-of-a-kind, I consulted with a top dog in the industry, Austin Ford, to combine our brains and create the ultimate challenge playbook.

My focus was breaking down the automations, flow, and overall picture of the moving pieces and systems that made a Challenge run as efficiently as possible.

Austin focused on the promises, traffic sources, ads, funnel structure, upsells, downsells, onboarding, Facebook groups, challenge instructors, ascension, and post-offer strategies.

And after sitting side-by-side, we said let's combine our experiences and make it incredibly simple for the average business owner to get extraordinary results!

We merged the lessons from both our worlds - the highs, the lows, the successes, and the facepalms - and voilà! The result?

The Perfect Challenge Blueprint, a five-step system to guide *anyone* in creating transformative and wildly successful events.

Here's what can change for you when you implement this Blueprint:

**Change #1:** Predictability: Your income becomes something you can count on. No more wild guesses. You'll be able to break down exactly how a Challenge will perform and the bucks it'll bring in. If your current marketing strategies can't do that, it's time for a change.

**Change #2:** Selectivity: Say goodbye to clients who drain your energy. Financial uncertainty often traps us into saying "yes" when we should say "no." This book is about breaking free from that trap, building a business that's stable and enjoyable, not one fueled by hustle and worry.

**Change #3:** Scalability: One-to-one sales are fine, but they're a constant chase. What if you could use virtual stages, like 5-Day Challenges, to pull in multiple clients for your high-ticket products and memberships? That's where Monthly Recurring Revenue (MRR) comes into play, and that's a game you want to be in.

I love what Kim Dang said in our interview: *"Our events are more than just learning sessions; they are carefully crafted experiences designed to transform attendees' perspectives and drive real change in their business strategies."*

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This book isn't just about making money; it's about building an asset that transforms your business and the people who enter your world. It's about having fun while delivering massive value, speaking on topics you love, and enrolling prospects into your programs at your price.

And...

We're handing over the keys to an entire strategy. This isn't just theory. It's the real deal, tried and tested in the trenches.

### **Here's what you'll get from this book:**

- A clear understanding of where your business stands right now, with actionable steps to reach your goals.
- The lowdown on why 5-Day Challenges can skyrocket your business, and how to start today.
- Insider info on where most people mess up with Challenges, so you don't fall into the same traps.
- Our secret sauce: the **Perfect Challenge Blueprint**. This is your ticket to hitting big figures per event.
- Step-by-step guidance on crafting your Challenge, driving traffic, and nailing the metrics for continuous improvement.

By the end of this book, you won't just be reading about success; you'll be ready to launch your perfect 5-Day Challenge.

Bonus: Ever thought about turning this knowledge into a business of your own? We'll cover that too.

### **To sum it up:**

**Point #1:** A 5-Day Challenge is a game-changer for building trust and making sales.

**Point #2:** It's one of the easiest and most forgiving ways to pull in revenue and clients every month.

**Point #3:** The Perfect Challenge Blueprint in this book is your roadmap to success.

This isn't just theory. It's the result of thousands of hours of grinding, learning from the best, and real-world testing. We've even roped in top experts from across the globe, sharing their wisdom so you can dominate from Day One.

Last, I want to give a special shoutout to Austin Ford. I've had the honor of working with him and his team behind the scenes. The culmination of our years of experience provided much clarity and he is the true mastermind behind many of the frameworks, strategies and concepts of what you'll read here.



## 5-DAY CHALLENGE UNLOCKED

So, if you're ready to level up your business with virtual events and impact more lives, including your own, dive in. And if you want to hit the ground running, our team is just a call away.



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

We're in the business of building successful 5-Day Challenges, and we're excited to help you do the same.

To your success,

Brendan McCauley

Brendan McCauley

Part 1:

# **State Of The Union**

## Chapter 1:

# **Who This Book Is For**

When I was about 10 years old, my parents got divorced, and I turned to binge eating to cope with the pain.

I went from being a stick figure of a kid to 40 lbs. overweight for my age and got teased all the way up through high school.

One day, my mom offered for me to join her for a Weight Watchers meeting.

Amongst the flood of emotions, included being nervous, scared, and unsure of myself, I do remember the sense of excitement, and camaraderie that I felt being with other individuals who were on the same path as I was.

The idea that we were all in this together and were held accountable with a weekly weigh-in made progress possible and brought an awareness unlike anything I had ever experienced.

## Brendan McCauley

About six-months in and 30 lbs. down, I began to see a new version of myself that I had never seen before.

I was eating differently, my confidence boosted, my attitude improved, and my overall perception of life was greatly enhanced.

I had fallen in love with the process of transformation. I had fallen in love with the concept of group work and accountability to achieve a desired result.

Most importantly, I knew that one day I would dedicate myself to helping others transform their lives in some way or another just as others had dedicated theirs to help me change mine.

As I entered college, I remember watching a late-night infomercial for P90X, an at-home fitness program promising stellar six-pack results in just 90 days.

So motivated and inspired by my journey thus far, I dove headfirst and fell in love with a new level of transformation all over again.

Beachbody, the parent company of P90X and many other hit programs like Insanity, had a network marketing opportunity for their raving fan customer base.

When you joined as a distributor, you became a "Coach". Perks of joining granted you access to major program and meal plan discounts, as well as the ability to earn money while transforming the lives of others.

## 5-DAY CHALLENGE UNLOCKED

The thought of being able to earn money while helping others become the best version of themselves fulfilled me on a level unlike anything I had ever experienced.

I had found early on in life a path I was passionate about. I knew that I was called to help transform the lives of others.

As you read this book, think about your story and what lights you up. There's some reason that you're in the line of work you're in.

I believe that you have a talent, skill, knowledge, or ability that more people need to know about, and you should be getting paid more for right now.

I wrote this book specifically for those coaches, speakers, trainers, consultants, course creators, and agency owners who have something amazing to share with the world, desire growth, and are ready to do it the right way.

I'm writing this book for you because for the longest time, I was on the 40-40-40 plan, work 40 hours per week for 40 years so that I can retire on roughly 40% of my annual earnings.

And while that path seemed safe and comfortable, something inside me just wasn't sitting right.

If you're anything like me, then you probably know the drill: do the 9-5 grind, feeling like a cog in the machine, living for weekends, staring at a computer screen, knowing deep down you are meant for more.



Sure, I did some personal training and ran some fitness classes on the side, but I was stuck there for years. I knew I had a unique skill set and was really good at what I did, but I didn't have a clue on how to break free and make that transition away from the bi-weekly paycheck into a full-time growing and thriving entrepreneur.

Jim Rohn said it best: *"We get paid for bringing value to the marketplace."* It's not just about knowledge; it's about action and impact.

We've all got something unique to bring to the table. After years of exploration, mine, for example is building systems and training others to use them. I still get to train folks, but I also get to leverage my love for systems and "techy" stuff at the same time while providing massive value.

Perhaps you're still figuring out yours, and that's totally cool. The beauty of what you'll learn in this book is that the model works regardless of where you are in your business.

The intention of writing this was to help provide a proven, scalable model that you could implement immediately regardless of your time in business.

But how did it get to this point, you may ask?

Well, it wasn't until the end of 2015, when I finally said enough was enough. I cashed in my 401K and dove headfirst into entrepreneurship. Still one of the scariest and most rewarding decisions I had ever made to this day.

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And what was my gameplan? Truthfully, I didn't have much of one. I was just taking massive imperfect action, and as Les Brown would say, "Jump and grow your wings on the way down". And so, I did.

Through a certification program I had recently completed, I had connected and built a solid relationship with one of the founders of the company.

I told him that I would put in sweat equity and work my tail off if he would agree to show me the ropes and teach me sales, training, and entrepreneurial skills.

A few conversations and one handshake later, I officially became a 1099 independent contractor, setting my schedule, free to work on the things that lit me up the most.

And this is where I began my teachings in the school of hard knocks.

After a year and a half in, cash flow became tight, and my amazing opportunity came quickly to a grinding halt.

Over the next four-plus years, I would find myself going through the same process - meeting visionaries, setting up systems, working towards a large payoff, and all for me to end in the same spot... jobless, looking for the next best thing.

The problem? My work wasn't scalable. I was stuck customizing systems for each client, unable to leverage my work, let alone not owning any of the assets I had built.

Perhaps you can relate? Where do you find yourself giving away countless hours of your precious time that you can never get back?

Whose dreams are you working so hard to build while letting yours take a back seat?

Like many, I dreamed of showing up, making a difference, and getting paid well, but I wasn't getting anywhere. It was clear something had to change.

My mission became twofold: find a system to share my message with the masses, and in doing so, make it replicable for others to model. This system had to be effective, repeatable, and easy to implement.

So, I went back to the drawing board and asked myself, what skill sets did I possess, what did the market need, and how could I combine them together that not only created a radically different offer in the marketplace, but one that would continue paying me month after month once it was built.

Like any good business owner, I did my fair share of market research. After speaking with a handful of friends and colleagues who were also coaches, speakers, and trainers, it was interesting to find that they all struggled with the same common problem, and all wanted the same solution...

They would say "Brendan, I just want to show up to a room of my ideal audience, have a massive impact on their lives, and get paid well for it, that's it!".

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They didn't want to figure out the marketing.

They didn't want to figure out the techy stuff.

Most of them struggled to even figure out what their offer was.

And I totally understood where they were coming from because I had experienced the same thing.

Scratching my head, thinking of what I could do to solve this problem, I knew that success leaves clues, so I started to look at what had worked for me in the past.

And then it hit me...

Back when I was a fitness instructor, we used to run virtual fitness Challenges all the time and people went crazy for them!!

Push-up Challenges...

Squat Challenges...

Abs Challenges...



Filling these events with a target client was simple because there was a low barrier to entry, tangible results, and accountability to help each group member achieve their goals.

The relationship that I had built with those who joined my events was lifelong with many because over the weeks' time span, you build an incredible amount of know, like, and trust.

And then I began to wonder if the concept of a Challenge was applicable to verticals other than just health and fitness.

I began looking for patterns, paying attention to how other major influencers and marketers were generating consistent leads and getting the word out.

Guess what I found out?...

Turns out, the big names in the industry were using Challenges too... Tony Robbins, Dean Graziosi, Russell Brunson, Grant Cardone, Brendon Burchard, Daymond John, Mel Robbins, Joel Osteen, and more.

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**10X GROWTH CHALLENGE**  
GOING LIVE TODAY 5:00 PM  
REGISTER FREE AT

**5 DAY LEAD CHALLENGE**  
More Leads, More Customers, MORE SALES  
When You Join The **FREE 5 Day Lead Challenge**  
5DAY LEADCHALLENGE

**rule your day**  
FREE 3-DAY CHALLENGE

**LAUNCH GROW SCALE Challenge**  
1 GRAND PRIZE WINNER WILL RECEIVE 30 MINUTES WITH DAYMOND  
1 PERSON WILL WIN DAYMOND ON DEMAND COURSE (\$2497 VALUE)  
PRIZES & GIVEAWAYS  
MICROSOFT SURFACE PRO, MACBOOK AIR, FELTOR, RØDE MICROPHONE, APPLE WATCH, APPLE AirPods, BOSE HEADPHONE, \$2000 CASH TO PERSON OF YOUR BEST BUY & APPLE

**3 DAY FREE OWN YOUR Future CHALLENGE**  
STARTS LIVE ON MAY - 11TH  
DISCOVER OUR SECRETS IN JUST 5 DAYS & 7 STEPS TO FINALLY TAKE CONTROL OF YOUR LIFE, TIME, CAREER & HAPPINESS  
SAVE YOUR SPOT BEFORE IT'S TOO LATE!

Even Pete Vargas, one of the leading authorities in speaking from the stage, confirmed that Challenges were one of the most powerful marketing methods in today's digital age.

**OTHER PEOPLE'S DIGITAL STAGES**

1. SOCIAL MEDIA LIVES
2. CHALLENGES
3. WEBINARS
4. ASSOCIATION TRAININGS
5. PODCASTS
6. SUMMITS
7. YOUTUBE CHANNELS
8. ONLINE MEDIA
9. COURSES/ MEMBERSHIP SITES
10. VIRTUAL MASTERMINDS
11. 360 INTERACTIVE VIRTUAL EVENTS
12. HYBRID EVENTS
13. CLUBHOUSE

BINGO! This was the answer I was looking for.

I knew that if I could prove the concept for myself, and generate leads and sales into my business, then I could almost certainly help others reproduce the same results.

I launched my own "5-Day Automation Challenge" in 2020. Just a few days of prep, a week of promotion, and boom – my first batch of attendees. It wasn't about the numbers; it was about proving the system worked.

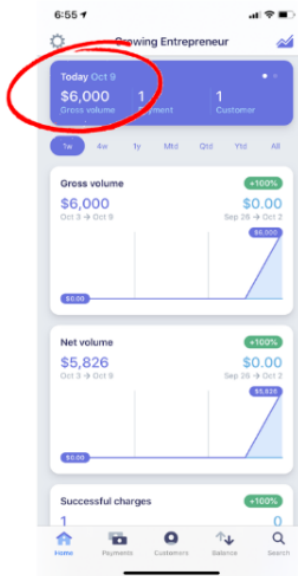


Day four of the event came, and I pitched my \$6k offer, thinking the entire time, "is anyone really going to take me up on this?"

Wrapping up my presentation, I remember taking my dogs out for a walk when I heard a notification on my phone from Stripe just 30 minutes after the call ended.

"Congratulations, Brendan, \$6,000 has just hit your account."

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Described in emojis, all I could think was:



And that's when reality hit me.

If I could work with just a small handful of people and enroll them into my higher-ticket offer, what else could be possible?!

I didn't know it then, but this was the first step towards cracking the code and unlocking what would eventually become the Perfect Challenge Blueprint.

Since then, we've been using Challenges to consistently bring in high-ticket clients for ourselves and our clients, a model of which I've grown tremendously fond of and why I decided to write this book in the first place.



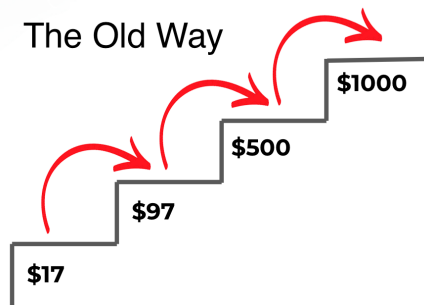
But here's the thing that you need to be aware of.

Most coaches, speakers, trainers, consultants, course creators, and agency owners are still stuck in the old method of climbing the 'Value Ladder'.

Most entrepreneurs tend to sell their services like this:

They first offer a \$17 eBook, then upsell into a \$97 Workshop. They follow up with a \$500 Course and ideally enroll them into their \$1,000 Mastermind.

And hopefully, fingers crossed, the client ascends into a \$10,000 High-Ticket Program. Who knows how long that process might take?



The problem with the Old Way is two-fold:

1. It takes **FOREVER** for them to ascend into your higher-ticket programs.
2. It's a **LOT of work** to have to craft all these tiers for such a low return.

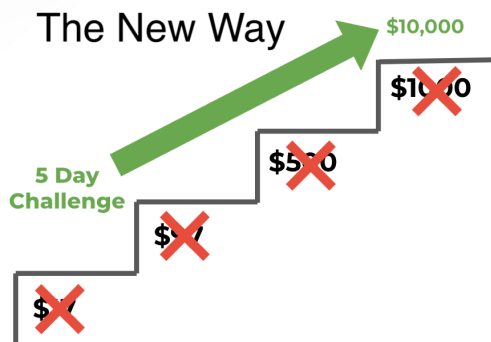
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And sure, the logic makes sense... you want to build a solid relationship with them and make a small ask up front, like going out on a date for the first time, it wouldn't make sense to ask the person to marry you that night.

But this thinking is flawed as it's based on the fact that you don't have much of a relationship with the individual in the first place.

The truth is there's a much better way to handle this, which we'll call the New Way.

The New Way is about immersion. Spend five days with someone, show them real value, and they're more likely to invest in you at a higher level because they now know, like, and trust you. It's that simple.



With the New Way, you can now compress what seems like decades into days, ascending prospects straight to the top of the ladder.

Why? Because immersion creates conversion.

I wish I had learned this concept when I first left corporate and became my own business owner.

Sure, I was able to provide value, but it wasn't scalable, I wasn't getting paid what I was worth, and it kept me working in the business rather than on the business.

And here's the good news from what I've learned over the years:

First, you don't need a huge audience to make bank. Just be clear on your audience, offer, and message.

Second, a 5-Day Challenge is not just profitable; it's a game-changer. It's the ultimate way to leverage your time and expertise.

Third, once your Challenge is set, it becomes a powerful lead magnet for your business, regardless of your industry.

I've seen clients rake in serious cash on their first Challenge, with offers ranging from a few hundred to over twenty grand and more, across all sorts of topics.

Whether you're starting fresh or leveling up your business, the Perfect Challenge Blueprint is your no-nonsense guide to more influence, impact, and income.

As Kelly Roach said during our interview, *"If you're a new entrepreneur, your number one priority is to be behind a microphone, or behind a camera as often as humanly possible."*

Here are three examples from current clients of how The Perfect Challenge Blueprint can help you grow and scale:

## 5-DAY CHALLENGE UNLOCKED

### **Client Case Study #1:** Jordan Helps Struggling Single Moms Become 6-Figure Photographers

*\*Case Study provided by Austin Ford*

Jordan is a thriving photographer renowned for capturing all of Austin's wedding moments and boasts a diverse clientele, offering a spectrum of photography services.

She transitioned from being a struggling teen mom to establishing a 7-figure business. With a deep passion and mission, she now endeavors to assist moms in kick-starting their own photography businesses, drawing inspiration from her own journey.

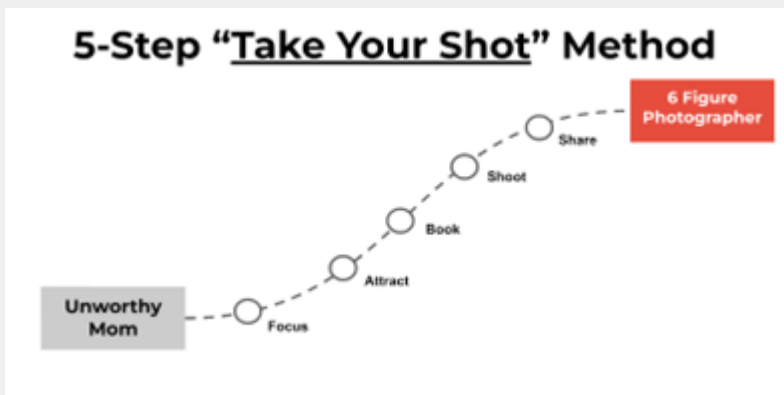
#### **Jordan's Problems:**

- She's a busy mom with limited time.
- Wants to help other single moms but not sure of the best way to do so.
- Was stuck in the Old Way of selling her services.

She was looking for a new strategy that would allow her to leverage her current audience and sell one-to-many.

### **The Solution:**

Jordan crafted her "5-Day Take Your Shot Challenge" where she revealed her 5-Step 'Take Your Shot' Method, transforming the audience from an Unworthy Mom to a 6-Figure Photographer!



After a series of marketing campaigns (which will be revealed to you in this book), Jordan enrolled 55 paying clients into her first Challenge.

After her pitch, 17 Challengers applied for her program, of which she enrolled 10 new clients into her \$10,000 program generating \$100,000 in revenue.

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### **Client Case Study #2:** Kaycee & Kenny Turn Influence Into \$23k+

Kaycee Clark is an influencer who's won multiple awards on predominant television shows, and along with her brother Kenny, preaches the message of mental toughness to help overcome all obstacles in life.

#### **Kenny & Kaycee's Problems:**

- Both have super busy schedules.
- They have a massive following but were not sure how best to leverage the audience.

- Were interested in running a Challenge but weren't sure the best way to go about it nor had the time to figure it out.

Together, they were impacting lives through their constant social posting, but they wanted quicker results and a strategy on how to create greater change in a shorter period of time.

### **The Solution:**

They quickly started implementing everything inside the Perfect Challenge Blueprint. We identified their ideal clients, crafted their No Brainer offer, built out the entire 5-day event, turned on the marketing system, and promoted.

One month after starting the process, their first Challenge generated 927 emails and phone numbers and \$23,000+ in sales on a low-ticket product. To fulfill their offer, they just had to do 6 live coaching sessions over the next month and a half with no additional overhead, and plan to run Challenges periodically moving forward when their schedules permit.

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### **Client Case Study #3:** Terri Generates Five Figures In Her First Two Challenges

Terri is a heart-centered entrepreneur and coach who's shared the stage with some of the biggest names and has had over 6,000 coaches go through her various online programs.

#### **Terri's Problems:**

- Terri was looking for additional forms of revenue generation.
- She wanted a plug-and-play system where she can just show up, teach to the masses, and have a huge impact without having to worry about the technical backend.



- She's looking for additional ways to generate revenue and contribute to charitable causes.

Terri already came to us super successful, generating millions per year, and had tried running challenges in the past but not to the satisfaction she was looking for.

**The Solution:**

She already had her target audience with a solid offer; she just needed to plug everything into our automated system, which would run the Challenge for her and just focus on promoting.

Because she was so prepared, she launched her first challenge in less than a month and another one just 30 days later, adding 111 people to her list and generating just shy of \$37,000.

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As you can see, The Perfect Challenge Blueprint offers numerous ways to enhance your business. Later, we'll detail the exact strategies to make these improvements. For now, consider this:

Thanks to running Challenges, our clients' businesses are both streamlined and profitable.

The satisfaction we derive from conducting and assisting others in their 5-Day Challenges, coupled with witnessing the "ah-ha" moments participants experience, is immensely gratifying.

In the pages of this book, we will outline as best we can the crucial factors and strategies at play when considering The Perfect Challenge Blueprint. There's a possibility that a straightforward 5-

Brendan McCauley

Day Challenge could be the asset you've been looking for to achieve consistent results and scale.

If you're ready to follow our lead, unlock the Perfect Challenge Blueprint, and radically change the nature of your business, let's go!

## 5-DAY CHALLENGE UNLOCKED

### **Success Check-in Exercise**

---

Before diving deeper into this book, let's pinpoint exactly where you stand in your business journey.

Rate yourself from 1 to 5 on each statement below—1 being "totally off the mark" and 5 being "spot on."

After rating each statement, sum up your score. Then, jump to the interpretation section at the end.

P.S. Would you like us to calculate your score for you and give you a customized plan of action based on it? Go here to use our online version:



**[5DayChallengeBook.com/Exercise1](https://5DayChallengeBook.com/Exercise1)**

## Brendan McCauley

*\*It's completely confidential, no opt-in required; we don't even ask for your name.*

<b>Success Check-in Statement</b>	<b>Self-Rating</b>
I have a high-ticket, No Brainer Offer that brings value to my customers and clients	
I'm excited to work with my current clientele	
I have a consistent number of clients eager to work with me	
I have clearly defined and measurable revenue goals which I hit month after month	
I have no problem leaving work at work and spending time with friends and family without worrying	
I have systems and processes in place that allows my business to thrive even if I'm not always there	
I have a marketing asset that allows me to always provide value and grow my email list continually	
I'm confident in my marketing plan to generate at least six-figures per month or more	
I can guesstimate exactly how much profit I will generate on a monthly basis	
My calendar is consistently book with pre-qualified prospecting calls week after week	
I have the ability to work with only those I choose who align energetically with my values	
I have the ability to replace a client within a few days if necessary	

## 5-DAY CHALLENGE UNLOCKED

I'm producing the highest level of value and service with predictable results for my current clients	
I know exactly how many clients I will acquire next month.	
I have an automated system that allows me to know exactly where prospects are in the buying journey including all the marketing follow up to help guide them towards making a buying decision	
I'm consistently hitting my financial revenue goals	
I have plenty of time to spend with my family, pursue my hobbies, and give back to others.	
I am operating in my "zone of genius" daily and spend most of my time doing the parts of my business that I love.	
I love my business.	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

### **Score: 0 - 38**

The Fundamentals Are Missing

The not-so-great news is that your business is missing some really important things it needs to do well for a long time. You

probably already know this and feel it every day. No surprise there.

But here's the good news: we can fix all of that! And it's even better because it means you get to redo and set up these important things from the very beginning.

Read this book with an open mind. Think about how using The Perfect Challenge Blueprint right from the start can make your business much, much better. It won't take a lot for you to see a big improvement, like the difference between night and day.

### **Score: 39 - 57**

#### **A Simple Marketing Asset Will Make Life Much Easier**

If you got a score that brought you here, it means your marketing message and the way you do things in your business are stopping you from growing fast and feeling calm.

You might be using ways to tell people about your business that can't last, and your message might not be right for the people you want to reach. You're working really hard to talk to the wrong people and show your offers in the wrong way.

If you use The Perfect Challenge Blueprint and run a 5-Day Challenge for the right people, it will be the first time you can try marketing that works well and focuses on the right things. You'll only talk to and do business with people who are ready to buy and do things your way. It will be easy to get the clients you dream of and start enjoying what you do again. What's even

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better, because you'll be working with the right people, your clients will get even better results.

Get ready to have a calendar full of appointments and learn what it's like to own a business, not just have a job. You'll be in control, have more power, and maybe even take a vacation or two this year!

### **Score: 58+**

You're Ready To Scale Beyond \$100,000/Month Or More.

You've set up your main super awesome offer, you know how to make money, and your way of telling people about it is just right. Now, all you have to do is make things go faster and grow as quickly as you can.

The biggest thing you need to do is get a bunch of really good leads for each event. That's where The Perfect Challenge Blueprint helps. It will bring you a lot of leads who are perfect for what you're doing, and some of them will even say they want to work with you. You'll make people know you, like you, and trust you so much that the only things left to talk about are how they'll pay for your program and when they'll start.

If your goal is to generate \$100,000 or more each Challenge and you want to make a lot of profit, all you have to do is follow the system just like it's shown in this book, and you'll be on your way.



## Chapter 2:

# Three Cold Hard Truths

(And How To Solve Them With A 5-Day Challenge)

Alright, let's dive into some hard truths I've learned in the trenches of online marketing. This isn't about theory; it's about real-world, boots-on-the-ground experience. Here's why these lessons matter:

1. They'll save you from repeating my mistakes.
2. They'll show you why I swear by Challenges for skyrocketing your business.

### **Truth #1: Complexity Kills Completion**

Imagine a critical situation needing a brain surgeon. You have two options: a generalist or a world-class specialist. Who do you choose? Obvious, right? Same goes for business. Being a jack-of-all-trades generalist won't cut it. You need to be the go-to expert.

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Your mission is to be phenomenal at one thing and make it so easy for others to understand what you do that there's no doubt you're the person for the job.

Dan Henry told me something that stuck: *"You're not selling SEO, you're not selling weight loss, you're not selling this, you're not selling that... what you're selling is certainty. And when you take the mindset and the mind frame around that, and you stop selling your product, and you start selling certainty, that is when you will sell more of your product."*

That hit home. When someone rambles about doing everything under the sun, it's a turn-off. How can you trust them to deliver results?

All too often I see business owners say, "I do life coaching, and reiki, and energy healing, and read your palms, and relationship work, and mindset." And the list goes on and on.

What individuals like this fail to realize is that people are not buying a series of features you can provide; they are buying a final tangible result.

Forbes Riley, the pitch queen, nailed it when she said:

*"Imagine two different types of answers to the question - 'so what do you do?'..."*

*The first person says, 'I build funnels, websites, and I also do some social media marketing in addition to mindset coaching.'*

*The second person says, 'I'm known as the world's greatest Website Builder because I have now done 250 successful websites, eight of my clients have grossed a million dollars, and I think I could turn your business around in record time!'*

*See the difference? See how powerful the second person's message is?*

*A pitch is understanding who you are, what you do quickly, and then engaging you and exciting someone to take action."*

I learned this the hard way, trying to be everything to everyone.

I could...

"build your funnels"...

"automate your systems"...

"set up project management"...

"build email campaigns"...

"take sales calls"...

Moral of the story - it just doesn't work. People pay for results, and they want clarity, not complexity.

The solution? Simplify. Focus on one problem and one group of people. That's where you'll find success with your online 5-Day Challenges.

When I left my 9-5, I faced two major problems: lack of clarity and simplicity. I was a jack-of-all-trades but a master of none. I couldn't clearly state what I did, and I was starting from scratch with every client. This was no way to run a business.

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Then I embraced the "power of one":

One ideal avatar.

One irresistible offer.

One 5-day conversion event.

This shift transformed my business. I went from a scattered approach to a focused, scalable model.

I've seen the above lesson ring true time and again in every niche we've personally entered or helped our clients with. Here are just a few of the niches that I've seen leverage and prosper using virtual Challenges:

- Coaches - Consultants - Course Creators
- Credit Repair
- Health & Fitness - Weight Loss
- Relationships
- Death & Infant Loss
- Divorce
- Spirituality
- Real Estate
- Patent Attorneys
- Photographers
- High-Performance Mentoring
- Sleep Efficiency
- And More!

If you take nothing else from this book, we hope you leave with the desire to simplify your business so that it can grow beyond your limitations.

Later in this book, we'll walk you through the simple system we use for running and automating our business, but for now, let's move on to...

## **Truth #2: Certifications Don't Guarantee Clients**

When I left corporate, I thought certifications were the key. I collected them like trophies - MBA, personal training, P90X and Spin Certification, life coaching, professional speaking, you name it.

In total I easily spent over \$150,000 collecting all this knowledge and information, thinking that all I had to do was be a good student, tackle the assignments, and life would be simple.

I'd go off into the world sharing my new certificates online, hoping that likes, comments, and shares would immediately turn into raving clients eager to work with me.

But then reality hit: I had no clients. Sure, I had a bunch of "congratulations" and "way to go!", but none of that translated into a sales call, let alone a high-ticket client.

Why? Because certifications alone don't bring value to the market. It's about what you do with that knowledge. More letters after your name won't automatically attract new clientele. It's about applying what you've learned to deliver real value.

So, the question is, how do we do that?

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The trick here is to provide massive value up front followed by making an offer detailing how they can work with you moving forward.

All too often business owners go straight for the close, making it all about the bottom line and generating new clients rather than serving at the highest level.

Just open your LinkedIn account and you'll find an endless list of "I see you're doing great work!... We can help you XYZ - let's hop on a call to discuss".

It's just pitch after pitch after pitch with no value up front.

And if you're worried about giving "too" much value, don't be. We'll show you how when you use the Perfect Challenge Blueprint, you can serve like a rockstar and still position yourself and your services as a premium that people are eager to enroll in.

Additionally, don't assume people are just going to show up simply because you want to serve and provide value...

You still need to create dramatic demonstrations, make noise, and provide massive value for people to get to know who you are and what you're offering.

More of which we'll cover under Chapter 8.

Which brings us to the third truth...

### **Truth #3: Best Known ALWAYS Beats Best**

There are a countless number of talented people out there who remain unknown. It's a sad truth. You could be the best in your field, but if no one knows you, it doesn't matter.

Think about it... there's hundreds if not thousands of other people like you who offer similar services. (e.g. Life coaching, social media management, real estate investing, etc.)

Why should they choose you?

Better yet, how do they even find out about you in the first place?

Grant Cardone puts it like this: "If they don't know you, they won't flow you." You need to make noise, shake things up. It's not about being a marketing genius; it's about getting out of obscurity.

I remember I struggled to put myself out there for a long time.

I didn't want to "post too much" on social media, or "send too many emails" to my list.

Fun fact: did you know it takes an average of 17 exposures before someone clicks on your link? That means you can't just post once and expect miracles. You need to be persistent and omnipresent.

I'm giving you permission to fully commit to what you do and be your authentic self unapologetically.

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Let your drive to share your message and create impact in people's lives be the north star that pushes you to put yourself out there.

The trick though is once people begin to hear your name, what's the next logical step in the sequence that you want them to take?

This is where inviting them to your upcoming 5-Day Challenge is a game changer.

It's a fantastic way to leverage an audience's attention while providing massive value, leveraging your expertise, and builds trust faster than any other strategy I've seen.

So, that's the gist of it. These truths aren't just observations; they're the foundation for the strategies we'll dive into next, especially why Challenges are such a game-changer.

We'll break down why Challenges work next...



## **Key Chapter Takeaways**

### ★ **Cold Hard Truth #1: Simplify for Success:**

The key to success is simplicity. Focus sharply on who you help, how you help them, and how quickly you deliver results. A 5-Day Challenge, as outlined in this book, is an effective tool for achieving this clarity and delivering results. It strips away complexity, making your message and method crystal clear to your target audience.

### ★ **Cold Hard Truth #2: Value Trumps Credentials**

While certifications and degrees provide knowledge, they don't automatically attract clients. The real game-changer is transforming your knowledge into tangible value that clients are eager to pay for. The Perfect Challenge Blueprint guides you in turning your expertise into valuable offerings that resonate with and attract your ideal clients.

### ★ **Cold Hard Truth #3: Visibility Outshines Virtuosity**

Being the best in your field means little if you're the industry's best-kept secret. In the digital marketplace, visibility and reach are crucial. This book will teach you how to effectively broadcast your message and leverage other people's audiences (OPA) to rapidly

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expand your impact and client base. It's about becoming known, not just being the best.

### Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check-in with where you are now in adjusting to the new environment of selling online.

In the exercise below, rate yourself on a scale from 1 - 5 on how accurate the statements are — 1 meaning "not accurate at all," and 5 meaning "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the Answer Key below the exercise to determine your next steps.

**P.S.** Would you like us to calculate your score for you and give you a customized plan of action based on it? Go here to use our online version:



**[5DayChallengeBook.com/Exercise2](https://5DayChallengeBook.com/Exercise2)**

## Brendan McCauley

*\*It's completely confidential, no opt-in required; we don't even ask for your name.*

<b>Success Check-in Statement</b>	<b>Self-Rating</b>
I employ a distinct strategy to address the increasing skepticism within my audience.	
I can precisely outline how I'm establishing trust and demonstrating that I'm the right person to purchase from in my marketing and sales process.	
I adhere to an approach of delivering results in advance when promoting my business.	
My pricing falls within the top 10% of my industry, and I consistently receive the requested payment without difficulty.	
I successfully secure over 40% of sales calls from individuals I've never interacted with before.	
When referrals are directed my way, I achieve a closing rate of more than 80%.	
I understand the specific reasons why potential clients are rejecting my offers.	
I proactively create sales assets to address objections before engaging in one-on-one conversations during the sales process.	
I am aware of my competitors and actively strive to build greater trustworthiness than them.	

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I am knowledgeable about how prospects and potential customers have been deceived or mistreated in the past.	
Encountering minimal or no resistance to pricing is a common experience when quoting premium prices for my offers.	
During conversations with prospects, I sense a connection as if I am speaking with fans rather than strangers.	
By the time prospects reach out to buy, they are already acquainted with the unique aspects of my offer.	
I find enjoyment in the sales process and feel uplifted after calls, even when the response is a "no."	
Prospects genuinely regret declining because they know, like, and trust me to the extent that refusing feels like turning down a friend.	
I can effortlessly generate a surge of 10-15 sales calls for my premium offers whenever needed, such as for emergency cash flow, with launching an online virtual event (5-Day Challenge).	
Due to the high quality of prospects, I can readily delegate my sales calls to commission-only salespeople.	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

### **Score: 0 - 38**

#### Selling Is Begging

With a score at this level, it's likely that you find yourself frequently pursuing clients. You may often face situations where prospects disappear, encounter resistance to your prices, and struggle to sell anything beyond the \$5,000 mark on a larger scale.

However, it doesn't have to stay that way if you're open to making a change.

Following the advice of Dan Sullivan from Strategic Coach, consider adopting the mindset of being the buyer rather than the seller in all situations. A buyer has the power to choose whom they work with, decline clients who don't meet their criteria, and live a life where others seek to work with them. On the other hand, a seller expends a significant amount of energy convincing people to choose them, leading to sales calls feeling like begging sessions, stress while awaiting replies from a limited pipeline, and taking on clients or customers they might regret.

A clear sign of being a "seller" rather than a "buyer" is evident in the resistance you face from prospects when proposing a sale at a higher-than-usual price. If you've experienced pushback after raising your rates, you've tasted the challenges of being a "seller."

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To steer your business in the right direction, concentrate on the **PLAN** aspect of The **Perfect Challenge Blueprint**. By embracing the concept of crafting a Transformational event and a No-Brainer offer, making a few adjustments to how you set expectations upfront can significantly reduce price resistance, eliminate sales objections early, and boost conversion rates where it matters most.

### **Score: 39 - 57**

#### Become More Than A Marketer

You're a skilled marketer, currently relying on your ability to craft compelling stories, create enticing offers, or develop effective hooks – perhaps a combination of all three. Even if you're not fully aware of your proficiency, your sales performance suggests you've got a unique talent.

However, relying solely on these skills won't sustain you for much longer. The market is becoming more skeptical, jaded, and saturated. With stricter measures on advertising platforms, your exceptional marketing skills might face challenges in finding a welcoming audience.

It's time to transition from being a good marketer to becoming a savvy business owner who can generate consistent income with minimal vulnerability to external factors. The **Perfect Challenge Blueprint** offers precisely that system. As long as you have access to a computer with internet, this method ensures delivering

results in advance, overcoming skepticism, and allowing you to attract clients at scale.

Now, your task is to blend your marketing skills with the methods outlined in this book to enhance your results and stand out in a crowded marketplace.

### **Score: 58+**

#### **Time To Generate More Attendees and Leverage Paid Challenges**

You're already taking the necessary steps to overcome skepticism and a jaded market, but now it's time to increase the number of attendees in your event and begin leveraging paid Challenges (if you haven't done so already). This strategy will allow you to reach more people and be more selective in how, with whom, and when you work.

The Perfect Challenge Blueprint offers the quickest route to achieving precisely that goal.

Since you've already gotten clear on who you serve and how you serve them, now it's time to focus on crafting strategic partnerships to help promote your events and begin charging for your events.

In the coming year, your main hurdle will be constantly getting in front of new prospects and sharing your message to new, highly-target audiences. Remember, your commitment to serving others brought you this far in your business, and it's the key to staying on top. Without service, you risk falling back to square one. Trust

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us; it's easier to stay on top than to claw your way back after losing it all.

### **Want Us To Help You Implement Our Perfect Challenge Blueprint In Your Business?**

You can probably sense my immense passion for 5-Day Challenges by now.

When I started as an entrepreneur, my goal wasn't to be the "Challenge guy"; I simply sought a better way to attract pre-qualified leads, establish authority swiftly, and convert leads into enjoyable, high-paying clients.

Upon mastering these principles and witnessing the positive impact of the Challenge model in our businesses and those of other influential marketers, I felt a calling to help others do the same.

Our first milestone is to help 50,000 incredible online business owners generate even more high-ticket clients through virtual events.



If you're interested in discussing how we can help you implement The Perfect Challenge Blueprint in your business, tap the link below to book a free Challenge Strategy Session with our team today:



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

To date, we've guided hundreds of coaches, speakers, authors, trainers, consultants, and agency owners in launching and expanding their own highly profitable, client-attracting 5-Day Challenge. We hope you'll be one of our next success stories.

## Chapter 3:

# Why 5-Day Challenges Work

*"The challenge funnel is the most forgiving and adaptable, allowing you to learn and pivot in real time with your audience." - Melissa Ricker*

Alright, let's dive into why 5-Day Challenges are a powerhouse for attracting high-ticket clients and igniting that burning desire in your audience to invest big.

We're going to unpack the eight weapons of influence. These aren't just tricks or tactics; they're deep-seated principles of human psychology that can turbocharge your challenges.

Understanding Mental Triggers vs. Principles

Mental triggers directly shape our decisions, like a gut reaction. Principles, though, are the bedrock truths, the laws that underpin everything else.

Consider the Ten Commandments or Newton's Laws of Motion. They're universal, timeless. That's the kind of weight we're talking about here.

To win in any game, especially in business, you've got to grasp the underlying principle. Once you do, you can use them to steer people's actions, including getting them to buy into your challenges.

### Why These Eight Principles Are Your Secret Arsenal

These principles are like tools in a toolbox, each with its specific use. When you combine them, they create a compelling force that drives people to act.

But remember, with great power comes great responsibility. Use these tools ethically.

There's a reason there are eight of them. In various traditions, eight is a number of abundance, regeneration, and new beginnings. We're tapping into that power here.

Let's dive into each trigger:

#### **#1: Authority**

Austin Ford said it perfectly: *"Authority is instantly established when you announce a challenge; it positions you as an expert in that topic."*

It's all about perception. You don't have to know everything, just enough to be ahead of your audience.

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In your challenge, you're the one calling the shots, sharing knowledge. That boosts your authority big time. And if you bring in guest speakers? You're borrowing their clout, amplifying your own authority.

### **#2: Reciprocity**

It's simple: you scratch my back, I'll scratch yours. In a challenge, you're giving value upfront. This sets the stage for your audience to feel like they owe you one. They're more likely to buy from you because they want to return the favor.

### **#3: Trust & Rapport**

Trust is the express lane to influence. If your audience trusts you, they'll listen, engage, and most importantly, buy from you. In a challenge, you're building that trust every day, establishing a rapport that makes selling natural.

### **#4: Anticipation**

Anticipation is like the pre-party excitement. It's about building up that sense of excitement for your challenge and what's to come. It's the thrill of what's around the corner that keeps your audience hooked.

### **#5: Scarcity & Urgency**

Scarcity and urgency are about creating a now-or-never feeling for your offer. Utilizing limited spots and time-sensitive bonuses, these tools drive a sense of urgency, compelling people to act quickly to avoid missing out.

## **#6: Consistency**

People want to be consistent with their actions and words. In your challenge, you get them to commit to something small. Then, when you make the bigger ask, they're more likely to say yes because they want to stay true to their word.

## **#7: Social Proof**

It's the bandwagon effect. People do what they see others doing. In your challenge, when participants see others engaging, sharing wins, they'll want in on the action too. It's peer pressure, but the good kind.

## **#8: Community**

Community is about belonging. When people feel part of a group, they align with its norms and values. In your challenge, you're creating this micro-community, a group that rallies around your message and offer.

Each of these triggers plays a critical role in why challenges work. They're not just about presenting information; they're about creating an experience, an environment where buying feels like the natural next step.

I remember running my first online 5-Day Automation Challenge.

Seeing as how I love the "techy" stuff, something which most businesses freak out about, I wanted to share value around how to create a harmonious relationship with "tech".

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The goal was for them to be aware of the tools that were out there, how they would help their business, and how to leverage these tools to help them become more efficient without it feeling like a burden.

Throughout the 5 days, they were not burdened with knowledge, but rather creating a clear picture in their heads of what their business could look like once they considered all the moving pieces.

They experienced the power of future thinking, gained massive clarity, and excitement to begin utilizing the “tech” stuff rather than run from it.

After only Day 1, comments were coming in with gratitude for having joined the event and couldn’t wait for the rest of the week.

It was because of the powerful time spent together that the audience felt connected with the topic and finally had a clear understanding and roadmap on where to go next in their business.

More importantly, they were able to connect with each other in a small community, and I had a chance to share my gifts and serve at the highest level.

And what’s cooler, of the only 5 attendees who had joined, one said yes to my \$6,000 offer to help him build out his systems.

He did this because he knew I had his best interest in mind and that he had a group of like-minded individuals there to support him along the journey.

Your audience will do the same when you build an experiential event too.

Get these triggers right, and you're not just running a challenge; you're leading a movement.

## **Key Chapter Takeaways**

- ★ **Mastering the Eight Mental Triggers:** To craft a high-converting 5-Day Challenge, focus on these eight key mental triggers: Authority, Reciprocity, Trust & Rapport, Anticipation, Scarcity & Urgency, Consistency, Social Proof, and Community. Understanding and leveraging these triggers can significantly enhance the effectiveness of your challenge, leading to increased engagement and conversions.
- ★ **Cultivating a Vibrant Virtual Community:** Building and nurturing a virtual community is crucial. By engaging your participants actively and creating a sense of belonging, you can effectively employ these mental triggers to amplify excitement, engagement,

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enrollment, and customer loyalty. A strong community not only supports your current challenge but also sets the stage for future success.

- ★ **Implementing Triggers Incrementally:** Begin by concentrating on one mental trigger at a time. Implement it, observe the results, and then refine your approach. Gradually introduce additional triggers and learn and adapt as you progress. This methodical approach allows you to fine-tune each aspect of your challenge, ensuring maximum engagement, transformative experiences for participants, and optimized conversions. Over time, this strategy will enable you to seamlessly integrate these triggers into your events for maximum impact.



## Chapter 4:

# **The #1 Problem With Challenges**

We love leveraging Challenges to help our clients grow their business.

But there's a fundamental problem with how virtual events are used in business, which we'll explore here.

Many people have tried to launch a 5-Day Challenge to grow their business and have been wildly disappointed in their results. The specific reason for their disappointment is the topic of this chapter.

When crafting a Challenge, most individuals make two critical mistakes:

1. They prioritize INFORMATION rather than TRANSFORMATION.

## 5-DAY CHALLENGE UNLOCKED

2. They get stuck in the technical weeds of bringing their Challenge to life.

Let's touch on the first mistake.

### **Mistake #1: Info Overload**

Business owners often get lost in the details of their expertise, forgetting that what really matters is transforming the way people think and act. It's not about dumping knowledge; it's about creating a shift in perspective.

Let's take the Squat Challenges for example that I used to run.

The audience was predominantly females who were looking to get more toned glutes, trim their waist, and gain more energy in a short period of time.

Was there a shortage of information on how to achieve these goals through a simple Google search?

Not at all.

They could have easily looked up "How to get a firmer butt in XYZ time" and hundreds of articles and programs would have popped up."

So why did they all opt-in to join the challenge I hosted? Because it's so much more than just the information that's presented.

It's all about helping shift the identity of the individual.

When someone joins your event, most of them know what to do. It wasn't my job to walk them through an exhausting, mundane checklist of eating chicken and broccoli with a list of exercise routines.

Rather, the focus is to help them understand the mindset shift that it takes to implement successful activities and help them achieve results by changing their beliefs over a sustained period of time.

For the same reason that nearly one-third of lottery winners eventually go bankrupt within three to five years, just giving someone information or access to a resource doesn't alone change behavior.

If you can craft a Challenge that helps shift the behavioral patterns they adopt and embrace, you will have an event that people rave about for years to come.

## **Mistake #2: Technical Tangle**

Running a virtual event is no small feat. You've got marketing, funnels, CRM, and a slew of other technical aspects, including offer creation, sales pages, and calendars. Most people think they'll wing it or hire a team to handle it all. Both approaches have pitfalls. The technical side can easily become overwhelming and expensive.

We'll cover how we build our Challenges in Chapter 7 with a full outline to help you streamline the process.

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So, why do we still advocate for Challenges? Because most people are doing it all wrong and they're making it harder than it needs to be. There's a simpler way, which we'll dive into with the Perfect Challenge Blueprint.

To summarize, the 2 saboteurs of challenges are:

1. **Getting Lost in Details:** Over-focusing on information rather than transformation.
2. **Lack of a Systematic Approach:** Failing to provide a clear path that leads to a shift in identity and thinking.

Over the course of the five days, your job is to offer a system that guides your audience to their goals and facilitates a significant identity shift.

You'll help them achieve micro-wins and extend your hand to help those ready to take the next step in their journey.

Take P90X, for example. I loved the program so much because success wasn't just about the workout routine. It was about the entire system – the mindset shift, the community support, and a clear path to transformation.

I knew that I had a step-by-step process to follow and that others would be there to guide and support me when I needed it.

There's a simple 3-Step Method to creating Transformational Events:

1. **Ask:** Find out what your audience wants to achieve and their barriers.

2. **Create:** Develop a system that addresses these needs and objections.
3. **Impact:** Go beyond providing information. Guide your audience on a path that leaves a lasting impact and invites them to take further action with you.

In essence, your challenge should be a transformative journey, not just a series of lectures. It's about leading participants to see themselves differently and empowering them to take action.

Our clients use these strategies to make their events run smoothly, transforming attendees into engaged and paying clients.

Next up, we'll lay out the entire Perfect Challenge Blueprint for you. Remember, a challenge isn't just about throwing an event; it's about creating a system that leads to a transformational virtual experience. And that's what we're going to tackle next.

## **Key Chapter Takeaways**

- ★ **Focusing on Transformation Over Information:** The key to a successful challenge is not just bombarding participants with information. It's about driving a transformative experience. This means shifting the focus from simply educating to actively reshaping participants' perspectives and behaviors. The goal is

## 5-DAY CHALLENGE UNLOCKED

to create a mindset shift that elevates them to new heights.

- ★ **Navigating Technical Complexities with Strategy:** The technical aspects of running a virtual event – marketing, funnels, CRM integrations, etc. – can easily become overwhelming. Many fall into the trap of either underestimating these complexities or overcomplicating the process by hiring multiple specialized teams. Effective coordination, a clear understanding of the technical requirements, and strategic planning are essential to avoid these pitfalls.
- ★ **Implementing a Clear, Systematic Process:** A successful challenge requires more than just a sequence of events; it needs a coherent, step-by-step process that guides participants from their starting point to the desired outcome. This process should be straightforward, easy to implement, and designed to deliver incremental wins that keep participants engaged and motivated throughout the event.

Part 2:

**The Perfect Challenge  
Blueprint**

## Chapter 5:

# **5 Pillars Of A Wildly Profitable, 5-Day Challenge**

Challenges are a gold mine for business growth, but there's a right way and a wrong way to do them.

Think of building your Challenge like baking a cake. There are certain ingredients that should be added in a specific order to make sure you produce something amazing that everyone enjoys.

Allow me to be Gordon Ramsay for a moment as I walk you through what you'll need in your kitchen in order to make a cake that will turn your audience into raving fans.

The first thing we'll need is the chocolate cake recipe we're going to actually bake. In other words, we need to get clear on what we'll be producing at the end of the day.

We'll call this first part...



## **Pillar #1: Plan**



The PLAN phase is about achieving absolute clarity. Crafting a challenge without a blueprint is like baking a cake without a recipe—it leads to chaos. Individuals embarking on a challenge often grapple with uncertainty. Questions about the challenge's topic, expected outcomes, target audience, and pricing linger, causing frustration. The absence of planning begets confusion.

However, those who invest time in meticulous planning gain clarity on their challenge's purpose, target audience, offer, and transformational system. They understand the promises their challenge makes and set a launch date with confidence. The Plan phase lays the groundwork for a successful challenge, offering a clear path forward.

Next, we'll need the bowl in which we'll mix the ingredients, which we call...

## **Pillar #2: Build**



The BUILD phase is all about asset and system creation. Here's where your plan comes to life as you craft your copy, construct your landing page, set up your email sequences and pipeline stages, establish your CRM system, get your FB group prepped, design your workbook, and test the process before hitting the go button.

Here you can keep things as simple or as detailed as you want. We've seen the most basic setups with a generic landing page and Google Sheets, to much more elaborate systems including abandoned cart sequences, retargeting, etc. At the end of the day, do what works for you and make sure you can at least capture registrants' information and remind them when your event goes live.

Next, we'll want to bake the cake, which we'll call...

## **Pillar #3: Fill**



FILL is all about driving people to your event. We'll share three powerful strategies in Chapter 8 that you can use to share the news about your upcoming events and help you attract your ideal audience. You'll be excited to know that these techniques work effectively for you even without a large email list or social media following.

Out of all the parts of throwing an event, we've found, regardless of how long someone's been in business, that filling an event tends to be the biggest hurdle. We'll show you how to do so and it's way easier than you probably think.

Next is to present your finished cake which we'll call...

## **Pillar #4: Host**



The HOST phase is all about the flow of the event once the lights and camera turn on. This is where the true transformation takes place! From the time your challengers click on the Zoom link to join the room, their journey begins, and it's up to you to ensure they have a memorable experience.

The idea is to excite, engage, and enroll them from the moment you hop on camera all the way through the end. A mistake that many people make is being boring and focusing on information. We'll show you how to keep your audience actively engaged from beginning to end and how to create a transformational shift in their thinking, so it only makes logical sense to take you up on your offer at the end.

And finally, we'll serve the cake to the hungry audience which we'll call...

## **Pillar #5: Sell**



The SELL phase is all about enrolling challengers into the next step after the Challenge is over; however, many think that the big moment comes down to the “pitch” at the end and “hopefully” (🤞 fingers crossed), they get people to take them up on their offer. This couldn’t be further from the truth.

We’ll show you why and how the “sale” is made from Day 1 and how crafting your message and sharing it the right way throughout the event will have people begging to work with you. And when you do take application calls for your high-ticket program, it’s no longer a “sales” call, but an enrollment call and simply figuring out how they want to pay for your services.

And there you have it, a delicious chocolate cake ready to be enjoyed. You now have an overview of the steps it takes to bring your dessert to life.

## 5-DAY CHALLENGE UNLOCKED

In the coming chapters, you'll learn exactly how all these Pillars fit together for you to create your next profitable Challenge with new clients ready to pull the trigger and purchase your services.

Ready to turn your next challenge into a powerhouse?

Let's get started...

### **Key Chapter Takeaways**

1. **Plan** - Essential for clarity in challenge creation; meticulous planning alleviates uncertainty, laying the groundwork for a successful challenge.
2. **Build** - Bring your plan to life by creating assets and systems and capturing registrant information.
3. **Fill** - Attract your ideal audience to your event even without a big list or social media presence.
4. **Host** - Create a memorable and transformative experience for participants without being boring.
5. **Sell** - Enroll participants from the beginning by strategically crafting and sharing your message throughout the event, transforming application calls into enrollment calls for high-ticket programs.

## Chapter 6:

# **PLAN: How To Craft The Perfect Challenge For Any Niche**

*"There are two goals of every Challenge - 1. You want to deliver on your promise, so people trust you, you build credibility, and they get results. 2. You have to build a desire for your offer." - Alina Vincent*

Let's break down the first crucial pillar of the Perfect Challenge Blueprint: PLAN. Planning is where the magic starts – it's the blueprint for your six-figure challenge.

Get this right, and you're on your way to success.

### **STEP 1: Avatar Clarity**

Who's your challenge for and who is it not for? Nail this down first.

## 5-DAY CHALLENGE UNLOCKED

Define your market, sub-market, niche, and micro-niche.

*Example: Wealth / Business Coaching / Business Coaching for Online Entrepreneurs / Helping online business owners generate high-ticket clients through virtual events*

Define your avatar's demographics (age, race, ethnicity, gender, marital status, income, education, and employment).

*Example: Women 35+, married, college educated, self-employed making at least a six-figure income per year.*

Define your avatar's psychographics (personality traits, lifecycle stage, interests, attitudes or beliefs, and activities).

*Example: Into personal development, like staying active, constantly in leadership roles, coachable.*

Ask yourself:

What outdated methods are they tired of?

*Example: Webinars, Cold DMs*

What's the big problem you're solving, and what's the promise you're making?

*Example: Providing a streamlined path to launching a virtual event the right way to help generate even more high-ticket sales in a 5-day period.*

This step is all about knowing your audience inside out.



## **STEP 2: What Is Your Signature Process?**

You need a unique angle – something that sets you apart. Why should they choose you?

*Example: We provide a one-stop shop plug-and-play model that allows an online business owner to go from idea to a launched event in just 31 days.*

Develop your proprietary process.

What's your unique approach to solving their problem?

Define your 3-5 System Pillars and name your solution – this is your new opportunity.

*Example: "The Perfect Challenge Blueprint" - Plan. Build. Fill. Host. Sell.*

## **STEP 3: Putting It All Together**

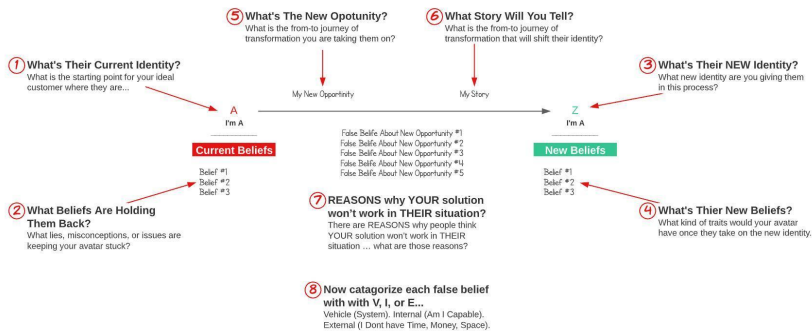
This is your WHO statement. "I help [Avatar] solve [Problem] and achieve [Result] without [Old Methods] using [My New Opportunity]." This statement should be as sharp as a knife, cutting through all the noise.

*Example: I help online business owners generate even more high-ticket clients through virtual events without having to figure out all out themselves using our Perfect Challenge Blueprint.*

## 5-DAY CHALLENGE UNLOCKED

### STEP 4: The Transformational Shift

How will your audience transform through your challenge? Define their old identity – something they want to move away from. What beliefs are holding them back? Then, flip it. Create their new identity and beliefs. What journey are you taking them on? Your story is the catalyst for this shift.



### Case Study Example: Million-Dollar Horse Trainer Challenge

This challenge transformed "broke horse trainers" into "million-dollar horse trainers." It wasn't just about horse training tactics. It was about shifting identities and beliefs, breaking down limiting thoughts, and offering a systematic approach.

### Case Study Example: Take Your Shot Method Challenge

Here, "unworthy stay-at-home moms" were transformed into "successful six-figure photographers." This wasn't just about photography skills. It was about overcoming deep-seated beliefs like "I can't charge premium prices" and reshaping their self-perception.

## **STEP 5: The Event Ascension Offer**

What's your irresistible offer after the event? This is where you reel them in. Define your offer, pricing, delivery, curriculum, coaching, community, and bonuses. Make it a no-brainer for them to jump on board.

Here is an example:

- a. CURRICULUM
  - i. *Example - "31-Day Launch Program"*
- b. COACHING
  - i. *Example - "Weekly Q&A & Launch Coaching"*
- c. COMMUNITY
  - i. *Example - "EPIC Challenge Community"*
- d. BONUS #1
  - i. *Example - "x6 Month Access To Software"*
- e. BONUS #2
  - i. *Example - "Challenge & Workshop Blueprints"*
- f. BONUS #3
  - i. *Example - "FunnelPrints Members Area"*
- g. FAST-ACTION BONUS #1
  - i. *Example - "Done For You Challenge Setup"*
- h. FAST-ACTION BONUS #2
  - i. *Example - "1-on-1 x60 Minute Strategy Call"*

## 5-DAY CHALLENGE UNLOCKED

### **STEP 6: The VIP Offer**

Consider offering a VIP experience. What extra value can you add? Exclusive sessions, expert interviews, bonus training – make it too good to pass up.

Here is an example:

1. Offer Stack #1
  - a. *Example - "x5 Additional Breakthrough Sessions"*
2. Offer Stack #2
  - a. *Example - "x3 Industry Expert Interviews"*
3. Offer Stack #3
  - a. *Example - "Additional VIP Bonus Training"*
4. Offer Stack #4
  - a. *Example - "Entire Email Swipe File"*
5. Offer Stack #5
  - a. *Example - "Financial Freedom Calculator"*

### **STEP 7: The Event Promise**

What's the big takeaway from your challenge? Craft an attention-grabbing statement and a powerful headline. Make it clear what they'll gain and what they'll leave behind.

First, you want to define your Attention statement:

*Example: "Attention: Coaches, Consultants, Experts, Speakers, Authors, & Course Creators Stuck at \$120K/yr. And Looking To Quickly Level Up to High Six Figures and Beyond"*

Second, you want to define your Headline:

Example: *"Unlock Our Simple "100k+ Challenge System" That Easily Enrolls Dozens of High-Ticket Clients Like Clockwork!"*

Third, you want to define your Sub-Headline:

Example - *"Without Suffering Through Soul-Sucking 1-on-1 Calls, Starting at BOTTOM of value ladder, Or Having a Huge Audience"*

## **STEP 8: Event Name Brainstorm**

The event name is your hook. It's what grabs attention and piques interest. Think of names that resonate with your avatar and promise transformation. *(Based on your avatar and community, you may choose something other than a Challenge, like a Bootcamp, Retreat, Sprint, etc.)*

Examples:

1. "Boost My Revenue Challenge"
2. "Retire Your Doctor Challenge"
3. "Credit Hero Challenge"
4. "Supplement Brand Challenge"
5. "Take Your Shot Challenge"
6. "Million Dollar Speaker Challenge"

**NOTE:** - Aim to get a domain that matches the name of your Challenge. If nothing's available, consider creating a subdomain on a URL you already own. (i.e. - <https://Challenge.YourDomain.com>)

## 5-DAY CHALLENGE UNLOCKED

### **STEP 9: High Level Event Outline**

Map out your challenge. What's happening each day? What breakthroughs will you deliver? Make each session a step in their transformational journey.

During my interview with Sabah Ali, she suggested that *"creating FOMO and using engaging titles for each day of the challenge helps in driving higher participation and interest."*

Here's an example for the first day of a Challenge:

**Session 1 Day** - *"Monday, Jan 1 @ 1pm EST"*

**Session 1 Title** - *"Claim Your Category"*

**Session 1 Theme** - *"We're not wasting any time. We kick off the event by showing you how to position your product or service in a blue ocean and differentiate yourself from all the rest... no matter what the competition. You'll discover what it takes to create the biggest impact for your customers, clients, and for your business!"*

#### **Breakthrough Idea #1**

**"Own Your Space:** *Discover how to claim your category and position your offer and yourself in the marketplace so that you stand out like a shining diamond...and become the go-to person in your niche."*

#### **Breakthrough Idea #2**

**"Challenge Case Studies:** *This is a total eye-opener. We're going to share numerous Challenges that have generated 6*

*and 7 figures across multiple industries so you can model these funnels for your own business."*

### **Breakthrough Idea #3**

*"The Big WHY: Knowing WHY Challenges work is key to your success. When implemented properly, these principles consistently produce massive results. You'll also discover why you don't need a ton of people to attend your challenge to hit 6 figures and more in a single day."*

**Session 1 Homework** - *"Go To The Facebook Group And Share Your Biggest Takeaway From Today's Session and What Is Your Category?"*

### **STEP 10: Entry Ticket Offer**

Decide the nature of your event – free, hybrid, or paid. Set your ticket prices. Make it an easy decision for them to join.

Hybrid is my personal favorite until you have a solid audience of people who typically buy from you in which case you would then move to a paid event.

### **STEP 11: Scarcity & Urgency**

Create a sense of FOMO (fear of missing out). Limited seats, special bonuses, exclusive offers – use these to drive urgency and increase sign-ups.

If you're launching your offer for the first time, running a BETA group with a limited number of seats is a great way to drive people into your program.

### **STEP 12: Risk Reversal / Guarantee**

Your guarantee is key. It lowers barriers and builds trust. Make them feel safe in their decision to join you.

Consider the following types of guarantees:

1. Unconditional Guarantee

- a. Example - "No Questions Asked (30-day money back)"*

2. Conditional Guarantees

**Note:** (should always be "better than money back") Always match the guaranteed terms with the activation points in your program - what does someone actually have to do to be successful, make those the terms.

- a. Example - Outsized refund (2-3x cost of product/program/service)*
- b. Example - Service Guarantee (keep working with them for free)*
- c. Example - Credit Based Guarantee (give them credit towards other programs)*
- d. Example - Personal Service guarantee (you will help them 1-1 until they reach it)*
- e. Example - Release of Commitment (they do not have to stay in their contract)*
- f. Example - Delayed Second Payment (You won't bill them again until after they make or get their first outcome)*



- g. Example - First Outcome Guarantee (You continue to pay their ancillary costs (ad spend, hotel, etc.) until they reach their first outcome)*

3. Anti-Guarantees

- a. Example - All sales are final (best for exploding opportunity and high-level services)*

4. Implied Guarantees (Performance/Revshares)

a. Performance Guarantee

- i. Example - Only pay me \$XXX per sale / \$XXX per show*

b. Revshare

- i. Examples*

*A. 10% of top line revenue*

*B) 20% profit share*

*C) 25% of revenue growth from baseline*

c. Profit-Share

- i. Examples:*

*A) X% of profit*

*B) X% of Gross Profit*

### Key Chapter Takeaways

- ★ **12-Step Clarity in Planning:** The Plan phase is a comprehensive 12-step process designed to bring crystal-clear clarity to your event. These steps guide you through identifying your target audience, defining your unique solution, and mapping out your event's structure. This clarity is crucial for tailoring an event that resonates deeply with your audience and effectively addresses their needs.
- ★ **The Importance of Clarity for Success:** The key to a successful event lies in your clarity about who you're serving and how. Understanding your audience and the transformation you offer is vital. It's about leading them down the golden path to their 'Emerald City' – a metaphor for achieving their desired outcomes through your unique method.
- ★ **Value Yourself and Your Offer:** Don't fall into the trap of underpricing your services. Position yourself as a premium option in the marketplace. Aim to deliver unmatched value, standing out among competitors. Remember, high-ticket prices reflect the high value and transformational impact of your services. As Les Brown said, " Always strive to get on top in life because it's the bottom that's overcrowded." This mindset is essential for elevating your event above the

norm and justifying your pricing through the exceptional value you provide.

Now, as we proceed to the next chapter, we will delve into the Build phase, unraveling the intricacies of crafting all assets needed to bring the challenge to life.

## Chapter 7:

# **BUILD: How To Run A Challenge On All 12 Cylinders**

Alright, let's dive into the 'Build' phase of the Perfect Challenge Blueprint. This is where you bring your event to life, making sure it runs like a well-oiled machine. If you're not tech-savvy, no stress – you're not alone. Hosting an event is no small feat.

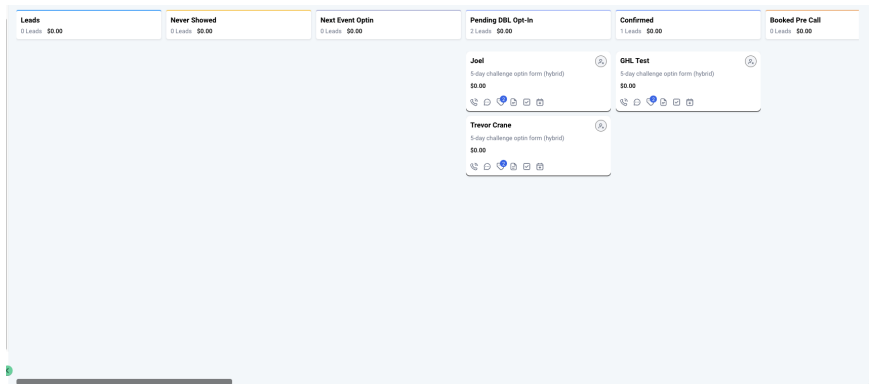
If tech isn't your thing, consider hiring an expert or using a user-friendly system. Remember, your time is better spent on what you do best – like spreading your message and engaging with your audience. We've got a plug-and-play system for you, but more on that later.

For now, just know that there are five critical phases to craft your perfect Challenge. We'll break these down to give you the big picture and show you what each phase entails. The secret sauce to success? Keeping your Challengers organized throughout their buying journey.

So, let's start there...

## **Staying Organized: The Opportunity Pipeline**

Organization is your best friend here. Use an Opportunity Pipeline to keep track of where your Challengers are at every stage.



Here's the breakdown of the Pipeline stages we use and how we utilize them:

1. **Leads:** Those who show interest get listed here. It's your initial pool of potential attendees.
2. **Never Showed:** Registered but didn't show up? They go here.
3. **Next Event Opt-in:** For those eyeing your next event, this is their waiting room.
4. **Pending Double Opt-in:** A holding spot for those who've registered but haven't confirmed their email yet.
5. **Confirmed:** Once they confirm, they move here.
6. **Booked Pre-Call:** For Challengers who've scheduled a pre-event call.

## 5-DAY CHALLENGE UNLOCKED

7. **Pre-Call Missed/Held:** Depending on whether they show up or not for the pre-call.
8. **Attended:** Those who join your event.
9. **Soft Application:** Where they land after filling out a preliminary application.
10. **Graduated:** Post-event status for attendees.
11. **Application Bounced Cart:** Checked the application but didn't complete it.
12. **Applied:** For those who've filled out the application.
13. **Booked Application Call:** Scheduled a call to discuss your offer.
14. **Application Call Missed/Held:** Depending on their call attendance.
15. **Not At This Time:** If your offer isn't the right fit for them now.
16. **No-Brainer-Offer Bounced Cart:** Checked out the offer but didn't bite.
17. **Deposit Collected:** If you require a deposit, they go here once it's paid.
18. **Paid In Full:** They've paid for your offer in full.
19. **Payment Plan:** For those on a payment plan.
20. **Application/No-Brainer-Offer Waiting List:** For latecomers who still want in.

Each of these stages is crucial for keeping your Challenge and follow-up process streamlined and efficient.

Okay, let's dive into the Phases.

## **PHASE 1: Traffic**

Traffic is the lifeblood of your event. I've seen countless business owners put together a stellar event, only to have a handful of people show up. Why? They failed at traffic.

Remember, your event's success is directly tied to your ability to fill the room. We'll deep dive into traffic strategies in Chapter 8, but for now, know this: getting people to your event is your top priority.

## **PHASE 2: Funnel**

The funnel is where your challenge comes alive. You've got three models to choose from: Free, Hybrid, and Paid Challenges. Each has its strengths, depending on your audience and your goals.

- **Free Challenges:** Great for a cold audience or if you're just starting out. They're all about building that initial traction.
- **Hybrid Challenges:** A mix of free access and a premium VIP experience. Ideal for a mixed audience and helps offset ad costs if you're running them.
- **Paid Challenges:** These attract a committed audience ready to invest in their journey. Best for those with an existing following or strong affiliate relationships.

Here's a quick reference graph to help you identify which might be the right model for you:

## 5-DAY CHALLENGE UNLOCKED

	Free Challenge	Hybrid Challenge	Paid Challenge
	Just Free	Free + Paid Upgrade	Paid Tickets Only
Build Time	Fast	More Complex	More Complex
List Building	Yes	Yes	No
Show Rate	5-10% Show	Free: 5-10% Show Paid: 70-90% Show	80-90% Show
Commitment	Low	Medium	High
Ticket Price	Free	\$47-297 Upgrade	\$27 - \$997
Offer Level	Low to Med Ticket Offers	Med to High Ticket Offers	Med to Very High Ticket Offers

Once you've decided what type of Challenge you want to run, then we need to understand the backend that makes all the magic happen.

We'll first start with the funnel as it's the central hub where you'll be sending people to register for your upcoming event.



## BUILDING YOUR FUNNEL

Remember, your funnel is more than just a series of web pages. It's the path that leads your prospects from curiosity to becoming committed participants in your challenge.

Below is a snapshot of the steps included in the 5-Day Challenge funnel we provide to our clients.

✉	Join Us	✉	Pick Me
▼		▼	
✉	VIP Experience	✉	Pick Me Calendar
▼		▼	
✉	Registration Confirmed (VIP Purchased)	✉	No Brainer Offer
▼		▼	
✉	Registration Confirmed (NO VIP)	✉	Offer Thank You
▼		▼	
✉	Email Whitelist Instructions	✉	Terms, Privacy, & Disclaimers
▼		▼	
✉	Event Workbook	✉	Event Pre Call
▼		▼	
✉	Waiting List Thank You	✉	VIP Delivered (NO Order Bump)
▼		▼	
✉	Soft Application	✉	VIP Delivered (PLUS Order Bump)

If you're just getting started, then at a bare minimum, you want to make sure you've at least got a main landing page where someone can register, a VIP upgrade page (if you choose to offer one), and a registration confirmation page guiding people with next steps and event expectations.

We'll walk you through the technical build from one of Austin's clients who launched a "5-Day Retire Your Doctor Challenge" so you have a clear understanding and roadmap to crafting a funnel that converts.

## 5-DAY CHALLENGE UNLOCKED

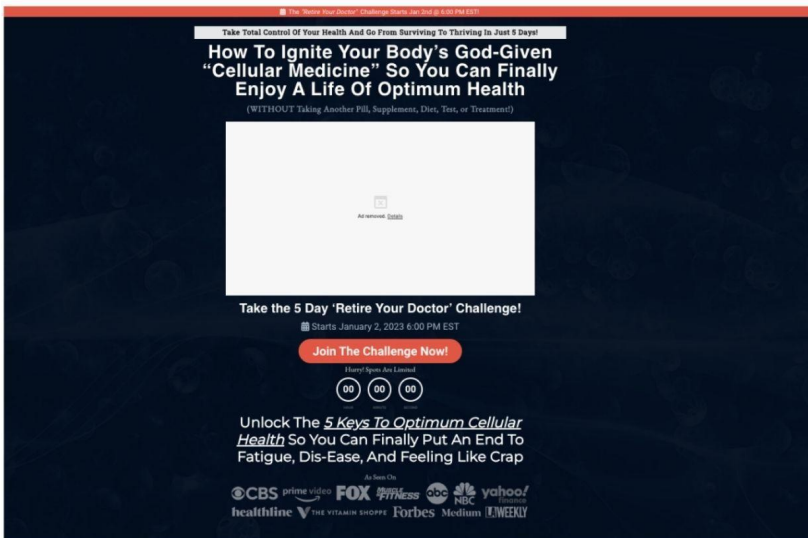
The funnel steps are as follows:

### **STEP 01: The Registration Page (AKA - “Join Us”)**

This is the main landing page where prospects can learn more and register for your event.

There are 10 parts of a highly converting Challenge Sales Page, but don't get overwhelmed. We'll break down STEP 1 into a series of sections with examples so you know what should be included on the page to help optimize your conversions.

### **FUNNEL SECTION 01**



Section 01 begins with the name of your Challenge and date/time at the top.

(**Note:** We've seen other experts suggest not including the specific time of the event on the page (ex: Starts @ 1pm Est). The idea behind this is that people will at least opt-in with the intention of getting the details on the next few pages. Personally, we find that people prefer to know the exact event details including the time so they can confirm if they'll be able to attend live ahead of time. Our suggestion is to test and see what converts best for you).

### **Hyper-Focused Headline**

The headline is the first thing the audience sees when visiting your page. If it doesn't immediately grab their attention and speak to what's-in-it-for them, they'll leave.

Our goal then is to create a hyper-focused, attention-grabbing Headline, Main Headline, and Sub-Headline.

Event - *"5-Day Retire Your Doctor Challenge"*

Attention Grabbing Headline - *"Take Total Control Of Your Health And Go From Surviving To Thriving In Just 5 Days!"*

Main Headline - *"How To Ignite Your Body's God-Given "Cellular Medicine" So You Can Finally Enjoy A Life Of Optimum Health"*

Sub-Headline - *"(WITHOUT Taking Another Pill, Supplement, Diet, Test, or Treatment!)"*

Here's a few additional examples to reference:

## **Event >> “Virtual Event System Live”**

*For Coaches, Consultant, & Experts Who Are Tired Of The Hustle N' Bustle*

***How We Use Virtual Events To Enroll Dozens Of High-Ticket \$5,000+ Clients In Just One Weekend***

*(WITHOUT Hosting Free Challenges, VSL's, Automated Webinars, Group Funnels or Hiring a Sales Team - And Best Of All - Never Having To Book or Take Another Hour-Long Sales Call!)*

---

## **Event >> “Unbreakable Agent Live”**

*For RE Agents Who Want Consistent Clients, Listings & Closings*

***Discover The 4-Step “Unbreakable Agent System” That Will Automate & Delegate 90% Of Your Real Estate Tasks!***

*After this half-day workshop, you'll know how to install simple systems and assistants to automate 90% of your day-to-day so you can call it quits by 10am!*

---

## **Event >> Million Dollar Horseman Live**

*Attention Horse Trainers & Aspiring Horsemen*

***Discover How To Build A Million Dollar Horse Training Brand  
Using Our 5-Step MDHT Framework***

*(WITHOUT Training More Horses, Working Harder, Getting Burnt  
Out, Or Trying To Figure It All Out On Your Own...)*

---

## **Event >> Take Your Shot Challenge**

*For Moms Who Want To Bring More To The Table*

***How To Start A Thriving Photography Gig... In Just 5 Days Or  
Less.***

*(Even if you don't have a fancy camera, the local competition is  
steep, or unsure how to price yourself!)*

---

Once you've nailed your headline...

Then we'll include a video inviting people to join the Challenge. I like to follow the 4 P's Model (huge shoutout to Matt Deseno for sharing this!).

## 5-DAY CHALLENGE UNLOCKED

In your video, you're essentially recapping what you've put in the text above that we just created. You'll want to cover the "Person" you're talking to, the "Problem" they're experiencing, the "Product" you'll be introducing (i.e. - Your System Framework), and the "Payoff" that they'll receive by attending.

### **Urgency & Scarcity**

Below the video, you'll want to have a CTA (call to action) button allowing them to register for your event.

This button is above the fold, which means it's visible to the viewer without them having to scroll down on the page to find it. (Important - make sure you optimize both the desktop and mobile versions, so it views appropriately).

Additionally, you'll want to include a countdown timer to when the event begins to create FOMO (fear of missing out).

## FUNNEL SECTION 02

Ready To Create A Life Free Of Pain, Stress, And Feeling Hopeless?

### Here's What You Can Expect From The 5-Day 'Retire Your Doctor' Challenge!

<u>Before The Challenge</u>	<u>After The Challenge</u>
❌ I just follow doctors orders	✅ I'm in control of my health
❌ Getting healthy is complicated	✅ Getting healthy is SUPER SIMPLE.
❌ Nobody knows what's wrong with me or what to do	✅ I know exactly what my body needs and what to do
❌ My disease runs in my family. It's genetic	✅ My genes ARE NOT my destiny.
❌ I've tried everything and nothing works	✅ My body's own 'cellular medicine' works miracles
❌ My doctors are supposed to cure me	✅ I have the power to heal myself
❌ I need more tests and bloodwork to figure out what's wrong with me	✅ When I heal my cells by purging the toxins and restoring them to health my body will do the rest
❌ This Challenge is just a 'get healthy quick' trick	✅ It sure is! And it's proven! You don't have time to get healthy slow!
❌ It's just one ailment and side effect piling up after another, year after year.	✅ I'm amazed that ALL the pain and ailments are disappearing so quickly!
❌ My health problem is unique	✅ 'Cellular Healing' is UNIQUE. And it's simple
❌ I'm sick and tired of being sick and tired	✅ I feel GREAT! I don't know what to do with all this energy
❌ I've been told I need to see a specialist because they know best	✅ My cells know exactly what it needs and I'm the specialist who will give it to them
❌ It'll take months or years to fix my health problem	✅ I feel better already...and it's only been days
❌ I'm so confused with all these different pills, treatments, tests, and protocols	✅ I have total clarity clear with this simple step by step Cellular Healing Blueprint
❌ This is SO hard.	✅ I can't believe how EASY this is!

Take the 5 Day 'Retire Your Doctor' Challenge!

[Join The Challenge Now!](#)

### **The Exciting Transformation**

In Section 02, we want to clearly define the transformation they'll experience by attending this event. This should be clear, concise, and to the point.

## 5-DAY CHALLENGE UNLOCKED

For example, a BEFORE would be “I just follow doctor’s orders”, and AFTER would be “I’m in control of my health”. Follow this section up with another CTA button.

### FUNNEL SECTION 03

**If You're On This List... Then This Challenge Is For You!**



✓ Diabetes	✓ Weight Gain	✓ Thyroid
✓ Fatigued	✓ Gut Issues	✓ Anxiety
✓ Poor Sleep	✓ Hormones	✓ Inflammation
✓ Brain Fog	✓ Constipated	✓ Stressed
✓ Menopause	✓ Overwhelm	✓ Depression
✓ Low Energy	✓ Bloated	✓ Weight Loss Resistant
✓ Hair Loss	✓ Hashimoto's	✓ Osteoporosis
✓ Cancer	✓ Neural Pain	✓ Joint Pain
✓ Diet After Diet	✓ Doctor After Doctor	✓ Detox After Detox
✓ Aches & Pains	✓ No Motivation	✓ High Blood Pressure
✓ Feel Powerless	✓ Feel Helpless	✓ Upset & Frustrated
✓ Bleeding Money	✓ Unsure What To Do	✓ Feel Hopeless
✓ Skeptical	✓ Cynical	✓ Given Up
✓ Muscular Soreness	✓ Poor Digestion	✓ Make It Stop!
✓ Too Many Meds	✓ Too Many Supplements	✓ Too Many Protocols
✓ Too Many Prescriptions	✓ Too Many Doctors	✓ Too Many Everything!



**Take the 5 Day 'Retire Your Doctor' Challenge!**

**Join The Challenge Now!**

### **Reasons Why This Is For You**

Section 03 is designed to help identify the ideal participants for this Challenge and determine if they're the right fit. It enables you to address the pain points experienced by your avatar. This section should be followed by a call-to-action button for registration.



## FUNNEL SECTION 04

Here's What You'll Discover When You Take  
**The 'Retire Your Doctor' Challenge**

### Day #1

#### The Story and The Power Of "Cellular Healing"

Get ready to have your world rocked because everything you know about your health, disease, pain, and sickness is about to change forever. Immerse yourself in the origins and application of cellular medicine and the utterly profound results that this simple, natural, and God-given healing method has generated for countless people and patients around the world.

**On Day 1, you'll discover...**

- » Why doctors around the globe have paid me \$40,000 for what you're about to learn
- » The fascinating origin of cellular medicine and how it works in your body, no matter what your diagnosis (or inability to diagnose!)
- » How to set the foundation for wellness by moving away from pain, discomfort, and lethargy to feeling great, healthy, and energetic
- » How to pinpoint YOUR 2 IDENTITIES (yes, you have 2) and why this is so critical to your health and wellness



Join The Challenge Now!

### **Daily Agenda**

Section 04 provides a breakdown of each of the Daily Sessions you will be hosting. You'll include the title of the day, 3-4 bullet pointed points of what they'll take away with a brief description, and an image to reflect that Day. You'll do the same for the remaining days following the image/model here.

## 5-DAY CHALLENGE UNLOCKED


### FUNNEL SECTION 05

Meet Your Mentor

## Dr. Bill Cole

Hi! I'm Bill Cole and my entire goal is to help you reach your highest level of health. It's to empower you with the truth about 'cellular medicine' so you can make the right choices about your body and well-being.

Because that's the only way you can get well, stay well, take back control of your body, and avoid any more lost time.



**Dr. Bill Cole**  
Founder of Key Cellular Nutrition

You see, your body was designed to heal itself. Now, that healing requires energy. If you don't have the energy to get through the day, chances are you may not have the energy needed for REAL healing.

You're made up entirely of cells... blood cells, brain cells, bone cells, skin cells, organ cells, hair cells, neural cells, the list goes on. Those cells are where your energy comes from. Your body NEEDS that energy to function properly and optimally.

So if you have an energy problem, if you're sick, if you're in pain or discomfort, you have a problem at the cellular level. Therefore...

Better health begins with the cell.

Has your doctor or health care provider ever talked to you about the health of your cells? Hmm?

I'm going to be honest with you...You won't find any magic pills, potions, or lotions here.

This Challenge (and all of my programs) are all about addressing your problems at the cellular level—and NOT masking your symptoms.

If you've been to other doctors without getting answers or the results you're looking for, or you're sick of relying on medications to cover up your problems, you'll find something completely different here.

Stop struggling. You DESERVE to feel better. Get the energy needed for healing. Let go of the limitations that stop you from living on your terms. Because rediscovered health is a rediscovered life.

The 5 Day 'Retire Your Doctor' Challenge can help you achieve the transformation you've hardly dared to dream about.

Take the 'Retire Your Doctor' Challenge!


Join The Challenge Now!

### **Authority Spotlight**

Section 05 serves as an introduction to the host(s) of the event. If it's just you, or you and another host, you'll want to include a catchy bio that shares credibility to who you are and why you are the best fit to run this event. Again, followed by a CTA.

## FUNNEL SECTION 06

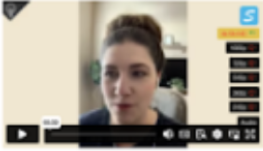
### Here's What Others Have To Say...



★★★★★

*"In just a couple weeks, I felt better all over. Dr. Cole is the answer to people's prayers and frustration and hopelessness. I was absolutely desperate. I knew that there was someone out there who understands how to do this without medications. My regular doctor wasn't working and I just kept getting sicker and sicker and sicker. Dr. Cole answered my prayers."*


Caroline Kitele



★★★★★

*"I heard Dr. Cole talking about cellular healing on a podcast, something I hadn't heard before. In just a month and a half, all my thyroid levels came back to normal. And my doctor told me I didn't need to take medication any further. The amount of support I got was unmatched to any other program I've done in the past."*


Clarissa Briones



★★★★★

*"My experience with Dr. Cole was life changing. He had a whole different twist that I just hadn't heard before. Or maybe I wasn't ready to hear it. Within two weeks I started noticing a difference in my joint pain and stiffness in my hands. I've tried other things in the past, and I would say 'do it' if you're on the fence. I wish I would've found this 5 years ago and I wouldn't have gone through all of that pain and suffering."*

Danielle Kehs



★★★★★

*"I heard about Dr. Cole's alternative to thyroid pills. That's what got me started. I'm breathing better. And my nodules are down in size by half. I'm back to my high school weight and I'm over 40. It's easy to follow this program. I rate it at a 10. Don't hesitate to get back to real life. It's the best. Just simple life."*

Debbie Ewing

### **Social Proof**

Section 06 is dedicated to social proof. By sharing testimonials, it lends credibility to you as the go-to expert and builds trust among individuals prior to their joining your event.

## 5-DAY CHALLENGE UNLOCKED

### FUNNEL SECTION 07

### Take The 'Retire Your Doctor' Challenge!

Choose Your Success Path

#### General Admission

# \$27

Starts Jan 2nd @ 6PM EST

- ✓ 5 Days of Cellular Healing Training w/ Dr. Bill Cole
- ✓ Access to the Challenge Facebook Group
- ✓ Digital Cellular Health Workbook
- ✓ Special Giveaways
- ✗ Cellular Health Assessment Kit - (So Much More Accurate Than A Blood Test for identifying cellular health markers)
- ✗ Elimination Excellence Kit - (Blue Print assesses your body's elimination pathway health level)
- ✗ Zoom Room Access w/ Dr. Bill Cole to Exclusive VIP Health Mastery Content
- ✗ EARLY ACCESS Q&A and personal feedback
- ✗ Access to Replays - 7 Day Limited Access To Replays

[Join The Challenge](#)

#### VIP Admission

Includes In-Home Cellular Health Assessment Kit Shipped Directly To Your Door.

00

00

00

~ Special Offer Ends Soon ~



## Was \$197

# Just \$97

Starts Jan 2nd @ 6PM EST

~ PLUS BONUSES ~

- ✓ 5 Days of Cellular Healing Training w/ Dr. Bill Cole
- ✓ Access to the Challenge Facebook Group
- ✓ Cellular Health Workbook
- ✓ Special Giveaways
- ✓ Cellular Health Assessment Kit - (So Much More Accurate Than A Blood Test for identifying cellular health markers. (Shipped To Your Door))
- ✓ Elimination Excellence Kit - (Blue Print assesses your body's elimination pathway health level (Shipped To Your Door))
- ✓ Zoom Room Access w/ Dr. Bill Cole to Exclusive VIP Health Mastery Content
- ✓ EARLY ACCESS Q&A and personal feedback
- ✓ Access to Replays - 7 Day Limited Access To Replays

[Yes! I Want The VIP Challenge Experience](#)

### **Ticket Section**

Section 07 lays out your pricing, including the details of what's offered at each pricing tier.

## FUNNEL SECTION 08

### My Guarantee To You



The results you just read about are the norm, not the exception. These are women and men just like you.

They did the program exactly the way my team and I showed them.

That's why – if you do EXACTLY what I show you in the Challenge, show up every day and follow all the steps – and you don't see results, or you feel you didn't get 10X the value of what you're paying...

Then just email me your Challenge workbook with your progress report and I'll refund your investment...every single penny.

Because here's where I stand on this. If I can't help you get results and be in a better place than where you are now with your health, then I don't deserve to keep your money.

**Take the 5 Day 'Retire Your Doctor' Challenge!**

**Join The Challenge Now!**

### **Event Guarantee**

Section 08 summarizes what your audience will receive from the Challenge, includes a guarantee, and emphasizes urgency for prospects to register now with a CTA below.

## 5-DAY CHALLENGE UNLOCKED

### FUNNEL SECTION 09

### Frequently Asked Questions

**❓ Who is the 'Retire Your Doctor' Challenge For?**

This Challenge is for anyone who is sick and tired of feeling sick and tired. If your mind's primary focus and thoughts throughout your day are about your health, how crappy you feel, and 'not another day feeling like this', then I highly recommend you jump onboard the Challenge now. And certainly take the Challenge if you identify with any of the pains, ailments, or feelings on the list at the top of this page.

**❓ What will I get out of this Challenge?**

You'll get a PROVEN Cellular Healing Blueprint to help you finally heal at a core level so that you go from where you are now to where you want to be with your health. When you follow the system I share with you, you'll set the foundation for a whole new you.

**❓ When And Where Does The Challenge Take Place?**

The 'Retire Your Doctor' Challenge starts on Monday, January 2nd @ 6 PM EST for general admission and 6 PM EST for VIP Admission. The Event will be hosted online Live on Zoom. Each day's session runs about 90 minutes.


**❓ What if I Can't Make the Allotted Times? Are There Replays?**

Replays are only available if you choose the VIP Admission. No matter what level of admission you choose—General or VIP—I encourage you to COMMIT to showing up LIVE every day to get the most out of the event because, after all, this is about YOUR HEALTH and quality of life.

### What Are You Waiting For?!

Unlock The 5 Keys To Optimum Cellular Health So You Can Finally Put An End To Fatigue, Dis-Ease, And Feeling Like Crap

[Join The Challenge Now!](#)

  
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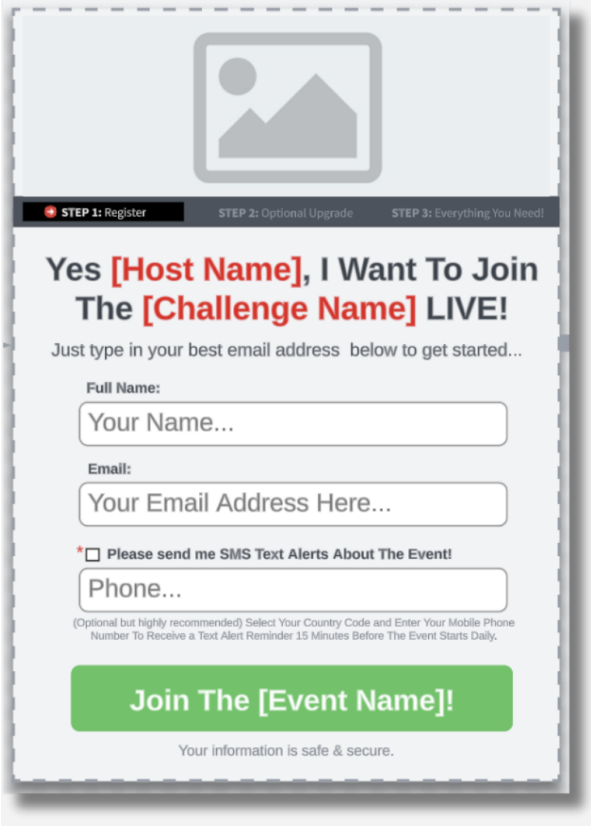
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### **Frequently Asked Questions**

Section 09 includes an FAQ section covering general questions people have prior to joining the event, followed by more urgency, and finally, your footer with Privacy and Terms & Conditions.

## FUNNEL SECTION 10



The image shows a registration form titled 'FUNNEL SECTION 10'. At the top, there is a placeholder for a profile picture. Below this is a progress bar with three steps: 'STEP 1: Register' (active), 'STEP 2: Optional Upgrade', and 'STEP 3: Everything You Need!'. The main heading reads 'Yes [Host Name], I Want To Join The [Challenge Name] LIVE!'. Below this is a subheading 'Just type in your best email address below to get started...'. The form contains three input fields: 'Full Name:' with placeholder 'Your Name...', 'Email:' with placeholder 'Your Email Address Here...', and 'Phone...' with a checkbox labeled '\* Please send me SMS Text Alerts About The Event!'. Below the phone field is a small note: '(Optional but highly recommended) Select Your Country Code and Enter Your Mobile Phone Number To Receive a Text Alert Reminder 15 Minutes Before The Event Starts Daily.' At the bottom is a large green button labeled 'Join The [Event Name]!' and a small text line 'Your information is safe & secure.'

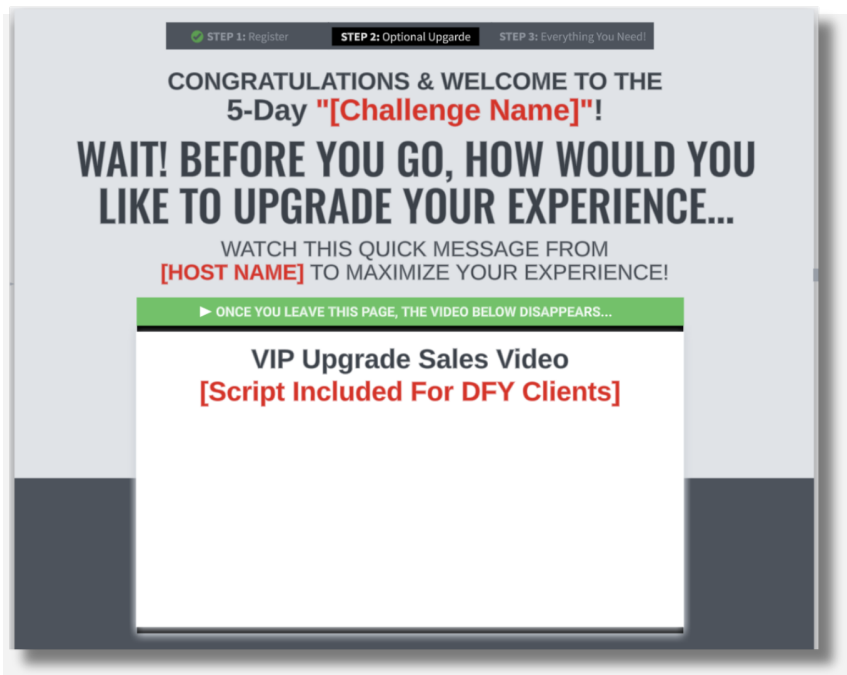
This final section is the pop-up that will display when a prospect clicks any of the CTA buttons to register before proceeding to the next step.

## 5-DAY CHALLENGE UNLOCKED

### STEP 02: VIP Upgrade (AKA - “VIP Experience”)

In the next step, your prospect will have the opportunity to upgrade or checkout, depending on the type of funnel you're running. If you're hosting a FREE Challenge, you'll skip this step and proceed directly to Step 03 below. However, if you're running a HYBRID or PAID Challenge, you'll encounter a page that looks like this:

#### FUNNEL SECTION 01



Section 01 offers your new Challenger the opportunity to upgrade their event experience and receive additional training and bonuses that general admission does not include. Regarding



Brendan McCauley

the pricing of this event, you can play with it, but typically we've seen \$27, \$47, and \$97 convert well.

The video message on this page offers a more in-depth experience during your event that General Admission doesn't get access to.

## FUNNEL SECTION 02

**WHEN YOU UPGRADE  
TO THE VIP ACCESS, YOU'LL GET:**

- **1x VIP Admission Ticket**
- **Priority Live Q&A:** VIPs Get Their Questions Answered First.
- **VIP Worksheet:** Companion Worksheet To Help Clarify & Structure Your [Desired Result].
- **Bonus #1:** Early VIP Access To The Event.
- **Bonus #2:** Challenge Funnel LIBRARY. Access to 20+ High Level 7-Figure Challenge Breakdowns. (Includes Ads, Emails, and Offer Breakdowns)
- **Bonus #3:** VIP ONLY Training Breaking Down Our Highest Converting Challenge Blueprint.

Normally: \$2,000 Value  
**TODAY: ONLY \$97!**

**Yes, Upgrade Me To VIP!**  
And instantly unlock all these crazy BONUSES, VIP Coaching, And MORE!

This VIP Upgrade Offer Looks Great, But I'm Going To Have To Pass At This Time -  
Take Me Straight To The Registration Confirmation Page.

**ATTENTION: space is VERY limited – so act now and  
upgrade to VIP before we fill up!**

## 5-DAY CHALLENGE UNLOCKED

Section 02 includes a 3D visual mockup of and a list of everything they will receive when they invest into VIP, including the "Normal Value" with the actual price and CTA to upgrade.

## FUNNEL SECTION 03 - HYBRID

## Grab Your VIP Ticket To The [Challenge Name] Now! Don't Miss Out!

### Step #1: Contact Info

Full Name:

Email Address:

Phone Number:

### Step #2: Shipping Info

Full Address:

City/State:

State/Province:

Zip Code:

Country:

### Step #3: Payment Details

Credit Card:

Card Number:

EXP/EXP CVC:

PayPal

## Complete Order

By clicking the button below, you agree to our Terms of Service and Privacy Policy. You will receive a confirmation email with your order details and a link to your account page.

Secure Checkout

Satisfaction Guarantee

Privacy Protection

If you finish the challenge and don't make anything out of it, we'll refund your money. Don't risk it, it's your money. 100% refund within 30 days.

## Upgrade Today!

- Special Offer Ends Soon -

**Was \$297**  
**Just \$97**

Starts Jan 31st @ 6PM EST

~ PLUS BONUSES ~

- 30 VIP Activation Values
- Live Q&A: Get Your Questions Answered
- Workshop: Create Your Own Plan To Help Carry & Structure Your Challenge Through
- Bonus: All 15 VIP ACCESS to the Event
- Bonus: 15 Challenges & 15 Live Q&A Sessions in 2021 - 15 Live Q&A Sessions & 15 Live Q&A Sessions
- Bonus: 15 Challenges & 15 Live Q&A Sessions in 2021 - 15 Live Q&A Sessions & 15 Live Q&A Sessions
- Bonus: 15 Challenges & 15 Live Q&A Sessions in 2021 - 15 Live Q&A Sessions & 15 Live Q&A Sessions

### Testimonial #2

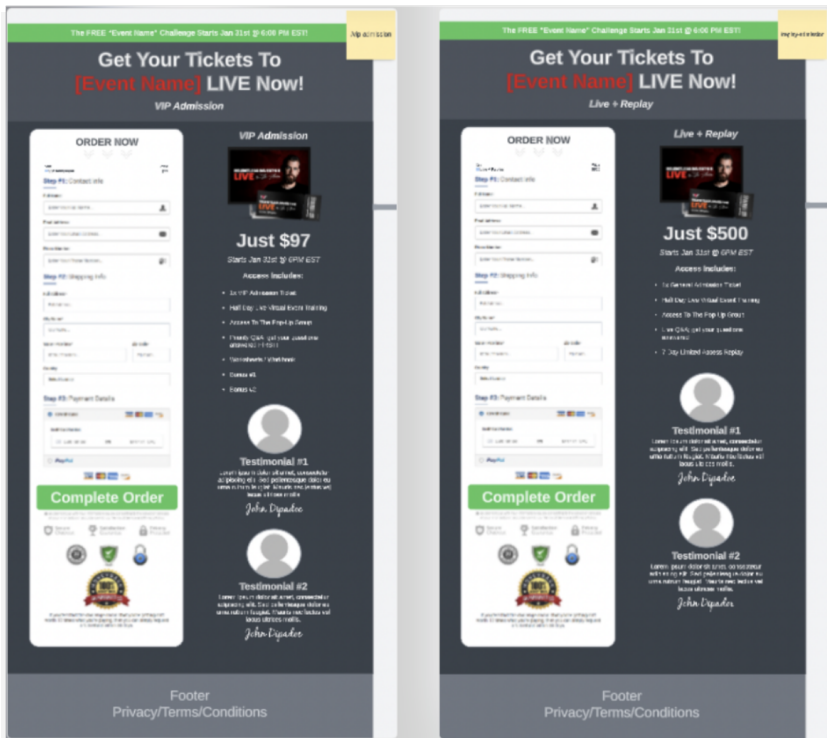
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque dolor ma urna nunc ligula. Mauris nec lectus vel lacus ultrices males.

John Doe

Join VIP Upgrade Offer: Click Here, Not If You're Not Ready To Join The Team. All Time Zone - Click Here To Join The Team. Click Here To Join The Team.

Footer  
Privacy/Terms/Conditions

## FUNNEL SECTION 03 - PAID



Section 03 includes the order form, a recap of what they're going to receive when they join, an additional testimonial, and finally, your footer with Privacy and Terms & Conditions.

For a Hybrid, you'll only have one step with the VIP Experience outlined for them at Checkout. For Paid, you'll have a step for each tier that someone can join at for the event that accurately reflects what they'll receive for the price they'll pay.

**\*\*NINJA HACK\*\*** - For each Challenge, we recommend providing a workbook for Challengers to follow along with day by day.

## 5-DAY CHALLENGE UNLOCKED

*When you deliver your workbook, you'll intentionally leave blanks throughout each day, forcing the challengers to pay attention and fill in the blanks; however, some people will want the answer key upfront.*

*SO... when someone goes to check out on the VIP Experience page, you'll offer an Order Bump granting them access to the fully filled-out workbook. We suggest a price of \$17 and found that 60% of people who take you up on the VIP add this Bump to their order.*

The screenshot shows a checkout page titled "PAYMENT". It features a table with columns "Item", "Quantity", and "Price". The table lists "VIP Experience" with a quantity of 1 and a price of \$97.00. Below the table, there is a yellow box with a green border containing the text "YES! I Want The Answer Key" and a checkbox. Below this box, there is a red heading "ONE TIME OFFER" followed by a paragraph of text: "We give you a comprehensive event workbook with Fill-In-The-Blanks; however, you have the chance right now to get the entire workbook with all the answers filled in just in case you miss anything."

Item	Quantity	Price
<input checked="" type="checkbox"/> VIP Experience	1	\$97.00

☐ YES! I Want The Answer Key

**ONE TIME OFFER** We give you a comprehensive event workbook with Fill-In-The-Blanks; however, you have the chance right now to get the entire workbook with all the answers filled in just in case you miss anything.

## **STEP 03: Registration Confirmation (No VIP & VIP Purchased)**

Step 03 confirms that their seat is locked in with important information on next steps and what to expect coming up. Assuming you offer VIP, you'll have two separate confirmation steps, one that confirms they've unlocked the VIP, and the other step suggesting that they enroll in the VIP Experience.

### **FUNNEL SECTION 01**



Section 01 congratulates them followed by a video of you personally congratulating and welcoming them into the event while explaining the next steps to take on the page below.

## 5-DAY CHALLENGE UNLOCKED

### FUNNEL SECTION 02

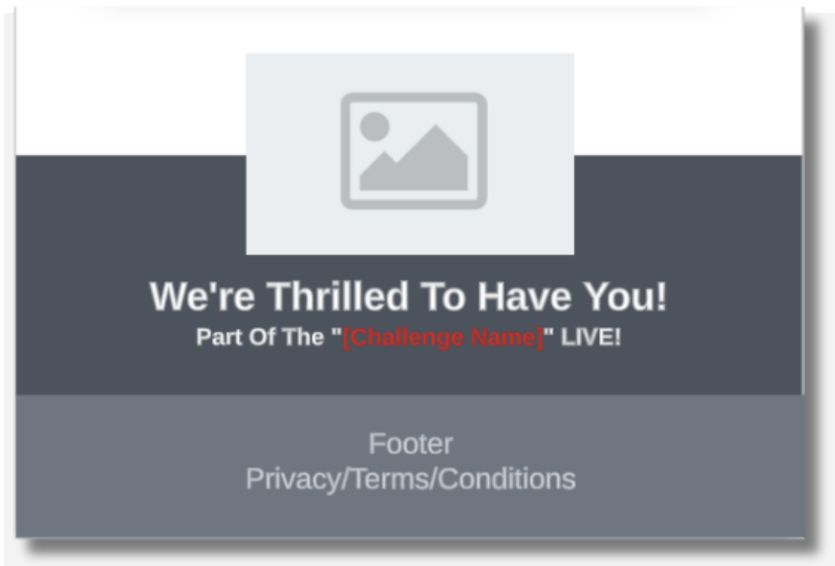


Section 02 will look slightly different on each step. If the Challenger enrolls in VIP, they'll be directed to a confirmation page confirming access to VIP at the top of the page after the video. If they don't purchase, they'll be offered to upgrade and enroll into VIP.

Both versions should include a link to join your Facebook group as well as being able to add it to their calendar.

**Note:** We've tried to use a shared Google Calendar event before but have repeatedly run into several issues, especially if the user tries adding it from their phone instead of a desktop. Instead, we suggest using a software called "Add Event" that makes sharing events super simple.

## FUNNEL SECTION 03




Section 03 is a final congratulations with your footer with Privacy and Terms & Conditions.

### **STEP 04: Email Whitelist Instructions**

Upon registration, the Challenger is asked to confirm their email address prior to being sent details about the event. When they click the link to confirm their email address, they're directed to a confirmation page with instructions on how to whitelist your emails, so they don't go to spam before, during, and after your event.

## 5-DAY CHALLENGE UNLOCKED

### FUNNEL SECTION 01




## CONGRATULATIONS GHL...


### YOUR EMAIL HAS BEEN ADDED TO OUR LIST

*Follow the directions below to whitelist our emails addresses and ensure you never miss an important email from us during this Challenge!*

**EMAIL 1:** me@mycompany.com

**EMAIL 2:** support@mycompany.com





#### EMAIL

**Step 1:** Open the email


**Step 2:** Click on the three dots at the top right-hand corner of the email

**Step 3:** Select "Add Stefan James to Contacts list"

You can also hover over the senders name and click "Add To Contacts".

**How to move senders to your Gmail Primary tab [VERY IMPORTANT]**

1. Drag the email from your Promotions tab to your Primary tab
2. When asked, "Do this for future messages?" select "Yes"




#### APPLE MAIL

**Step 1:** Open the email

**Step 2:** Click on sender's email address

**Step 3:** Click on "Add to Contacts list"



#### YAHOO MAIL

**Step 1:** Open the email

**Step 2:** Click on the sender's email address

**Step 3:** Click "..."

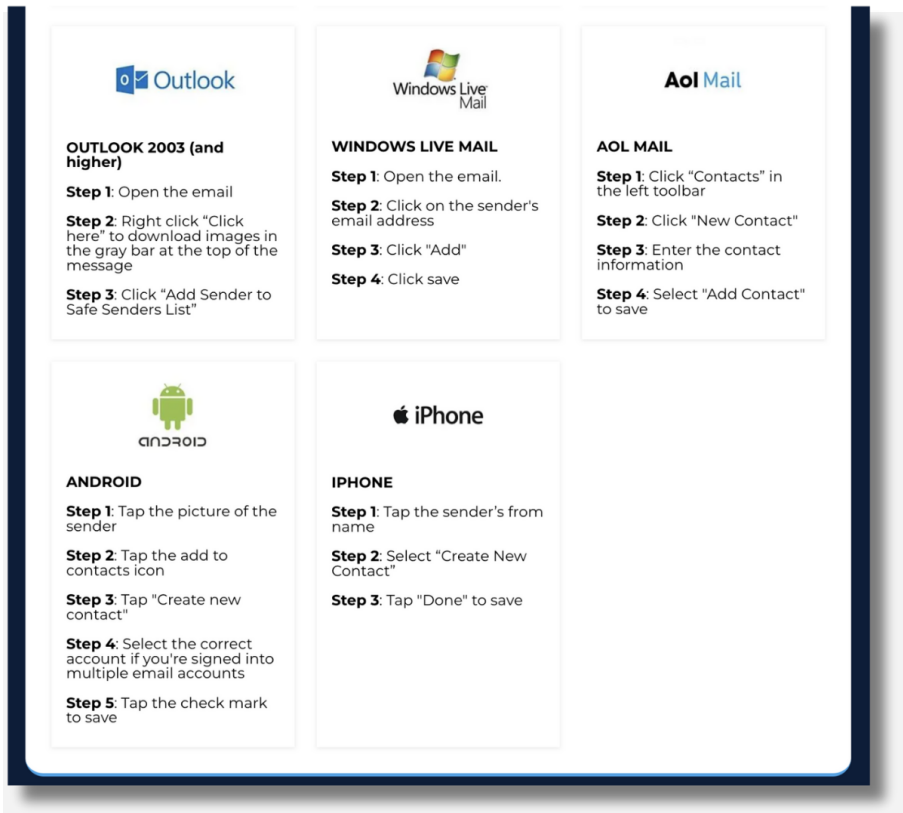
**Step 4:** Select "Add to contacts"

**Step 5:** Click save

Section 01 confirms their email has been added and that they should whitelist our emails moving forward. It then provides instructions on how to whitelist based on the email system they use.



## FUNNEL SECTION 02



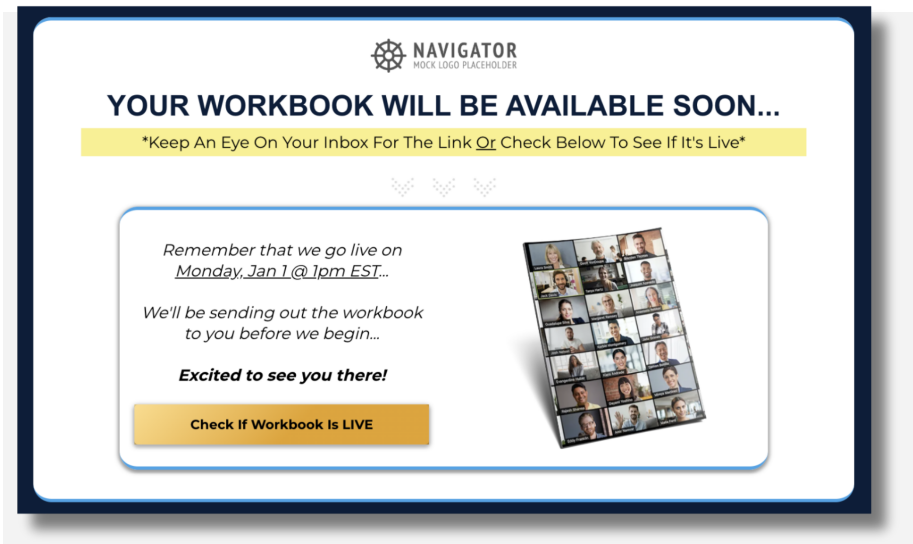
Section 02 lists the remaining most popular forms of email communication that most of your attendees use.

### **STEP 05: Event Workbook**

You want to begin promoting and marketing your event ASAP. With that, it's possible that your workbook might not be completed yet. The event workbook landing page is designed as a placeholder to inform that the workbook will be ready soon.

## 5-DAY CHALLENGE UNLOCKED

### FUNNEL SECTION 01



Section 01 starts with the title stating that the workbook will be on its way shortly. The body of the page reminds them of when the event will be starting.

Once your workbook is complete, be sure to redirect everyone from this page to the new link where your workbook can be found (i.e. - Google Drive, Dropbox, etc.)

### **STEP 06: Waiting List Thank You**

As people become aware of your events, it's possible that they may land on your registration page after your event is over.

We still want to be able to capture their information; however, the follow-up page should inform them that they're now on the

waiting list for the next time you host an event, rather than the original confirmation page.

## FUNNEL SECTION 01



Section 01 congratulates them for taking action and that they will receive an email letting them know when the next event goes live.


### **STEP 07: Soft Application**

Prior to your scheduled pitch on Day 04, you can offer for people to apply to work with you prior to sharing the breakdown of your offer but don't reveal any specific details.

It's a way to gauge the audience and identify warm prospects whom you'll want to keep an eye on. We call this a soft application.

## 5-DAY CHALLENGE UNLOCKED

### FUNNEL SECTION 01



NAVIGATOR  
WHERE LOGOS PLAY HONORABLE

**Complete The Application To See If You Qualify To Join Our**  
***Epic Challenge Accelerator...***

Name \*

Email \*

Phone: \*

Address \*

City \*

State \*

Postal code \*

What kind of business do you run, who do you serve, and how do you help them? \*

What is your current monthly revenue? \*

\$

How much would you like to make each month? \*

\$

If you are accepted to work with us, how would you contribute to this community? \*

YES! I'm ALL IN

Section 01 is super basic, just asking the Challenger to apply by answering a series of questions. You'll want these questions to be relevant to you and your business.

Sample questions include:

1. Name
2. Email
3. Phone
4. Address
5. What kind of business do you run, who do you serve, and how do you help them?
6. What is your current monthly revenue?
7. How much would you like to make each month?
8. If you are accepted to work with us, how would you contribute to this community?


Once answered, you'll want to drive them to Step 09 below allowing them to book a call with you and/or your team to discuss next steps.

### **STEP 08: Application (AKA - "Pick Me")**


Upon pitching your offer, you'll want to drive your Challengers to an Application page where they can review your offer and apply for your program.

5-DAY CHALLENGE UNLOCKED

FUNNEL SECTION 01



Complete The Application To See If You Qualify To Join Our  
*Epic Challenge Accelerator...*






Here's Everything You're Gonna Get:

- CURRICULUM:**  
30 Day Launch Program  
(\$5,997 Value)
- COACHING:**  
Weekly Q&A & Launch Coaching  
(\$5,997 Value)
- COMMUNITY:**  
Iconic Creators Community  
(PRICELESS Value)
- BONUS #01:**  
x6 Month Access To SmartMarketingH Software  
(\$182 Value)
- BONUS #02:**  
Challenge & Workshop Blueprints  
(\$5,997 Value)
- BONUS #03:**  
Funnel Prints Members Area  
(\$1,997 Value)

Fast-Action Bonuses:

**REMINDER:** You Must Apply Before Thursday At Midnight To Lock In These Fast-Action Bonuses!

- FAST-ACTION BONUS #01:**  
Done For You Challenge Setup  
(\$14,997 Value)
- FAST-ACTION BONUS #02:**  
1-on-1 x60 Minute Strategy Call With Austin & Brenden  
(\$4,997 Value)



Apply Now Before This Offer  
Disappears On Sunday

48

7

29


59

days

hours

minutes

seconds



# Step #1: Apply Below

Name \*

Email \*

Phone \*

Address \*

City \*

State \*

Postal code \*

What kind of business do you run, who do you serve, and how do you help them? \*

What is your current monthly revenue? \*

\$

How much would you like to make each month? \*

\$

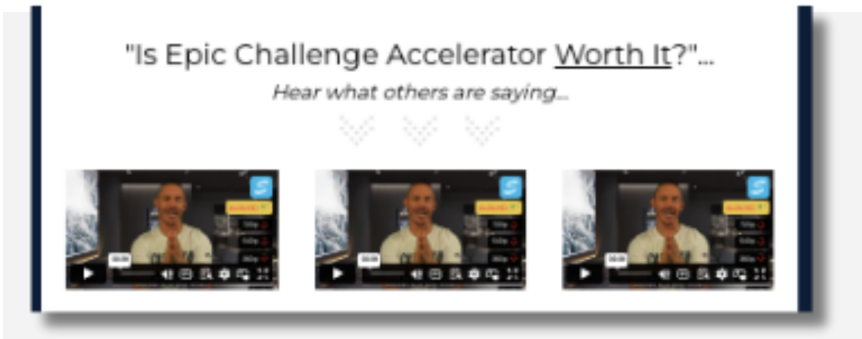
If you are accepted to work with us, how would you contribute to the community? \*

YES! I'm ALL IN

126

Section 01 is divided into two columns. The left column succinctly outlines everything the participants will receive, along with the corresponding value of each item. The right column includes the countdown timer, an image of your offer, and the application form itself.

## FUNNEL SECTION 02



Section 02 consists of social proof / testimonials from past clients.

## 5-DAY CHALLENGE UNLOCKED

### FUNNEL SECTION 03

#### What You're Gonna Get...



**CURRICULUM:**  
**30 Day Launch Program**  
**Expected Results...** Generate 10k in course sales using a challenge in the next 30 days...  
((\$9,997 Value))



**COACHING:**  
**Weekly Q&A & Launch Coaching**  
**Expected Results...** Jump on weekly zoom calls directly with Austin and his team to get all your strategic and tech questions answered...  
((\$5,997 Value))



**COMMUNITY:**  
**Iconic Creators Community**  
**Expected Results...** Be in the room with like-minded coaches, course creators, and experts who are disrupting their industry and selling their programs through SmartMarketingAI...  
(PRICELESS Value)



**BONUS #01:**  
**X6 Month Access To SmartMarketingAI Software**  
**Expected Results...** The BEST Software to Design A Course That Gets More Student Results And Make Selling Your Programs Effortless...  
((\$1,182 Value))



**BONUS #02:**  
**Challenge & Workshop Blueprints**  
**Expected Results...** You will get all the templates our agency uses to build out challenges and workshops for clients. This includes Funnel templates, email templates, video templates, ad swipe files, ect...  
((\$9,997 Value))



**BONUS #03:**  
**Funnel Prints Members Area**  
**Expected Results...** To sweeten the deal I will give access to my FunnelPrints Library. There are over 20x highly detailed 7 figure challenge blueprints for you to study, get inspiration and model for your enjoyment as well as many other types of funnels...  
((\$1,997 Value))



**FAST-ACTION BONUS #01:**  
**Done For You Challenge Setup**  
**Expected Results...** Our team will completely setup your challenge funnel from A to Z so you don't have to stress about the tech. Just show up and teach your content...  
((\$14,997 Value))



**FAST-ACTION BONUS #02:**  
**1-On-1 X60 Minute Strategy Call With Austin & Brendan**  
**Expected Results...** We will personally onboard you into your program, answer your questions, and make sure you are taking the right steps to have a successful launch...  
((\$4,997 Value))



Section 03 restates your offer with a deeper description and visual image to help bring your offer to life and increase the perceived value of your program.

## FUNNEL SECTION 04

**NAVIGATOR**  
PROF. INFO. PLANS/TOOLS

1366 X 1080  
WORKBOOK  
BOOK  
DVD

**Total Value: \$49,164**  
**Apply Now!**

**YES! I'm Ready To Go ALL IN...**  
Complete Your Application Now To See If You Qualify

**NAVIGATOR**  
PROF. INFO. PLANS/TOOLS

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Section 04 is a final call to action with an image of your entire program and CTA button including Terms and Conditions at the bottom.

## 5-DAY CHALLENGE UNLOCKED

### **STEP 09: Application Call (AKA - “Pick Me Calendar”)**

Upon submitting their application, the next step is to drive them to your calendar where they can schedule a time to discuss their application with either you or your team.

#### **FUNNEL SECTION 01**

**NAVIGATOR**  
NEXT STEP FUNNELS

**SCHEDULE YOUR APPLICATION CALL BELOW...**

**Continue**

**Apply Now!**

Congratulations on taking the next step! Let's find a time here to connect and go over further details of the program to see if working together is the right fit.

20 Mins

Tue, Nov 21, 2023

Select a Date & Time

GMT-05:00 America/New\_York (EST)

**November 2023**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

08:00 AM

08:30 AM

09:00 AM

09:30 AM

10:00 AM

10:30 AM

11:00 AM

11:30 AM

12:00 PM

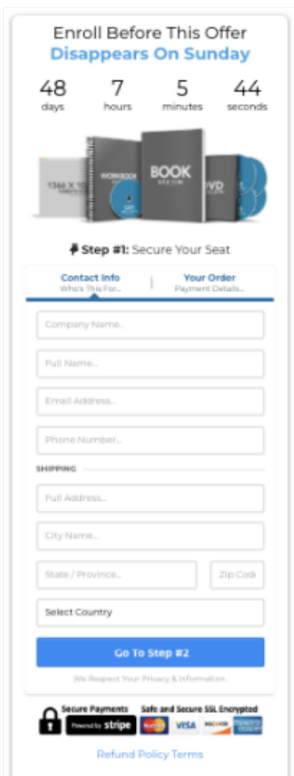
Section 01 is straightforward. Just embed your calendar and ensure that you have open availability. It's usually best to keep

your spots limited to a few days to increase the odds of them booking now while the energy is still high.

## **STEP 10: Offer Page (AKA - “No Brainer Offer”)**

Your Offer Page is nearly identical to the Pick Me Application page with only two minor differences. The application now becomes an order form in Section 01, and the price is displayed at the bottom of Section 04.

### **FUNNEL SECTION 01**



Enroll Before This Offer  
**Disappears On Sunday**

48 days 7 hours 5 minutes 44 seconds

1366 X 10" WORKBOOK BOOK 6.3 X 11 IN DVD

**Step #1: Secure Your Seat**

**Contact Info** | **Your Order**  
What's This For... Payment Details...

Company Name...

Full Name...

Email Address...

Phone Number...

**SHIPPING**

Full Address...

City Name...

State / Province... Zip Code

Select Country

**Go To Step #2**

We Respect Your Privacy & Information

**Secure Payments** | **Safe and Secure SSL Encrypted**

Powered by **Stripe** | **VISA** | **MasterCard** | **Discover** | **Amex**

[Refund Policy Terms](#)

### **FUNNEL SECTION 04**



**NAVIGATOR**  
WEEK LOGO PLACEHOLDER

1366 X 10" WORKBOOK BOOK 6.3 X 11 IN DVD

**Total Value: \$49,164**  
**Just \$500 Down**

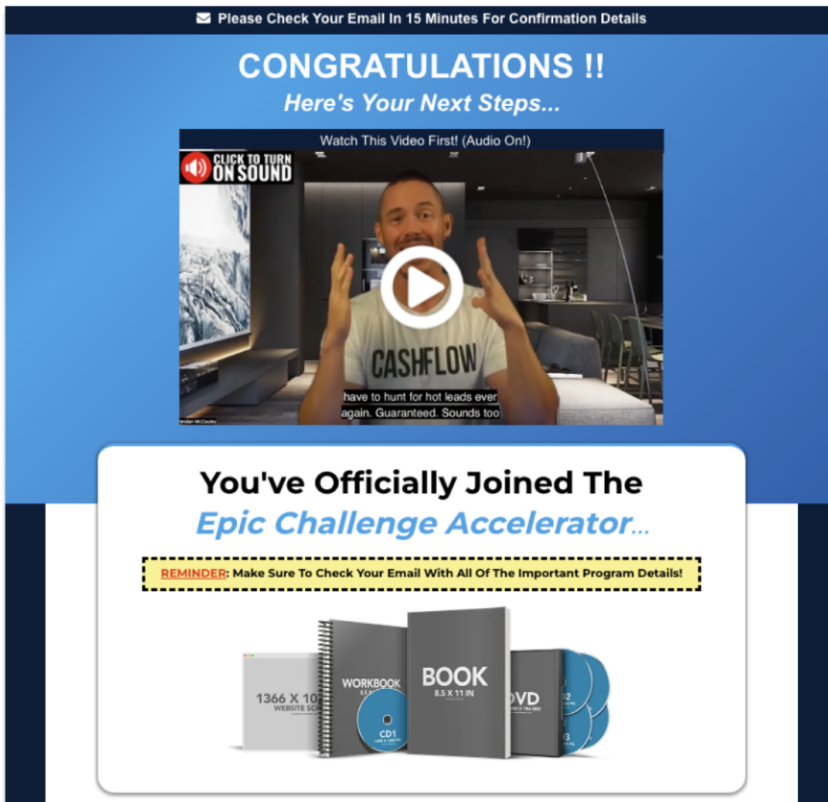
**YES! I'm Ready To Get Started**  
[Click Here To Complete Your Order](#)

## 5-DAY CHALLENGE UNLOCKED

### **STEP 11: Offer Purchase Confirmation (AKA - "Offer Thank You")**

Once someone purchases your offer, you'll want to congratulate them for taking massive action and explain next steps.

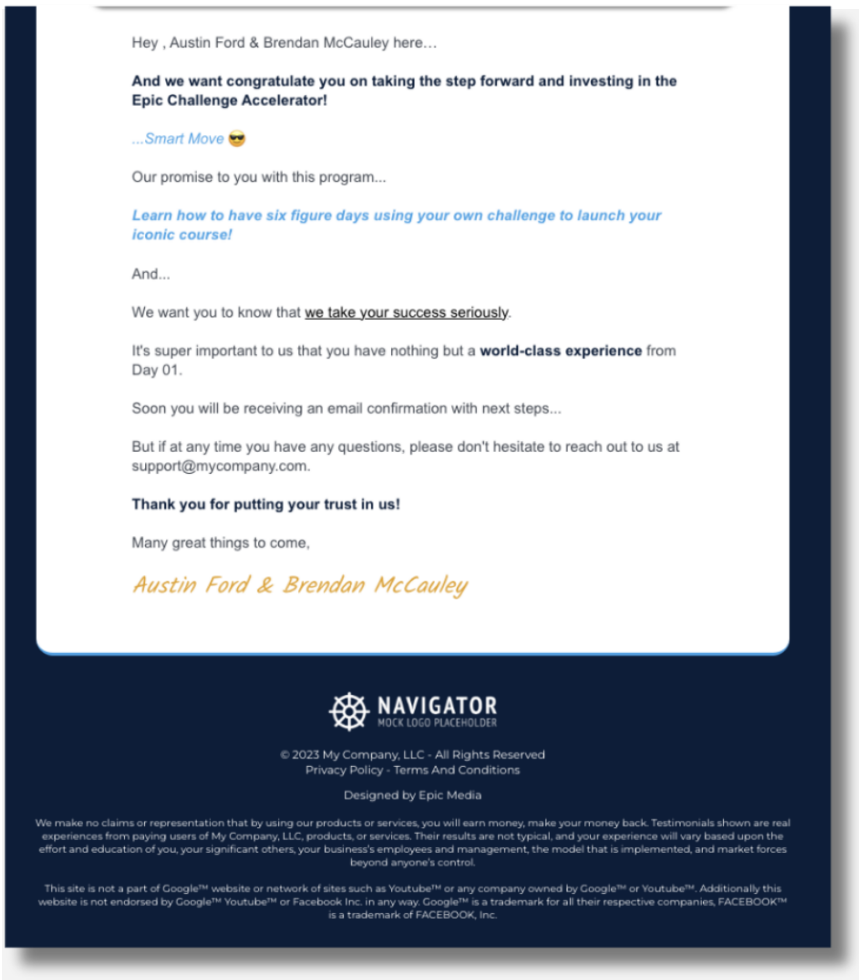
#### **FUNNEL SECTION 01**



Section 01 includes a Congratulations headline and a video sharing your excitement and expectations once someone purchases your offer.

Below the video, you'll remind them to check their email and include an image of what they just purchased.

## FUNNEL SECTION 02



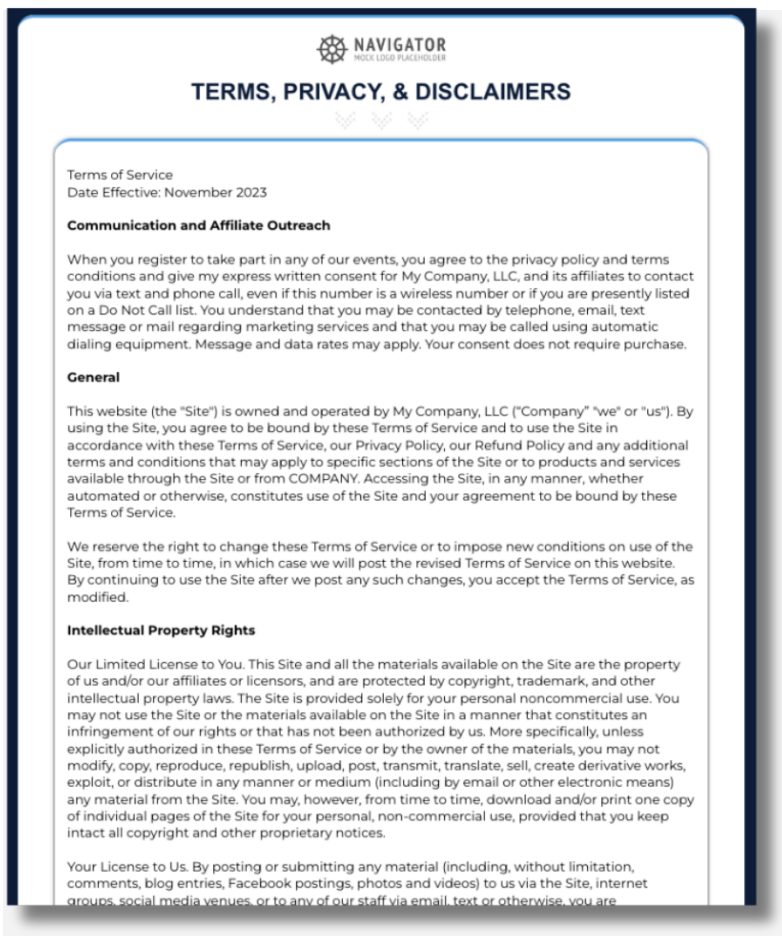
Section 02 is a quick thank you letter to them and instructions on how to reach out to support if they have any questions, followed by Terms & Conditions at the bottom.

## 5-DAY CHALLENGE UNLOCKED

### STEP 12: Terms, Privacy & Disclaimers

We suggest having a Terms & Conditions section when selling anything online. It's best that you speak to your own legal advisor on this section to make sure you've covered all the relevant areas and are fully protected.

#### FUNNEL SECTION 01



## **STEP 13: Event Pre-Call**

Upon registering for your Challenge, you can offer an Event Pre-Call. The idea here is to further introduce yourself, understand what the individual is looking to accomplish, and ensure they get the most out of this event.

While it's great feedback for you to know where people need the most help, these calls can often lead to upfront sales as well.

### **FUNNEL SECTION 01**

The screenshot shows a web form titled "NAVIGATOR SCHEDULE YOUR PRE-EVENT CALL BELOW...". The form is titled "Event Pre Call" and includes a "Continue" button in the top right corner. The text below the title reads: "Let's find a time to connect before the upcoming 5-Day Challenge so we can strategize and help you get the most from the event!". Below this, there are two checkboxes: "20 Mins" (checked) and "Tue, Nov 21, 2023" (checked). The "Select a Date & Time" section shows a dropdown menu set to "GMT-05:00 America/New\_York (EST)". Below the dropdown is a calendar for November 2023, with the 21st highlighted. To the right of the calendar is a vertical list of time slots from 08:00 AM to 12:00 PM, with the 09:30 AM slot selected.

NAVIGATOR  
ROCK LOGO PLACEHOLDER

**SCHEDULE YOUR PRE-EVENT CALL BELOW...**

Continue

**Event Pre Call**

Let's find a time to connect before the upcoming 5-Day Challenge so we can strategize and help you get the most from the event!

☒ 20 Mins

☒ Tue, Nov 21, 2023

Select a Date & Time

GMT-05:00 America/New\_York (EST)

November 2023

Sun Mon Tue Wed Thu Fri Sat

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

08:00 AM  
08:30 AM  
09:00 AM  
09:30 AM  
10:00 AM  
10:30 AM  
11:00 AM  
11:30 AM  
12:00 PM

## 5-DAY CHALLENGE UNLOCKED

Section 01 is a simple embed of your calendar and makes sure that you have open availability. Just like the Application call, it's typically best to keep your spots limited to a few days to increase the odds of them booking now while the energy is still high.

### **STEP 14: VIP Delivered (No Order Bump)**

For customers who opt for the VIP package, you'll want them to be able to easily access the VIP materials. Upon purchase, customers will receive an email containing a link to this page, granting them access to the VIP materials.

### **FUNNEL SECTION 01**





Section 01 includes all VIP assets that are included in the VIP Experience.

## **STEP 15: VIP Delivered (PLUS Order Bump)**

The only difference for this step is that it now includes access to the Order Bump if someone purchases it when they Check Out during VIP.

### **FUNNEL SECTION 01**

**CONGRATS**  
**YOU'VE UNLOCKED THE VIP EXPERIENCE:**  
*PLUS... The Challenge Workbook Answer Key!*



- ✓ **Add the VIP Session To Your Calendar**  
>> <https://www.addevent.com/event/Pk18234503>
- ✓ **Access the VIP Zoom Session**  
>> <https://zoom.us/j/93979841975> - (ID: 93979841975)
- ✓ **x5 Additional Breakthrough Sessions**  
>> Gain access during VIP training
- ✓ **x3 Industry Expert Interviews**  
>> Gain access during VIP training
- ✓ **Additional VIP Bonus Training**  
>> <https://www.Dropbox.com/SharedFolderExampleLink>
- ✓ **Entire Email Swipe File**  
>> <https://docs.google.com/document/example>
- ✓ **Financial Freedom Calculator**  
>> <https://docs.google.com/spreadsheets/example>

>> **PLUS... YOU'VE GAINED ACCESS TO:**

- ✓ **Challenge Workbook Answer Key**  
>> <https://www.Example.com/Bump-Download>

Have Questions?  
Contact Support - [support@mycompany.com](mailto:support@mycompany.com)

## 5-DAY CHALLENGE UNLOCKED

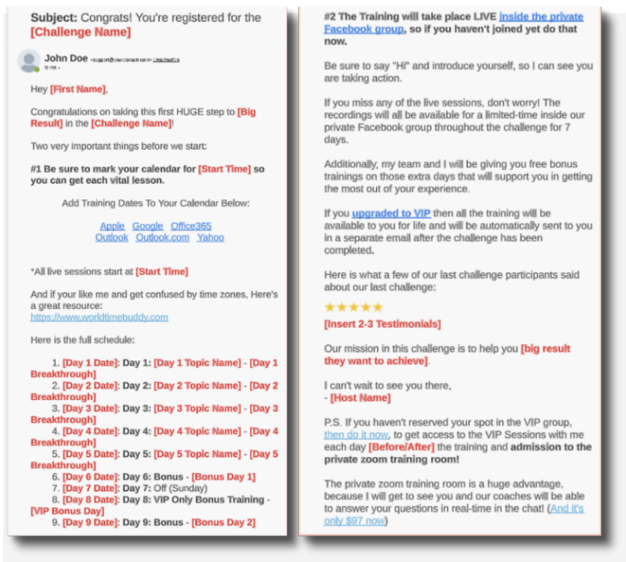
Section 01 includes all assets in the VIP Experience plus the Order Bump.

The Funnel Build is now complete" for clarity.

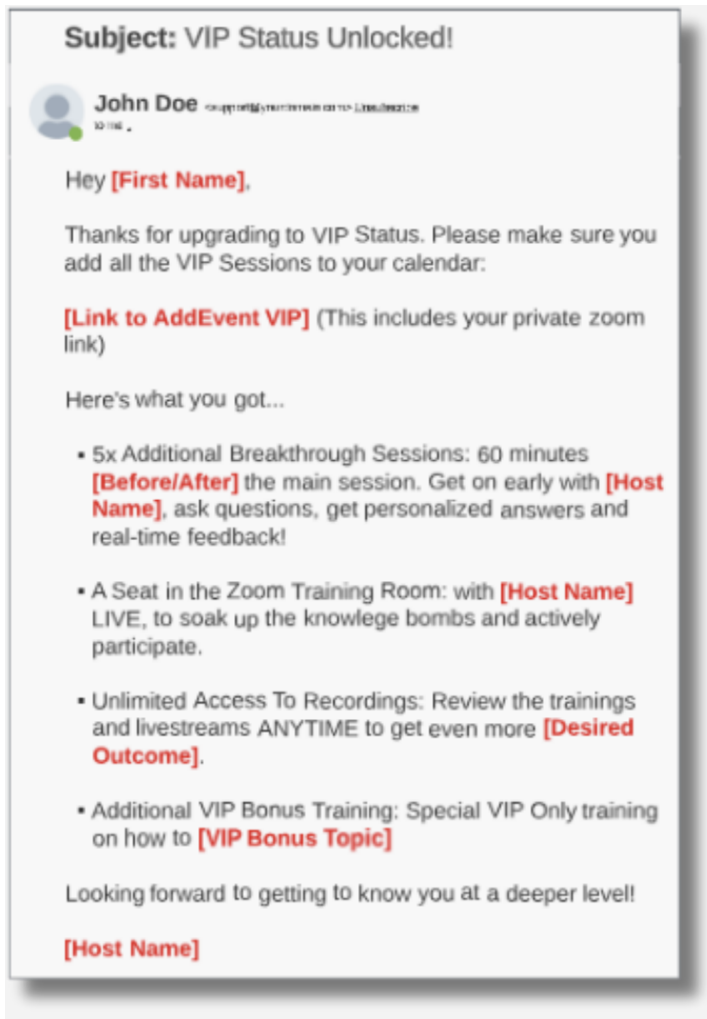
### PHASE 3: Onboarding

Upon registering for your event, you'll want to ensure that the new Challenger receives everything they need so they're prepared for Day 01.

First, an automated email (and text) should be sent to the individual congratulating them and restating the actions you want them to take, including joining the FB group, adding the event to their calendar, a quick recap of the training that's coming up, an invite to join VIP if they haven't done so already, and some testimonials for additional social proof.



Second, for those who register for VIP, they should receive a separate email (and text) confirming their purchase, a link to add the event to their calendar, and a recap of what they've received access to with links.



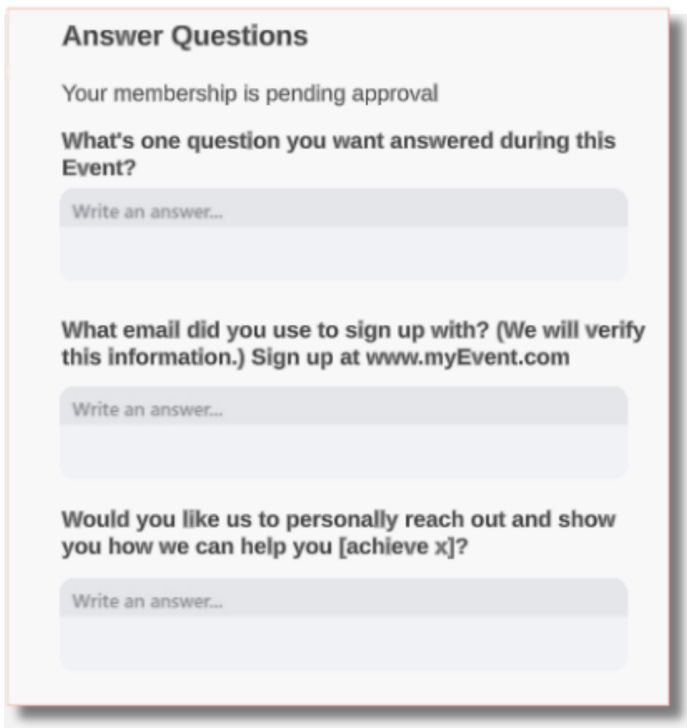
As you get closer to your event, you'll want to send an email each day leading up to Day 01 at least 5 days in advance.

## 5-DAY CHALLENGE UNLOCKED

These emails should act as a reminder of the event coming up, that they should join VIP if they haven't done so already, touch base on the exciting new things they'll learn and transformation they'll have, and some case studies or testimonials for social proof.

Third, you'll want to ensure that your FB Group is set up appropriately.

When a new Challenger joins, you'll want to make sure you have the 3 Membership Approval questions set up as well as a Welcome post to greet your new members.



**Answer Questions**

Your membership is pending approval

**What's one question you want answered during this Event?**

Write an answer...

**What email did you use to sign up with? (We will verify this information.) Sign up at [www.myEvent.com](http://www.myEvent.com)**

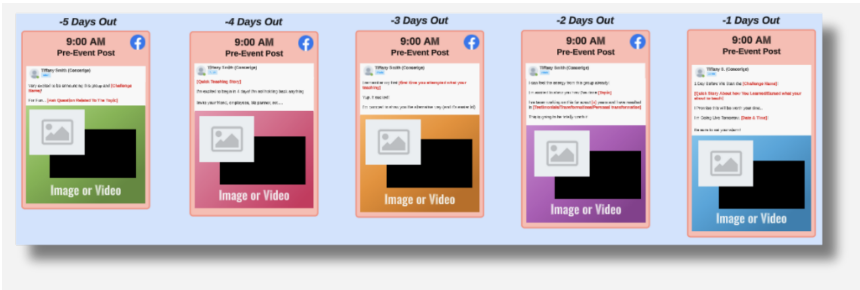
Write an answer...

**Would you like us to personally reach out and show you how we can help you [achieve x]?**

Write an answer...

Fourth, you'll want to have a series of engagement posts set up to drip and go out over the 5 days prior to your event starting.

This is a great place to ask engaging questions and add excitement around what they're about to learn.



## **PHASE 4: Content**

We get this question all the time... 'What do I teach over the 5 days and how do I keep people engaged?'

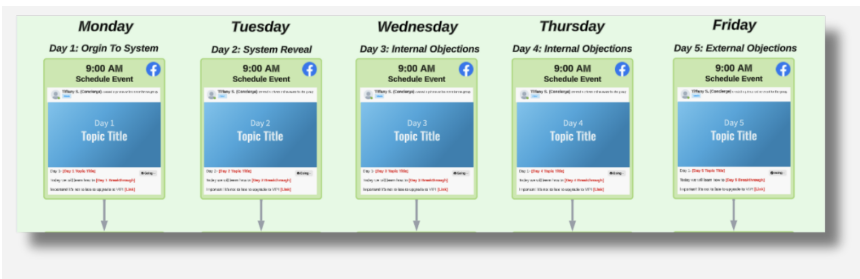
Great question! Let's break it down into two parts.

In this section, we'll break down the first part of how the entire week should flow.

In Chapter 10, we'll go over the breakdown of the event on a per-day basis, so you know how best to utilize the one to two hours with the audience.

## **Event Structure Overview**

## 5-DAY CHALLENGE UNLOCKED



Each day of the event will start off with a FB post first thing in the morning which includes the title of the day's topic and a reminder to join VIP.



We'll then want to send an email reminder 2 hours before the event, reminding them to join, along with a quick breakdown of what they'll be learning.



Then you'll have a Facebook post also go out in the group reminding them of the event coming up in 2 hours.



About 15 minutes before going live, depending on whether and how you choose to hold a VIP session, you'll send the email to those who purchased VIP reminding them that you're about to start.

VIPs might join the Zoom, which general admission only gets access to through the Facebook group

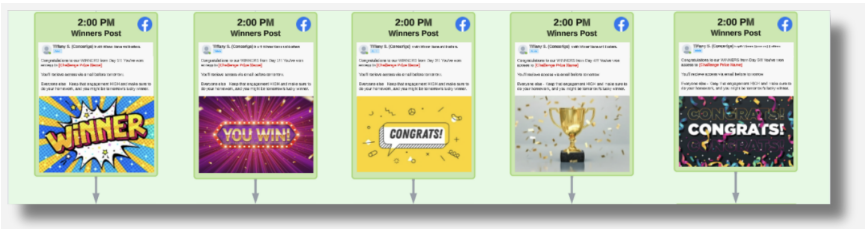


Additionally, you'll want to send an email and text to general admission 15 minutes prior to going live, reminding them to hop on.

5-DAY CHALLENGE UNLOCKED



It's GO-LIVE time! You'll host your Main Session for roughly an hour. We'll break down this Main Session and VIP Experience here shortly.



We suggest that you gamify your event and present prizes for those who show up and take action throughout the event. You can then announce the winners on FB to congratulate them and provide recognition in the group.





Following the day's events, you'll want to send a follow-up email recapping what they learned and reminding them what the homework is for that day.

## **PHASE 5: Ascension**

I love Jim Rohn's quote: "The Fortune Is In The Follow-Up." This phrase is a golden rule in the world of challenges and sales.

As Michelle Terpstra said in our interview, *"You must continue engaging with prospects even after the challenge ends to maximize conversion opportunities!"*

Let's face it, even the most dynamic Challenge can fall flat without a solid follow-up strategy. It's like running a marathon and stopping just before the finish line.

### **Why Follow-Up is Crucial**

Post-event energy is at its peak. Your participants have just spent five transformative days with you, filled with learning and surrounded by like-minded individuals. They're primed and ready. It's your moment to guide them across the finish line and into your programs.

However, not everyone will jump at your first offer. And that's okay. The key is persistence and strategy. Aim for at least a 20% conversion into your offer (more on the selling strategy in Chapter 10).

## 5-DAY CHALLENGE UNLOCKED

### **Consider these eye-opening stats**

- 80% of sales happen after five follow-ups. That's right, FIVE.
- Many salespeople give up too early. Only 8% of salespeople make more than four follow-up attempts.
- Persistence pays off. Most sales are closed after the prospect initially says 'no' multiple times.

### **Post-Challenge Ascension Plan**

Your follow-up sequence is a finely tuned machine. One or two emails won't cut it. You need a barrage of reminders, social proof, and a recap of your offer.

Here's a typical breakdown of follow-up touchpoints, post-Challenge:

### **Saturday & Sunday Post-Challenge**

**9 AM:** Email and SMS blast.

**2 PM:** Second round of email and SMS.

**6 PM:** Third round of email and SMS.

**11 PM** (Sunday only): Final email reminder.

This cadence creates a sense of urgency and keeps your offer top-of-mind.

## **Tailoring Your Email Sequences**

Depending on your offer, your email sequences might vary:

**High-Ticket Offers (Application required):** This sequence focuses on the value and exclusivity of your offer, encouraging prospects to apply.

**Lower-Ticket Offers (Direct to Sales Page):** Here, the emphasis is on the ease of purchase and the immediate benefits of your offer.

Both sequences follow the same timing structure, ensuring multiple opportunities for engagement before the offer expires.

Remember, it's not just about reminding them that time is running out; it's about reigniting their excitement, reinforcing the value, and gently nudging them towards making a decision. With a solid follow-up strategy in place, you're not just closing sales; you're building lasting relationships and trust.

Below is a sample of the first email that goes out Saturday morning:



## 5-DAY CHALLENGE UNLOCKED

Congrats Brendan!

Can you believe it!?!

We've already made it through the Challenge...

We just wanted to take a moment and congratulate YOU on a job well done.

**Getting through this Challenge is something you should be proud of.**

We hope you had a chance to watch it live (or hopefully you're at least watching the replays before they're taken down)...

If so, over the past few days you've learned how to launch your first (or next) 6-figure virtual event. 🔥

**BUT...**

**What you experienced was only the BEGINNING of the 5-Step Framework we created...**

**AND...**

The truth is we've only just begun Brendan!...

We have numbers of graduates and *dozens of people (we didn't know) ASKING how they can work with us moving forward* (ha, so awesome and honored).

**This event was just the 'tip of the iceberg'...**

We're already seeing a bunch of new people applying to join our Epic Challenge Accelerator!

A HUGE Congrats to those who've already gone ALL IN, we're excited to support you!

Brendan, if you're ready for a major shift in your online business, then the Epic Challenge Accelerator is exactly what you need to help you get there.

*Time is of the essence to get in on this...*

If you don't want to get left behind, click on the link below, and let's get started.

> > LET'S DO THIS! < <

Cheers to your success,

Brendan

## 5-DAY CHALLENGE UNLOCKED

*P.S. Here's a recap of everything you get when you join the Epic Challenge Accelerator before Sunday (Jan 7) at Midnight.*

- **31-Day Launch Program** - *Generate 10k in course sales using a challenge in the next 30 days.*
- **Weekly Q&A & Launch Coaching** - *Jump on weekly Zoom calls directly with Austin and his team to get all your strategic and tech questions answered!*
- **Epic Challenge Community** - *Be in the room with like-minded coaches, course creators, and experts who are disrupting their industry and selling their programs through virtual events.*
- **BONUS #1: x6 Month Access To Challenge Launch Software** - *The BEST Software to Design A Course That Gets More Student Results And Makes Selling Your Programs Effortless!*
- **BONUS #2: Challenge & Workshop Blueprints** - *You will get all the templates our agency uses to build out challenges and workshops for clients. This includes funnel templates, email templates, video templates, ad swipe files, etc.*

- **BONUS #3: Funnel Prints Members Area** - *To sweeten the deal I will give access to my FunnelPrints Library. There are over 20 highly detailed 7-figure challenge blueprints for you to study, get inspiration and model for your enjoyment as well as many other types of funnels.*
- **FAST ACTION BONUS #1: Done For You Challenge Setup** - *Our team will completely setup your challenge funnel from A to Z, so you don't have to stress about the tech. Just show up and teach your content!*
- **FAST ACTION BONUS #2: 1-on-1 60-Minute Strategy Call With Brendan** - *We will personally onboard you into their program, answer your questions, and make sure you are taking the right steps to have a successful launch.*

Ready to Get Started? >> [Click here to APPLY NOW!](#)

In addition to the follow-up emails and texts, you can consider adding additional days to your event.

For example, you could add a Saturday where you do an Interview with a special guest and additional Q&A, a Bonus

## 5-DAY CHALLENGE UNLOCKED

training the following Monday, and one last Q&A / Final Cart Close on Tuesday.

For the sake of getting your event launched, just keep it simple and do 5 days for now, but you may want to consider adding more days to your Challenge down the line.

Next, let's talk about how to fill your Challenge...

### **Key Chapter Takeaways**

- ★ **Five Essential Phases for a Successful Challenge:**  
Creating a successful Challenge involves five critical phases: Traffic, Funnel, Onboarding, Content, and Ascension. Each phase plays a pivotal role in turning your Challenge into a transformative and profitable event.
- ★ **The Importance of a Well-Built and Organized System:**  
A carefully structured and organized Challenge system is key to ensuring no participant slips through the cracks. Meticulous organization is crucial for maximizing conversions and delivering a seamless experience to every participant.
- ★ **There's an easier way to launch your Challenge by leveraging the Software we've built, allowing you to dramatically reduce the time it takes to build your**



Brendan McCauley

Challenge and focus your efforts and attention on revenue-producing activities. Reach out to our team so they can get you set up with a free 30-Day trial.



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

## Chapter 8:

# **FILL: How To Drive Your Ideal Client To Your Challenge**

I'll preface this chapter by sharing two books dedicated solely to lead generation which I highly recommend you read in addition to this one.

1. \$100M Leads by Alex Hormozi
2. Traffic Secrets by Russell Brunson

With that, I'm going to cover 3 main ways that you can fill your Challenge; Organically, OPA (Other People's Audiences), and Paid Ads.

### **ORGANICALLY**

This is all about leveraging your existing networks and online presence. Imagine your online event as a lemonade stand. When friends tell friends about your event, just like they would about a

cool lemonade stand in the neighborhood, that's organic traffic. It's about people naturally finding and getting excited about your event through word-of-mouth, social media shares, or online searches.

Key methods to boost organic traffic include:

**Method 1 - Social Media Engagement:** Create engaging, shareable posts. Offer sneak peeks and behind-the-scenes glimpses to build a connection. Your aim is to make your event the talk of the town.

Consider the following:

- 1. Create Exciting Posts:** Start by creating posts on your social media platforms that generate excitement about your upcoming virtual event. Use eye-catching graphics, engaging captions, and maybe even a countdown to build anticipation. Think of it like making a cool invitation to a party!
- 2. Share Behind-the-Scenes:** People love to see what happens behind the scenes. Share sneak peeks of your event preparations. It could be a snapshot of your event planning process, a quick video of you setting up, or even a funny moment during the preparation. This builds a connection with your audience, just like inviting them into your event planning world.
- 3. Ask for Input:** Get your audience involved by asking for their input. It could be something like, "Help us choose the theme for our event!" or "What topics would you like us to cover?" When people feel they have a say, it's like making

## 5-DAY CHALLENGE UNLOCKED

them a part of the event planning, and they're more likely to be interested.

4. **Tease the Content:** Give a taste of what's coming up in your virtual event. Share intriguing snippets or highlights of what participants can expect. It's like sharing a teaser for an exciting movie. Make them curious and eager to join your event to discover more.
5. **Leverage Stories and Live Videos:** Use the Stories feature or go live on platforms that support it. This creates a sense of immediacy, like telling your friends about something happening right now. Share quick updates, reminders, or even snippets of your event preparations. It's a great way to keep your audience engaged.
6. **Create an Event:** Platforms like Facebook and LinkedIn allow you to create and promote upcoming events and tag your friends and followers. This is a great way to get the word out about your upcoming Challenge.

Remember, the key is to make your audience feel involved and excited about your virtual event, just like they're looking forward to a fun gathering. It's about creating a buzz organically, without relying on paid advertising, by building a genuine connection with your audience.

Additionally, it's got to be worth someone's time to attend. Consider what you can bring to the table that would make people carve out time from their busy schedules.

In my interview with Jonathan Montoya, he said *"To enhance the challenge's value, I incorporated multiple relevant upsells, such as*

*interviews, traffic generation methods, and a white-label option for participants."*

**Method 2 - Leveraging Your Email List:** If you have an email list, now's the time to use it. Treat each subscriber as a potential event attendee and nurture them with exciting content about your upcoming Challenge.

If you've been in the internet marketing space for even a short time, you've probably heard the saying "The money is in the list!"... and it's true!

Your list is the traffic you "own" according to Russell Brunson.

Now if you don't have a list, don't worry, we'll cover that in the next section... but when you own your own traffic (i.e. - your list), you have the ability to nurture a relationship with them, provide value, and make offers.

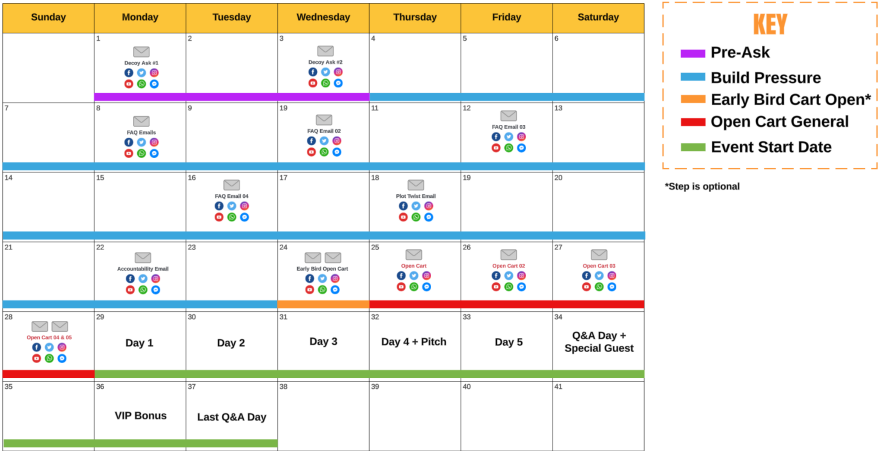
There's a rough average that states each email you have on your list should equal one dollar in revenue per month. For example, if you have a list of 5,000, that should be the equivalent of \$5,000 that can be made by leveraging your list the right way.

That alone should entice you to want to grow your list month after month!

When I spoke with Austin, he shared that he uses what's called an email strategy called an "Ask Campaign" which works incredibly well, and we'll share it with you here.

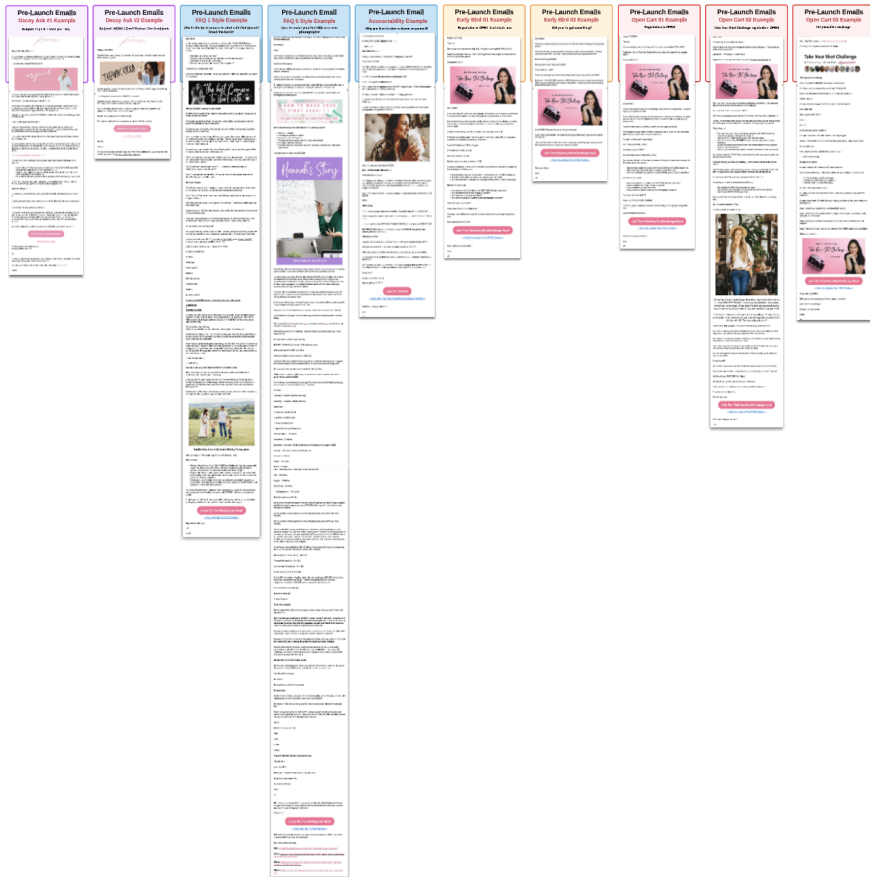
5-DAY CHALLENGE UNLOCKED

Below is the ASK Campaign framework which is designed to be launched 4 weeks prior to the start of your event and is made up of 4 Phases. This campaign is an ideal way to share your upcoming event with your email list for the first time.



Let’s breakdown the Ask Campaign that Austin helped set up for Jordan’s launch as a real-world example:

## Brendan McCauley



### PHASE ONE - Decoy Ask Campaign

A Decoy Ask Campaign is designed to build anticipation, excitement, and let the audience know something is coming that will change their life.

The intention here is to figure out "how can I serve them better" while helping the audience feel like they're involved.

## 5-DAY CHALLENGE UNLOCKED

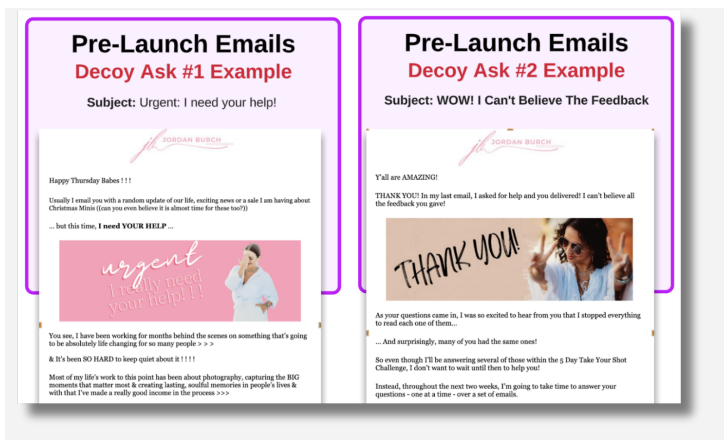
Their responses to your ask campaign provides ammunition for the sales page and all the upcoming content needing to be created for the Challenge.

Additionally, you'll use this campaign to build pressure while providing valuable content. The goal is to take people's questions and turn them into follow-up emails, videos, and social media posts.

Naturally, as people submit their questions and feedback, a CTA (call-to-action) will be offered for them to either "Join The Waiting List" or "Join The Free/Hybrid Challenge".

Then, you'll provide an Open Cart for people to enroll into your event backed with urgency, direct CTA emails, scarcity, and logical reasons why they need to join now.

Below are the first two pre-launch emails that will go out to your audience.





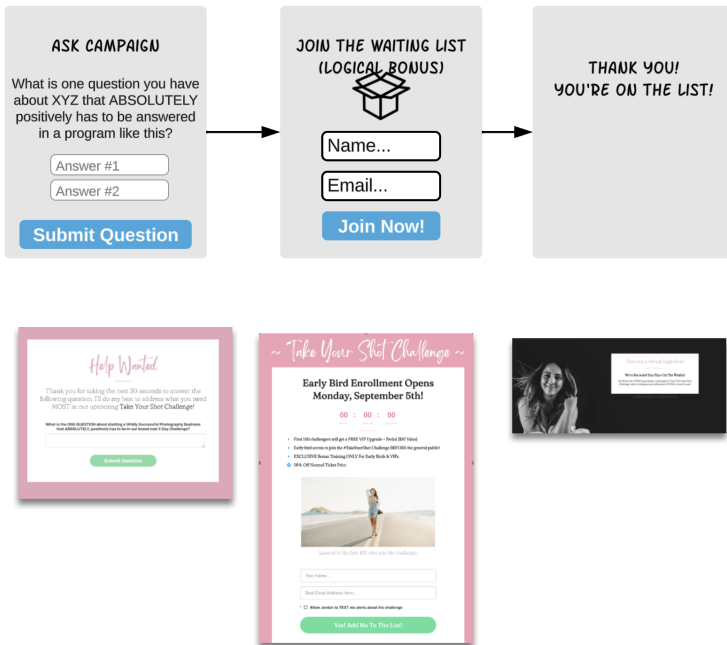
Email 1 - Subject: "Urgent: I need your help!"

The structure of this email is as follows:

1. Here you want to create a story.
  - Share that you've been building something exciting (Hinting towards your Challenge).
  - Up until now, you've been serving people at the highest level, BUT...
  - You ran into a problem (You realized there was a way to help even more [INSERT AVATAR] achieve [INSERT DESIRED RESULT].)
  - So, you found a solution (Created a 5-Day Challenge).
    - Include x3 major takeaways they'll experience from the event.
  - Introduce worry / fear / reluctance that you won't answer their most burning question and need their help.
  - Provide a CTA (Call To Action).
    - Request for them to complete a survey answering one question.
  - Drive them to a landing page.
    - Put "Help Wanted" on the top and just request for them to insert a single question.  
\*Do Not ask for their email address here.
  - The Next Step offers for them to join the "Early Bird" Waiting List for when the event opens.

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# ASK FUNNEL



Two days later, you'll send the next email.

Email 2 - Subject: "WOW! I Can't Believe The Feedback"

The structure of this email is as follows:

- Build a lot of excitement.
- This sets up for the next couple of emails to be value-based ("FAQ emails") answering the questions they had.
- Each email links back to the previous email.
  - To be placed in the footer of the email being sent as shown in the snapshot below.

**Jump On The Waiting List Now!**

[< Yes! Add Me To The Waitlist >](#)

**PPS:** Also have you checked out my other emails answering the MOST important questions before we start the challenge?

If not check them out here:

**FAQ 1:** [What's The Best Camera To Start With That WONT Break The Bank?](#)

**FAQ 2:** [How do I get my first HIGH PAYING photography clients, even if I don't have any experience whatsoever?](#)

**FAQ 3:** [What if everyone else in my area is already doing photography? How do I stand out from the competition...](#)

**FAQ 4:** [What's the BEST software to use as a photographer when your just starting out?](#)

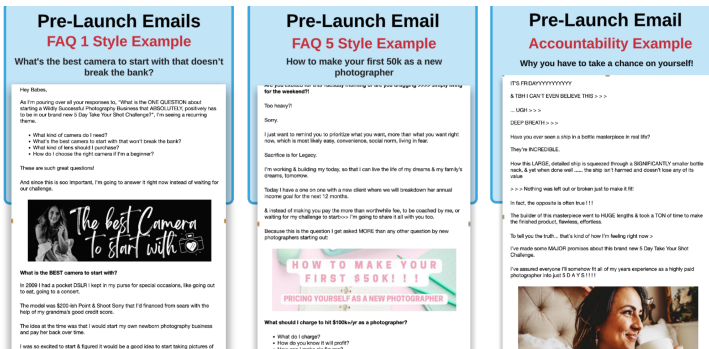
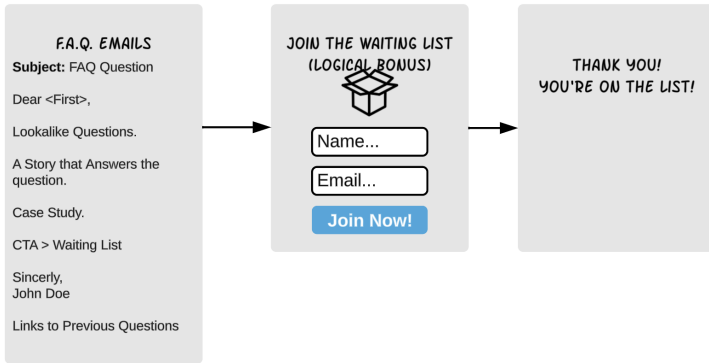
## **PHASE TWO - FAQ Campaign**

Once you've received responses from your audience, you'll now want to categorize the questions and break them into chunks: 5-6 people talking about this, 7-10 people talking about that, etc.

These questions are bucketed to use during the pressure launch and as copy on the landing page.

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# FAQ EMAILS



Your next 4 to 6 emails will go out over the next two and a half weeks. Each email should address one of the 6 major questions that most people asked.

It's important for these emails to bring people up to speed, recap previous emails that have been sent, share the excitement, create engagement, and encourage them to join the waiting list.

The Email Structure will look like this:

- Dear name...
- Lookalike Questions
- Story that answers the question
- Case Study
- "CTA" > Join the Waiting List
- Sincerely, your name
- Link to previous email

## **PHASE THREE - Early Bird Campaign**



Your Early Bird campaign consists of two emails that will go out, one in the morning, one in the afternoon.

The intention is to share that the doors are opened Early and those receiving these emails have the ability to grab tickets at a

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discounted price before doors open to the general public and prices go up.

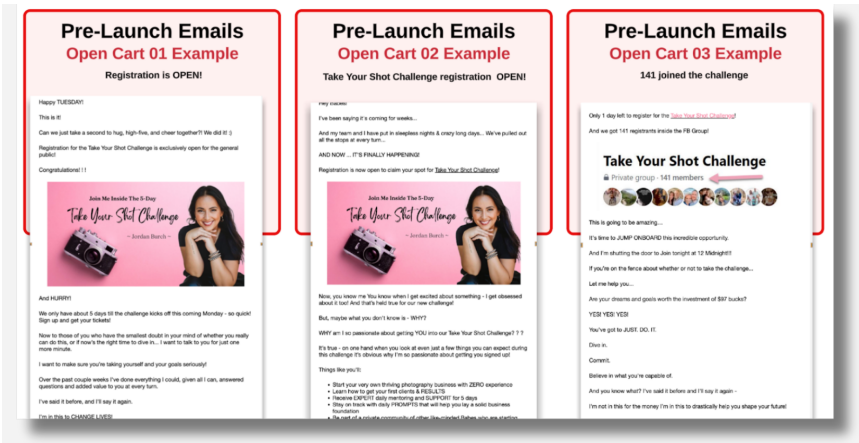
### **PHASE FOUR - OpenCart Campaign**

Your OpenCart campaign is the last series of 4-5 emails that will go out leading up to the first day of your Challenge.

If you had built a waiting list... you're now updating them that the Cart is Open - go join the Challenge now!

Additionally, you want to include perks for those who hop in. For example, the first 100 Challengers will get a FREE VIP Upgrade.





## OPA (Other People's Audience)

This is by far one of my favorite ways to fill your event.

In the world of marketing, leveraging OPA, or Other People's Audiences, is a powerful strategy that involves tapping into existing audiences cultivated by individuals or entities related to your niche or industry.

It's like getting invited to a party where you can meet friends of friends and is all about collaborating with influencers or partners who have an audience that aligns with your target demographic.

The concept is rooted in collaboration and mutual benefit, allowing you to expand your reach and influence. Let's explain the benefits of OPA and how it works...

### **Benefit #1 - Extended Reach:**

OPA allows you to tap into audiences that you might not reach through traditional marketing efforts. Leveraging an established audience can significantly expand your brand's visibility.

### **Benefit #2 - Credibility Transfer:**

When you collaborate with someone already trusted by their audience, some of that trust is transferred to your brand. It's a powerful way to build credibility and authenticity.

### **Benefit #3 - Cost-Efficiency:**

Compared to some traditional advertising methods, leveraging OPA can be cost-effective. Instead of spending on ads to reach a new audience, you're tapping into an existing one through collaboration.

### **Benefit #4 - Audience Alignment:**

By choosing partners whose audiences align with your target demographic, you ensure that your message resonates with those who are more likely to be interested in your products or services.

### **Benefit #5 - Community Building:**

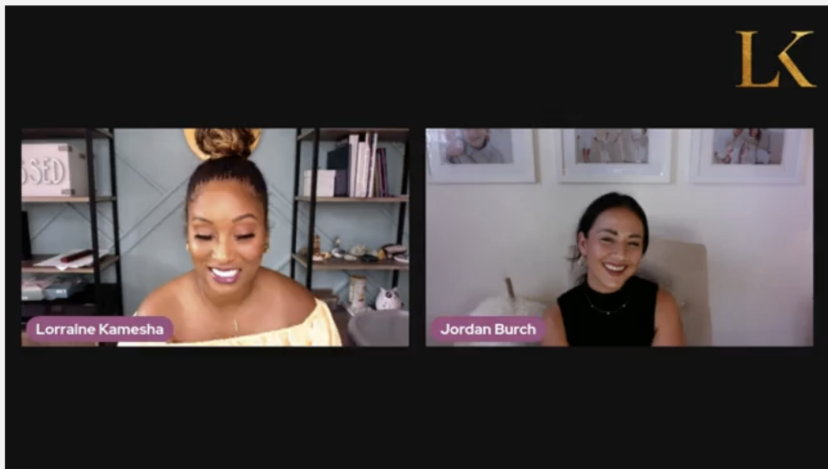
Collaborations foster a sense of community. When audiences see brands and individuals working together, it creates a positive impression and can lead to increased engagement.

In essence, leveraging Other People's Audiences is about building symbiotic relationships that benefit all parties involved. It's a



strategic approach that goes beyond traditional marketing, emphasizing the power of community and shared value.

Here's how to Leverage OPA:



When launching your event, consider using the same tactics that Jordan did to take full advantage of this OPA strategy.

### **Step #1 - Identify Relevant Influencers or Partners:**

Start by identifying influencers, thought leaders, or businesses in your industry with a substantial and engaged audience. Look for those whose followers align with your target demographic. This is commonly known as the Dream 100.

### **Step #2 - Build Genuine Relationships:**

Approach potential collaborators with a genuine interest in building a relationship. Engage with their content, provide meaningful comments, and share their posts to establish rapport.

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### **Step #3 - Offer Value:**

Before asking for anything, focus on providing value to your identified partners. This could involve sharing their content, co-creating valuable resources, or offering insights that benefit their audience.

### **Step #4 - Propose Collaborative Initiatives:**

Reach out with well-thought-out proposals for collaboration. This could include joint webinars, co-authored content, or mutual promotion. Highlight the value you bring to their audience.

Assuming you're launching a paid event, you could offer to provide training to their audience, and give a percentage of ticket sales to this new collaborative partner in exchange for sharing your event at the end of your presentation.

### **Step #5 - Cross-Promotions:**

Execute cross-promotions where both parties share each other's content, events, or products. This exposes your brand to a new audience that already has trust in the partner you're collaborating with.

### **Additional OPA tactics include:**

1. Podcasting - Podcast hosts are looking for amazing guests to have on their show all the time. This is a bit of a longer-term strategy, as sometimes podcasts won't release a show for months after it's shot; however, it's a great way

to get in front of that Podcaster's audience and drive them to your Challenge.

There are a variety of ways to get on podcasts, one of which we recommend called <https://podmatch.com>. PodMatch automatically matches ideal Podcast Hosts and Guests for interviews.

2. Event Sites - The idea is to be findable in as many places as possible. There are two sites we use to help promote events which are <https://www.eventbrite.com> and <https://www.meetup.com>.

There are free options where you can just host your event, or if you're willing to pay a few bucks, you can leverage a premium spot where they help promote your event for you.

## **PAID ADS**

Paid Ads are like putting up billboards for your lemonade stand. It's about investing in advertising to reach a broader audience. However, it's crucial to have a proven event model before pouring money into ads.

As Steve Larsen put it, *"The product that will not sell profitably without advertising will not sell profitably with advertising."*

When running Challenges, we suggest you don't start using ads until you've gotten at least a couple events under your belt.

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With that, we highly endorse the first two strategies listed above, Organic and OPA.

We know though that some folks may have already proven their model, or at least know they have a solid audience and the cash flow to throw into paid ads and want as many people as possible for their next Challenge.

I interviewed one of the top ads experts in the space, Tracey Matney, who's run millions of dollars in ad spend for some of the biggest marketers to-date.

Here's what she had to say about it:

*"For those ready to run ads, let's assume you have a solid list of 1000 people or more. You can show your ads to the people on your email list, and then you can take your email list and create what's called a lookalike audience.*

*A lookalike audience is where Facebook will go and find people who look like those 1000 people, and the bigger the audience, the better.*

*One of our clients has like 500,000 people on his email list... we don't need to take the whole 500,000 list and upload that because there's tons of tire kickers there, right?*

*We take his buyers list. He's got probably 15,000 buyers. So, we take those buyers, upload them into Facebook. Now we can create a lookalike audience and Facebook finds similarities within all those people.*

*I recommend not getting started with ads until you have \$2,000-3,000 a month to spend on your ads. I wouldn't go in there with \$20 a day and hope you're gonna make a lot of money.*

*The average cost per lead for challengers is between \$10 to \$20 per lead, but if you're only willing to pay \$5 to get a lead, just wait and organically spend your \$5 per lead somewhere else, like on creating good content on YouTube.*

*Assuming someone is ready to invest, I would get started by just running some very simple video view ads, run those at least four to six weeks before your challenge.*

*We have a five-phase strategy for all of our ads.*

*Phase One - We start six weeks out from the Challenge and spend two weeks on creating content, writing, copy, creating graphics, and editing videos.*

*Phase Two - We start four weeks out from day one of the Challenge, where we're creating audience-building ads. This is where we're getting people to start knowing, liking, and trusting you. Once we get those ads going, they're on all the time.*

*Note: - Understanding the nuances of Facebook's ad platform, such as the difference between click-through rate and link click rate, is crucial for ad success.*

*A click rate is just how many people click on your ad anywhere. A click-through rate (CTR), that's the number we're really looking at. If you can get your click through rate to be 1.5%, up to 2%, that's great!*

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*Phase Three* - Now we're in the fourth week of our engagement where we start the promo ads and are promoting the challenge all the way through the end of day one.

*Phase Four* - That overlaps with Phase Three. We retarget those people who've signed up with excitement-type ads and keep the client fresh in their mind by sending them a workbook or cheat sheet for example. These are run a week or so before the challenge starts through midweek.

*Phase Five* - This promotes their offer inviting Challengers to enroll through retargeting.

*This is where we're optimizing everything and looking at how everything worked. Then we start back over with Phase Two before the next challenge where we rinse and repeat."*

From personal experience, if you're going to run ads, I've found that it's best to work with someone who does this for a living.

It's far too easy to blow a bunch of money if you don't know what you're doing.

As one of the Bonuses that comes with this book, I recommend watching the whole interview with Traci, where she provides a more in-depth look at her ad strategy and a few ninja hacks that almost nobody is using.

In the next chapter, we'll explore how to deliver engaging content during your Challenge, ensuring your audience is captivated and ready to take the next steps.

## **Key Chapter Takeaways**

- ★ Organic Traffic Generation: Utilize social media and email lists to organically attract attendees to your Challenge, engaging your audience with compelling content and behind-the-scenes insights. Also, check out Richmond Dinh, he's a master in this subject.
- ★ Utilizing Other People's Audiences (OPA): Expand your reach and credibility quickly by collaborating with influencers and businesses in your industry, leveraging their established audiences for mutual benefit.
- ★ Paid Advertising: For those with a proven event model, use paid ads to reach a broader audience, focusing on strategic campaigns for audience building, promotion, and retargeting.

## Chapter 9:

# **HOST: How To Outline & Deliver A World-Class Event**

Let's dive into the world of hosting a top-notch challenge that not only educates but truly transforms your audience.

As Michael Tucker said, *"Focus on delivering high-value content in your challenges; if you're worried about giving too much, you probably aren't giving enough."*

Remember, it isn't just about dumping information on them; it's about shifting their mindset and identity, turning them into believers and doers. Think about it like guiding them on a journey where they emerge at the end not just with new knowledge but as a new person, ready and eager to take action.

### **The Essence of Transformation**

Joseph Aaron hit the nail on the head when he emphasized the importance of an identity shift in your audience. *"It's not just*



*about those 'aha' moments; it's about evolving their self-perception and getting them to vocalize this new identity. That's where real change and high conversion rates lie."*

This is why the identity piece that we covered in Chapter 6 is so critical because you're helping someone shift into a new version of themselves.

In your challenge, aim to spend around 80% of your time on mindset and belief transformation, with the remaining 20% on the tactical "how-tos."

This is achieved not by walking through each of the steps to success ad nauseam, but rather through anecdotal storytelling.

Joseph went on to say, *"My six-step storytelling framework is designed to engage audiences deeply, making them part of the narrative and breaking down their false beliefs."*

By the end, your Challengers need to see themselves differently, fully understanding and believing in your system and their ability to make it work.

If done correctly, you'll transform your audience through 5 stages of belief in both themselves and in your system:

**Stage 1:** I'm not sure about this.

**Stage 2:** I can do this.

**Stage 3:** I will do this.

**Stage 4:** I must do this.

**Stage 5:** I'd be crazy not to do this.

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### Getting Camera Ready

The perk of running a virtual Challenge is that there's not much needed... no expensive hotel, coffee table, seating capacity, etc.; however, there are a few critical pieces that you want to consider making sure you give your audience the best Challenge possible.

When it comes to hosting, Charlene and Noelle (aka - The Challenge Queens) agreed *that "a polished and professional setup isn't just aesthetic; it's a reflection of your commitment and respect for your audience's experience."*

When hosting a virtual event, being camera-ready isn't just vanity; it's about professionalism and respect for your audience. Your appearance and the quality of your video feed directly impact how your message is received.

Camera Positioning. Keep it at eye level. Why? Because you're not trying to win a beauty contest, but you don't want to give viewers a grand tour of your nostrils either. Stand up when you talk. This isn't a lounge show; it's your chance to communicate effectively. Movement helps. Think about all the great speakers – they stand, they move, they engage. And don't sweat about getting it perfect from the start. Practice makes progress.

Expressive Eyebrows. Your eyebrows speak volumes. They're your tool for emotional connection. Ever notice how dogs, with their expressive eyebrows, seem more relatable than the stoic faces of cats? That's your goal. Be the relatable, expressive human, not the mysterious cat. Use your eyebrows to forge a connection, to show empathy, to be human.

*The Art of Pausing:* Talking is not a race. It's okay to pause, to think, to let your words breathe. Don't apologize for it. People appreciate the space to digest what you're saying. And when tech glitches happen (and they will), deal with it calmly. No need for a flurry of apologies. Stay composed and keep moving forward.

*Lighting Tips:* Forget the trendy circle light. You don't need it. Use what you have at home. Aim for sidelight and three-quarters front light. Create shadows, add drama. It's not about flooding yourself with light; it's about creating the right effect on camera. Trust what you see on the screen, not just what you see with your eyes. Experiment with placement and intensity until you get that perfect look.

*Backdrop:* It should be clean, uncluttered, and professional. This doesn't mean you need a studio; a tidy room with decent décor will suffice. Remember, the focus is on you, not your surroundings. A chaotic background distracts from your message.

*Test Your Equipment:* Lastly, test your equipment beforehand. Good quality audio and a stable internet connection are non-negotiable. These elements might seem trivial, but they significantly affect the perceived value of your content.

Remember, these aren't just tips; they're a pathway to making your presentations stand out.

## **Creating the Shift – A Daily Breakdown**

Let's map out a typical 5-day challenge schedule, starting Monday at 1 PM EST with the VIP Experience starting directly

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after at 2pm EST. Remember to bring on an Emcee for that extra layer of professionalism and to enhance your authority.

Day 1 - Monday:

- **12:50pm - 1:00pm:** Emcee plays a Sizzle Reel as attendees join, enhancing engagement with client success stories.
- **1:00pm - 1:10pm:** The Emcee welcomes attendees, encourages camera use, and sets an energetic and participatory tone, highlighting the value of the event. They also promote the VIP experience.
- **1:10pm - 1:20pm:** The Speaker energizes the audience with engaging questions and prompts them to share their expectations and excitement in the chat.
- **1:20pm - 1:25pm:** The Speaker instructs on Zoom usage and emphasizes the importance of active engagement for better retention and emotional connection.
- **1:25pm - 1:50pm:** The Speaker shares their personal journey and the origins of their system, offering insights into the first pillar of the system and setting the stage for transformation.
- **1:50pm - 2:00pm:** A foreshadowing of the next day's content is presented, along with homework to start applying the learned concepts.
- **2:00pm - 3:00pm:** The session concludes and moves into the VIP Experience with Q&A, allowing for a deeper exploration of the material and addressing individual queries and objections.

Day 2 - Tuesday:

- **12:50pm - 1:00pm:** The Emcee initiates the session, engaging attendees with a Sizzle Reel showcasing client testimonials to build credibility.
- **1:00pm - 1:15pm:** The Emcee re-welcomes attendees, encourages camera use for interaction, recaps the previous day's homework, highlights active participants, and reiterates the VIP offer. Attendees are invited to share their insights from the previous day.
- **1:15pm - 1:25pm:** The Speaker infuses enthusiasm and energy, using universal questions to deepen the connection and prime attendees for transformative learning.
- **1:25pm - 1:50pm:** The Speaker provides an overview of their system and its key pillars, focusing on one specific pillar for the day. This segment is designed to guide participants towards the next step in their transformational journey.
- **1:50pm - 2:00pm:** A preview of the next day's focus is provided, along with actionable homework to reinforce learning and encourage immediate application of concepts.
- **2:00pm - 3:00pm:** The day concludes with a Q&A session and the VIP Experience, offering an opportunity for in-depth discussion and personalized guidance for attendees.

### Day 3 - Wednesday:

- **12:50pm - 1:00pm:** The session starts with the Emcee playing a Sizzle Reel to engage attendees and showcase client success stories.

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- **1:00pm - 1:15pm:** The Emcee welcomes everyone back, encourages camera use, reviews the previous day's homework, and announces winners for their active participation. Attendees are invited to share their insights and achievements, followed by an invitation to join the VIP experience.
- **1:15pm - 1:40pm:** The Speaker, radiating excitement, engages the audience with universal questions and delves into the next pillar of their system, employing transformational storytelling to address potential objections.
- **1:40pm - 1:45pm:** A review and assignment of new homework are given to encourage immediate application of the day's learning.
- **1:45pm - 1:55pm:** The Speaker introduces a soft-application pitch for those contemplating further engagement, without going into full details of the offer.
- **1:55pm - 2:00pm:** A teaser is provided about the importance of attending the next day's session and the content to be covered.
- **2:00pm - 3:00pm:** The day concludes with a Q&A session and transitions into the VIP Experience, offering deeper interaction and personalized attention.

Day 4 - Thursday:

- **12:50pm - 1:00pm:** The Emcee kicks off the session with the Sizzle Reel, showcasing past client successes to engage attendees.

- **1:00pm - 1:15pm:** Attendees are welcomed back, encouraged to engage, and briefed on the previous day's outcomes. The Emcee reviews Day 3 homework, celebrates active participants, and invites everyone to join the VIP experience, prompting attendees to share their insights.
- **1:15pm - 1:35pm:** The Speaker, brimming with enthusiasm, poses universal questions and reveals the next system pillar, using storytelling to address audience objections.
- **1:35pm - 1:45pm:** A strategic story sets the stage for the upcoming offer, aligning the audience's mindset with the value of expert guidance.
- **1:45pm - 1:55pm:** The Speaker seeks audience consent to present their offer, then outlines it, emphasizing the stark contrast between proceeding with or without their system. Participants are encouraged to apply, with an emphasis on exclusive, fast-action bonuses.
- **1:55pm - 2:00pm:** A teaser for the final day's session is shared, alongside homework to solidify the day's learning and catalyze immediate transformation.
- **2:00pm - 3:00pm:** The day concludes with a Q&A session, transitioning into the VIP Experience for more in-depth engagement and individualized support.

#### Day 5 - Friday:

- **12:50pm - 1:00pm:** The session starts with the Emcee playing the Sizzle Reel, engaging the audience with past client success stories.

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- **1:00pm - 1:15pm:** The Emcee welcomes attendees back, emphasizes camera engagement, recaps the previous day's offer, and shares success stories from participants who applied the lessons. An invitation to join the VIP experience is extended, and participants share their breakthroughs.
- **1:15pm - 1:45pm:** The Speaker, infused with enthusiasm, poses thought-provoking questions and unveils the next system pillar, incorporating storytelling to address and resolve any audience reservations.
- **1:45pm - 1:55pm:** A compelling closing story is shared, reiterating the importance of prompt action for achieving desired results.
- **1:55pm - 2:00pm:** The Speaker emphasizes the significance of immediate action for personal transformation, also reminding attendees of their final homework assignment to solidify their learning.
- **2:00pm - 3:00pm:** The day wraps up with an extensive Q&A session and a final pitch, followed by a transition into the VIP Experience for deeper engagement and personalized support.

## ADDITIONAL HOSTING STRATEGIES

Tokens: Tokens are items that are used temporarily during the Challenge which provide value in the moment and pique your audience's curiosity. The only way these tokens become available is through the purchase of your offer at the end of the event, or as a prize they can win.



For example, you may have created a 20-page guide that you provide to all your clients. During your Challenge, you pull out your guide and show them something profound on Page 8 and talk about it for a few minutes, then put the guide away.

The next logical question people ask is, "How do I get that guide?!"

Your guide has now become a token, where you let them know it's available at the end of this Challenge for those who decide to move forward with you and take you up on your offer... OR... you can offer it as part of gamification during your event that participants would be excited to win.

Remember, you want to keep engagement high as well as the desire for them to move forward with you after the event is over.

*Gamification:* As we channel all of the Challengers into a Facebook group, Facebook has a native Points feature built in. Group members receive points for activity. So long as you are an admin in the group, you can see the real-time point value assigned to them.

This is tremendously powerful for building engagement into your event. For example, you can have a series of gifts that can be given out on each day of the event for the person who engages the most.

You can take screenshots of the leaders and share them during your event and in the FB group to keep it top of mind and boost engagement and friendly competition.

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My friend Doug Boughton crushes his events and has taught on multiple stages how to leverage gamification in virtual events.

In my interview with Doug, he said:

*"Remember, the success of a challenge lies not just in content delivery but in the creation of an interactive, supportive environment that encourages action and accountability. We went from a 50% completion rate to an 85% completion rate when we began adding contests and gamification!"*

And now that you know how to host your Challenge, let's talk about how to actually close deals.

### **Key Chapter Takeaways**

- ★ Most people go WAY too heavy on content and not enough on shifting the beliefs and identity of the participant. Your event should be focused on 20% Information and 80% Transformation done through storytelling.
- ★ Consider leveraging an Emcee to help run your event as it keeps the energy high from start to finish and positions you as an authoritative figure.
- ★ Leverage Gamification and Tokens to create even more engagement and desire in your event.

## Chapter 10:

# **SELL: How To Convert Challengers Into Clients**

*"The only thing you have to do to sell is to make sure that the result you're getting them creates a natural next step." - Seth Ellsworth*

If the idea of selling makes you squirm, relax. A well-run Challenge does the heavy lifting for you. Your job? Be so invaluable during your event that clients naturally want more.

As you begin working with your Challengers from Day 1, remember that they see you as the authority leading them towards the path to success.

Your Challenge should promise a very specific outcome, one that helps them achieve a very specific goal over a short period of time.

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Assuming they follow your guidance and get those results, the goodwill that you've just built is monumental and the know, like, and trust factor increases exponentially.

Now, there should be a next step in the journey for your Challengers, and the choice is now up to them if they want to go at it alone or work with you as the industry expert to help them achieve their desired results.

Assuming you follow the Perfect Challenge Blueprint and are offering a high-ticket offer, your post-Challenge calls transform from a sales call to enrollment discussions - a smooth shift from persuading to processing payments.

Forbes and Makenna Riley put it this way:

*"Mastering the pitch is about exciting, engaging, and enrolling your audience, not just sharing information.*

*...I pitch from the moment you walk in the door. By the time that fourth day or the fifth day comes along, the audience is at the edge of their seat going please pitch me something... I want to continue working with you!*

*It's not all of a sudden, I'm going to drop a pitch on you. You should be leading up to this, solving their problems all along, and what you're going to offer them next is exactly what they want.*

*We crushed a very high-end offer because everyone in the room was like, I don't care what it cost. I just want to be more with Forbes, I want to hang out, I want to learn more, be more, do*

*more. And then it doesn't sound like a sale at all. It sounds like come on. Here's the price. Let's go!"*

Now you still need to actually present the offer and provide a CTA (call-to-action) for your audience, which leads us to...

## **Crafting An Irresistible No-Brainer Offer That Converts**

Remember, there's a stark difference between pitching a single product/service and presenting a comprehensive offer.

A product solves one problem, often competing on price. An offer, however, is a package – a multi-faceted solution designed for maximum impact and value.

For instance, Coach A offers 1-on-1 life coaching on an hourly basis. There are tons of life-coaches available, many competing to be the least expensive while trying to provide the best service possible. It's very tough for them to differentiate themselves from others in the market.

Coach B on the other hand provides an offer called "Rise From The Ashes" which is a x3-month group training program, taking clients through her proprietary "Life-Transformation System". This program includes weekly check-ins and a private FB group. Clients get access to x3 Bonuses which include a private VIP Membership area with additional training, a workbook to follow along with the process, and a Success Coach for support along the way. Plus, if the client takes action now, they'll unlock x2 Fast-Action Bonuses which include a private 1-on-1 session with

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the coach as well as a VIP ticket to the next live in-person training.

Do you see the difference between the two? When you just provide a product, it's nearly impossible to get paid what you're worth.

Coach A remains stuck trading time for money, charging a few hundred bucks per session, while Coach B leverages their time and charges \$10,000 promising life-changing results in just 90 days!

When you provide an Irresistible Offer with your own proprietary system and naming convention designed to achieve a very specific result, you can charge far greater, and the value is WAY higher.

**NOTE:** - You may find it makes sense to restructure your offer after the first few days of your event based on the audience's feedback and overall experience.

In my interview with Franco Urbaez, he told me *"By adapting the offer mid-challenge based on participant engagement, we successfully converted 25 participants into high-ticket sales."*

So don't be afraid to make some last-minute shifts if needed.

And if you're still stuck on what to offer, here's something to consider. During my interview with Stu McLaren, he said *"If you're teaching anybody a skill, if you're helping solve an ongoing problem, 100% a membership is a great fit! You can*

*launch a membership without having a members area and without having created months' worth of content."*

## **The Pitch**

If you've set the stage right, pitching becomes a natural, anticipated part of your Challenge. It's about permission-based selling. Here's how it works...

On Day 1 of the event, I ask if it's okay to share something special on Day 4. I just want to get a micro-commitment of a YES. This approach creates an open loop and a sense of anticipation.

Throughout the event, as I'm sharing stories, I'm building credibility and alluding to how working with me has helped my clients achieve specific results that my Challengers desire as well.

Come the pitch on Day 4, it's about guiding, not pushing. I tend to give myself about 20 minutes at the end to present my offer as a natural next step.

It goes something like, "Today was powerful! We learned X, Y, and Z. Now on Monday, you all said it was cool that I could share this awesome thing that will help you [ACHIEVE NEXT STEP OF RESULT]. If you're still good with that put a 1 in the chat. If not, you're welcome to hop off and we'll see you tomorrow for Day 5."

**Note:** 2 things here:

1. I reminded them that they already gave me their permission once, and I just got their permission again.

## 5-DAY CHALLENGE UNLOCKED

This helps my offer seem welcoming and not just a 'Hey, come by my stuff!'.  
2. I made this pressure-free, letting them know that if they didn't want to see the offer, they were welcome to leave. We still have even more value to provide tomorrow.

Notice I'm coming from a place of giving and serving, not wishing and begging.

With the way we design our Application and Offer page, it's very visual and gives an easy-to-follow breakdown of what someone will receive.

I like to pull up the landing page and walk them through it step-by-step.

We leverage what my friend Austin calls the Heaven and Hell framework. We go one piece at a time, sharing what Heaven looks like with and what Hell looks like without each piece.

The descriptions combined with a visual image (i.e. - a 3D product box mockup) gives a very tangible high-value kind of feel.

Here are examples of mockups that we use for some of our products:





**NOTE:** - If you're worried that people are going to be expecting a tangible item on the doorstep just because there's a product box mockup next to it, that never happens as long as you're clear when you describe what they'll be receiving.

I then simply tell everyone that if they feel they're a good fit for this program, we welcome them to Join or Apply, and I insert the link in the chat.

**IMPORTANT** - Your follow-up emails will also contain the link back to this page so people who need time to "think about it" will have the ability to do so and take action.

### **Direct Offer vs. Application**

A common question we get is, "Should I share my price and send people directly to pay to join my program, or should they apply first?"

My response is that it depends on the size of your audience, the price of your program, and how exclusive/particular your offer is.

Here's my rule of thumb.

If you're under \$3k (low to mid-ticket), then you can send people directly to your checkout page for them to purchase, which may include multiple pricing options.

**NOTE:** - I typically don't suggest offering anything more than a 2-Pay or 3-Pay option. You'll end up chasing clients down for missed payments and it becomes a nightmare.

## 5-DAY CHALLENGE UNLOCKED

If your offer is over \$3k (high-ticket), I would typically have people apply to work with you, which means that you (or someone on your team) will need to take these application calls.

**NOTE:** - If you have a high-ticket with more than 100 people attending, however, it might make sense to send people to checkout directly but only with a smaller down payment to hold their spot, like \$500. This has them put skin in the game, and then set up a call with your team with the promise that if it's not the right fit, they'll be refunded.

### **The Application Call**

Remember, you're not "selling" anything. Your job now is for them to sell themselves on why this is the right fit, handle any money objections, and for you to accept them as a new client.

Your goal is to confirm that they saw the presentation and help answer any questions they may still have.

This is a great opportunity to ask probing questions like:

1. Why is this so important to you?
2. Why do you feel now is the right time?
3. What would the end outcome look like?
4. What's kept you from doing something like this before?
5. Out of everything you've seen in the offer, what did you like best?

There's a multitude of others, but your objective is to understand where they're at and affirm that moving forward with you is the right thing to do.

You should be approaching this like a physician, understanding what ailments they have and prescribing the solution to help them fix their problems.

It's also possible that they might not be a good fit for your program, and that's okay too!

Here's a chance for you to downsell them into something else which may be a better option given their current circumstances.

## **Payments & Financing**

Often the biggest hurdle we find our clients running into is collecting the money.

You may have a killer offer which is justifiably priced at \$10k, but if your audience doesn't have that amount just lying around or access to credit, even those with the best intentions of joining won't have the funds to get started.

Option 1 - You downsell them into low- or mid-ticket programs.

**NOTE:** - It's best to position your offer as a Premium, but always have a downsell for those who aren't able to financially invest at the highest level.

Option 2 - Offer financing.

Now you do have the option of in-house financing where, for example, your program is \$10k, but you allow them to make a handful of payments over a number of months. (Again, not my favorite option)

## 5-DAY CHALLENGE UNLOCKED

My preference is to work with financing companies that handle all of the payment options for you.

Depending on the company you choose, very often your new client will agree to payment terms with the financing company, and then the company will turn around and pay you in full.

This grants you immediate cash flow and removes the headache of following up on clients for payment. Sure, you pay a fee for this service, but it's worth every penny.

### **Key Chapter Takeaways**

- ★ Focus on presenting a value-driven offer, not just a single product or service, emphasizing the comprehensive benefits and results of your program.
- ★ Utilize permission-based selling and the Heaven-Hell framework to effectively communicate your offer, ensuring it resonates with your Challengers.
- ★ Directly guide Challengers to the checkout page for offers under \$3,000. For higher-priced offers, employ an application process to evaluate suitability and commitment.

- ★ Provide financing options to enhance accessibility to your programs, ensuring potential clients have every opportunity to participate. Always have a more affordable alternative ready as a backup option. Access our suggested financing companies using the link below:



**[5DayChallengeBook.com/Financing](https://5DayChallengeBook.com/Financing)**

Part 3:

## **Launching Your 5-Day Challenge**

## Chapter 11:

# **Perfect Challenge Blueprint Economics**

In the world of high-impact challenges, it's all about reverse engineering your goals. Think of it this way: if you're gunning for a six-figure payday from your next event, it's not about wishing and hoping.

It's about cold, hard numbers. Break down your goals. Figure out the exact number of attendees you need and your target closing ratio. It's about making those lofty goals tangible, something you can grasp and work towards every single day.

This chapter is your roadmap to the math behind a successful event. We're pulling back the curtain on the exact requirements to hit your targets. And to make it even more hands-on, we've got our Financial Freedom Calculator. It's not just a tool; it's your playground to experiment with the numbers.

## 5-DAY CHALLENGE UNLOCKED

Let's talk averages. Typically, for a Hybrid event, expect a 10-30% show-up rate, and for a Paid Challenge, it's higher at about 70-90%. Day by day, you might see a 10% drop-off. For VIP conversions, expect about 8%, with a 60% uptake on any additional offers. Offer conversions? They're in the ballpark of 5-20%.

But how do you make sense of these numbers for your event? Our Financial Freedom Calculator is your best friend here. It's a compare-and-contrast exercise. You put in your numbers, and it spits out the reality of your challenge against industry averages.

Download our Financial Freedom Calculator using the link below:



**[5DayChallengeBook.com/Calculator](https://5DayChallengeBook.com/Calculator)**

Here's how to use it:

The left column in white contains average assumptions based on all the Challenges we've helped clients launch.

The right column in yellow is where you'll list your actual numbers, and the fields will automatically calculate so you can see how your Challenge performs when compared to the average.



First, set the number of attendees you're aiming to have registered for your event. Second, determine the price points for your VIP, Order Bump, and Offer.

Enter the number of attendees you ideally believe you can get to register for your event. Then, specify the VIP price you'll charge and decide if you want to include an Order Bump (if you choose to add one). Finally, enter the price of your No-Brainer Offer.

Using the example below, let's assume you're aiming to have 200 people register.

You will charge \$97 for your VIP experience and offer an Order Bump for \$17.

You decide to price your offer at a premium, setting it at \$10,000.

Based on the averages, you can assume that about 60 people will attend on Day 1 of your event, with potential drop-offs throughout the week, leading to approximately 38 people remaining by Day 5.

## 5-DAY CHALLENGE UNLOCKED

### FINANCIAL FREEDOM CALCULATOR

Adjust what's highlighted in yellow with your registered number of options to give you an idea of what you can expect during your Challenge.

<b>Launch Optins Total</b>	200	<== Insert the total number of challenge registrations	
<b>OTO VIP Price</b>	\$97	<== Our standard VIP price but may be edited if you choose	
<b>OTO Order Bump Price</b>	\$17	<== Our standard Order Bump price but may be edited if you choose	
<b>Offer Price</b>	\$10,000	<== Based on Offer Accelerator Tab	
	<b>Average</b>	<b>Actual</b>	
<b>Show Up Rate</b>	30%	PENDING FIELDS IN YELLOW	
<b>Attendance Daily Attrition</b>	10%	PENDING FIELDS IN YELLOW	<== The lower the % the better
<b>OTO VIP Conversion</b>	8%	PENDING FIELDS IN YELLOW	<== The higher the % the better
<b>OTO Order Bump Conversion</b>	60%	PENDING FIELDS IN YELLOW	<== The higher the % the better
<b>Offer Conversion</b>	5%	PENDING FIELDS IN YELLOW	<== The higher the % the better
	<b>Average Attendees Per Day</b>	<b>Actual Attendees Per Day</b>	
<b>Attendance Day 01</b>	60		<== The higher the # the better
<b>Attendance Day 02</b>	54		<== The higher the # the better
<b>Attendance Day 03</b>	48		<== The higher the # the better
<b>Attendance Day 04</b>	43		<== The higher the # the better
<b>Attendance Day 05</b>	38		<== The higher the # the better

Next, you can assume that 8 people will take you up on your VIP experience, 8 people will buy your Order Bump, and if you only convert at 5%, you'll generate 5 new high-ticket clients.

So, what's the bottom line? You're looking at:

- VIP Revenue: \$1,552
- Order Bump Revenue: \$170
- Offer Revenue: \$100,000

Totaling a whopping \$101,722. That's about \$509 per registration. And remember, this is just scratching the surface. Hit a 20% conversion, and you're skyrocketing to over \$400,000 in revenue.

It's fun to think about what's possible!

## Brendan McCauley

	Average Purchases	Total Actual Total Purchases	
OTO VIP Sales	16		<== Count all VIPs
OTO Order Bump Sales	10		<== Count only Order Bump purchases
No Brainer Offer Sales	10		<== If no sales, insert "0"
	Average Sales	Total Actual Total Sales	
OTO VIP Revenue	\$1,552	PENDING FIELDS IN YELLOW	<== Revenue from VIPs only
OTO Order Bump Revenue	\$170	PENDING FIELDS IN YELLOW	<== Revenue from Order Bump only
No Brainer Offer Revenue	\$100,000	PENDING FIELDS IN YELLOW	<== Revenue from Offer only
Challenge Revenue	\$101,722	PENDING FIELDS IN YELLOW	<== Total Challenge Revenue
	Average Revenue Per Optin	Actual Revenue Per Optin	
Revenue Per Optin	\$509	PENDING FIELDS IN YELLOW	<== Revenue Per Total Optins

If you're new to this game, you might be thinking, "Great calculator, but how do I even start?" We've got you covered with the Freedom Multiplier Exercise, a gem we picked up from the marketing maestro himself, Frank Kern.

Here's how it works:

On a piece of paper, draw a line down the middle and across the center creating 4 boxes.

Label them 1 in the upper left box, 2 in the upper right box, 3 in the lower left box, and 4 in the lower right box so it looks like the image below:

## 5-DAY CHALLENGE UNLOCKED

1	2
3	4

**BOX #1:** Determine how much money you want to make from each client you serve.

Now some of you might be thinking...

...I don't know what my clients will pay me?

...I don't know what my offer should be?

It's your business... **YOU DECIDE** how much you would like to charge.

Examples:

Relationships - \$10,000 to save their marriage.

Health - \$10,000 to get out of pain.

Business – 10x return on their \$10,000 investment.

Write down the number YOU want.

**BOX #2: \*\*WARNING\*\*** This is not how we are going to teach you to sell your program...

Consider this - IF you only got paid AFTER you actually got a client a result, what kind of characteristics or qualities would they need?

Put those characteristics in this box.

- > Quick Decision-Maker
- > Positive Mindset
- > Action-Taker
- > Has a Big Vision
- > Willing to Invest in Themselves
- > etc.

Something to recognize here - as you're writing this piece out consider this: do you find that you attract who you are?

If so, that shouldn't surprise you. (Birds of a feather flock together.)

Think about what kind of person you need to be in order to attract the kind of person you want to attract.

## 5-DAY CHALLENGE UNLOCKED

If you want to attract someone who's coachable, decisive, and invests in themselves regardless of the price, are you that kind of person? 🤔 (*Just some food for thought.*)

**BOX #3:** What are the 3-5 KEY things that you would do for this person to get them the result?

Remember, you get paid based on the VALUE you bring to your client - NOT the amount of 'stuff' you can jam-pack in a program for them.

Simplicity vs Complexity

STOP stuffing your offer/program

STOP giving your client EXTRA

STOP making your program LONGER

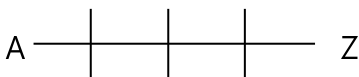
STOP making things complicated

JUST give your clients what they need to get the RESULT.

If I said you could have everything you want, but you need to read 27 Books... versus saying, read this 1-pager, which would you choose? The 1-pager obviously!

REMEMBER - SIMPLE SCALES, COMPLEX FAILS

How to do this?



Draw a line from where they are to where they want to be, and craft a 3-5 step plan that will help them get there. (Same idea as baking a cake).

And then give this process a name.

Health Example: Cellular Health Assessment, Fix Your Cells, Lifestyle Plan

**BOX #4:** Let's do some simple math.

Question: How much money do you want to make per month?

*Example: \$100k*

Question: How many clients do you need to hit that goal? (Let's assume in Box 1 you put \$10k)

*Example: 10 clients (\$10k program x 10 clients = \$100k)*

Question: How many people do you need for your challenge? (Let's assume you convert 20% into your offer from your event, which means you'll convert 1 out of 5) *\*\*Remember - Smaller the event, higher the conversions.\*\**

To figure this out, multiply the number above by 5

*Example: 10 clients x 5 = 50 Challenge attendees*

Question: How many people need to register for your event? (We'll assume that 30% of people will actually show.

To figure this out, divide the number above by .3

## 5-DAY CHALLENGE UNLOCKED

*Example: 50 Attendees / .3 Show Rate = 167 Tickets Sold*

How simple is that!

Now you know that you only need to get 167 people to register, and you could generate \$100,000 in just 5 days!

Now, let's consider if you only achieved half of that and got just 84 people to register, or how about half of that, and only 42 people registered.

Would you be okay generating roughly \$25,000? Not too bad for 5 days of work.

It's about making the complex simple. Know the number of registrations you need to hit your financial targets. Even if you only get half or a quarter of your target registrations, you're still looking at a significant income.

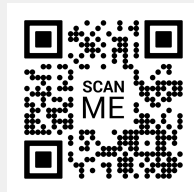


## **Want Us To Help You Hit Your Revenue Goals Using A 5-Day Challenge?**

We're in the business of empowering entrepreneurs to broadcast their message far and wide with online 5-Day Challenges, while crafting irresistible high-ticket offers and membership programs.

One of the biggest lessons we've learned is the concept of 'WHO, NOT HOW'. The idea that one can reach their goals way faster by working with a specialist rather than trying to figure it out on their own was a complete game changer for us! And it's an idea we'd like to share with you.

If you'd like us and our team to personally help you implement The Perfect Challenge Blueprint in your business, book your free 15-minute Challenge Strategy Session with our team today:



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

## 5-DAY CHALLENGE UNLOCKED

In a moment, we'll walk you through your first steps to take to begin achieving results immediately, but first, let's go over one final piece of the 5-Day Challenge puzzle: Creating Predictable Revenue Streams.

### Key Chapter Takeaways

- ★ Scaling your next Challenge to five, six, and even multiple six-figures per launch is simply a math problem.
- ★ Most likely, just a show-up rate of 50 people and having a high-ticket offer can allow you to live a completely different type of life.
- ★ If you'd like to see what's possible for you using our methodology, play around with our Financial Freedom Calculator:



**[5DayChallengeBook.com/Calculator](https://5DayChallengeBook.com/Calculator)**

## Chapter 12:

# **Creating Predictable Revenue Streams**

Let's dive into some burning questions about running challenges: frequency, variety, and whether to mix it all in one group or create new ones for each challenge.

First up, how often should you launch your challenge? Well, it's not a one-size-fits-all answer. It really hinges on your goals.

If a six-figure annual income is your target, maybe one big event a year is all you need. But if you're focused on constant engagement and lead generation, you might consider a monthly or quarterly schedule. It boils down to what aligns with your business model and personal preference.

Now, be cautious about hitting the same audience repeatedly with the same pitch. If you're running challenges frequently, you've got to bring fresh eyes to each event.

## 5-DAY CHALLENGE UNLOCKED

That's why the section on filling your challenge is crucial. It serves as your roadmap for continually attracting new participants.

Next, should you vary the types of challenges? Experimenting is great, though it's a double-edged sword. Sure, you get to try out different content and offers, but change too much, and you risk muddling your message and confusing your audience. Stick to one successful format and refine it rather than constantly reinventing the wheel.

As Adam Flores said during our interview, *"the moment the audience stops wanting it is the moment I'll change it."* He told me he's been running the same event for the past two years because simply put, it works!

And about those Facebook groups – should each challenge have its own group? Here's the deal: if you're not building an online community, creating a pop-up group per challenge might make sense.

But honestly, maintaining a single, thriving group is the way to go. Why? It's simpler to manage, and you avoid losing people in the transition from a pop-up group to your main group. Plus, having all your activities in one place can attract those on the fence directly into your content stream.

The bottom line? Once you've hit a winning formula with a challenge that resonates, stick with it. Run that play repeatedly.

Sure, it might not be perfect from the get-go, and that's where the magic of PLAN, DO, REVIEW comes in. Plan your event, execute it, then review and tweak.

It's often the minor adjustments that make a huge difference – a refined hook, a more irresistible offer, an enhanced VIP experience, or better storytelling.

It's a journey of gradual improvement. You might start with one sale, then two, then five, and before you know it, you're racking up significant numbers. The key? Never quit.

The only way you lose this game is if you stop playing. Continue refining, continue engaging, and watch your Challenge transform into a well-oiled revenue-generating machine.

If you're ready to put your head down, do the work, and shortcut your learning curve, we highly recommend booking a call with us and allowing us to help:



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

Now that you understand our Perfect Challenge Blueprint let's talk about the first step to take and how to launch your 5-Day Challenge in the next 31 days.

## Key Chapter Takeaways

- ★ The frequency of your 5-Day Challenges depends on you and your business goals.
- ★ Once you nail down the “Perfect Challenge” for you, run that play over and over again and keep your Challenges in one main group instead of a new pop-up group.
- ★ If you’d like our help building your Challenge, book a free 15-minute Challenge Strategy Session with us today:



**[5DayChallengeBook.com/call](https://5DayChallengeBook.com/call)**

## Chapter 13:

# **Launching Your Challenge In Just 31 Days!**

We want to help you take MASSIVE ACTION now and know EXACTLY what to do over the next 31 days to craft a powerful Challenge of your own! 🔥🔥🔥

We'll break your action steps into a day-by-day, week-by-week process so you can take baby steps until you're done.

Don't get overwhelmed. Remember, the best way to eat an elephant 🐘 is one bite at a time.

Let's assume that you start on Monday, January 15, here are the actions you will take.

Start with a firm commitment to see this through. Each day is a step in the PLAN phase: identifying your target audience, your signature process, defining your challenge's transformation, and crafting your VIP experience. By the end of the first week, you

## 5-DAY CHALLENGE UNLOCKED

should have a clear outline for your challenge content and workbook.

**MILESTONE #1 - MAKE A COMMITMENT** >> *Over the next 31 days, I commit to seeing the creation of this Challenge all the way through to launch!* 💪

DAY	DATE	TOPIC	OBJECTIVE
1	Mon, Jan 15	WELCOME	Download Action Guide
2	Tue, Jan 16	PHASE 1: PLAN	Identify Your WHO & Signature Process
3	Wed, Jan 17	PHASE 1: PLAN	Define Your Challenge Transformation & No-Brainer Offer
4	Thu, Jan 18	PHASE 1: PLAN	Identify Your Challenge Name, Promise, Date, & Ticket Offer
5	Fri, Jan 19	PHASE 1: PLAN	Craft Your VIP Experience
6	Sat, Jan 20	PHASE 1: PLAN	Craft Your Challenge Content Outline & Workbook
7	Sun, Jan 21	CATCH UP	Catch Up On Any Incomplete Assignments

**\*\*ONCE YOUR OFFER & WORKBOOK ARE OUTLINED - CONSIDER HIRING OUR TEAM TO CREATE THE DIGITAL PRODUCT 3D MOCKUPS, LOGOS, AND FINAL WORKBOOK**



As you step into the BUILD phase in week two, choose your launch platform and fill in the event details, about you, and links. This phase is about getting the structural elements in place – think of it like setting up the stage before the performance.

**MILESTONE #2 - YOU'VE CRAFTED A TRANSFORMATIONAL EVENT AND IDENTIFIED YOUR OFFER.** 🎁

DAY	DATE	TOPIC	OBJECTIVE
8	Mon, Jan 22	PHASE 2: BUILD	Accessing Your Launch Platform & Shooting Videos
9	Tue, Jan 23	PHASE 2: BUILD	Uploading Videos & Testimonials
10	Wed, Jan 24	PHASE 2: BUILD	Filling In Your Event Details, About You, & Links
11	Thu, Jan 25	PHASE 2: BUILD	Filling In Your Avatar, VIP & Offer
12	Fri, Jan 26	PHASE 2: BUILD	Filling In Your Copy, Design & Prizes
13	Sat, Jan 27	PHASE 2: BUILD	Filling In Your Testimonials & Notifications
14	Sun, Jan 28	CATCH UP	Catch Up On Any Incomplete Assignments

***\*\*FINISH BUILDING YOUR FUNNEL THIS COMING WEEK - YOU'LL WANT TO PROMOTE YOUR UPCOMING CHALLENGE FOR THE NEXT WEEK AND A HALF***

## 5-DAY CHALLENGE UNLOCKED

Now, you'll finish building your funnel and you're ready to FILL your event in the third week. This is where you leverage organic marketing, tap into other people's audiences, and if you're up for it, dip your toes into paid ads. But remember, if this is your first event, stick to organic promotion for the first few challenges.

**MILESTONE #3** - YOUR CHALLENGE SYSTEMS ARE GOING LIVE AND YOU'RE READY TO PROMOTE. 🚀

DAY	DATE	TOPIC	OBJECTIVE
15	Mon, Jan 29	PHASE 2: BUILD	Update Landing Pages & SEO
16	Tue, Jan 30	PHASE 2: BUILD	Integrate Your Calendar, Phone Number & Payment Gateway
17	Wed, Jan 31	PHASE 2: BUILD	Test The System
18	Thu, Feb 1	PHASE 3: FILL	Start Promoting, Leveraging Organic Marketing
19	Fri, Feb 2	PHASE 3: FILL	Leveraging OPA (Other People's Audience)
20	Sat, Feb 3	PHASE 3: FILL	Leveraging Paid Ads (Advanced)
21	Sun, Feb 4	CATCH UP	Catch Up On Any Incomplete Assignments

***\*\*IF THIS IS YOUR FIRST EVENT - WE SUGGEST DOING AT LEAST 2-3 ORGANICALLY PROMOTED CHALLENGES BEFORE RUNNING PAID ADS***

In the final stretch, you'll get familiar with HOSTING, becoming comfortable with taking center stage, the flow of the event, and identifying which stories you'll be sharing throughout the week.

Additionally, you'll review the SELL phase and add those extra touches that make your challenge irresistible. Practice your pitch, determine who will be handling sales calls, and figure out payment and financing options. Don't forget to add gamification to up the engagement.

**MILESTONE #4** - YOU HAVE PARTICIPANTS REGISTERED AND ARE PREPARING / PRACTICING YOUR TALKING POINTS. 🧑🏻

DAY	DATE	TOPIC	OBJECTIVE
22	Mon, Feb 5	PHASE 4: HOST	Creating A Transformational Experience
23	Tue, Feb 6	PHASE 4: HOST	Getting Camera Ready & Daily Event Breakdown
24	Wed, Feb 7	PHASE 5: SELL	How To Present Your No-Brainer Offer
25	Thu, Feb 8	PHASE 5: SELL	Enrolling New Clients, Payments & Financing
26	Fri, Feb 9	BONUS	Adding Gamification & Tokens To Your Challenge

## 5-DAY CHALLENGE UNLOCKED

27	Sat, Feb 10	BONUS	Powerful Storytelling Examples
28	Sun, Feb 11	CATCH UP	Catch Up On Any Incomplete Assignments

***\*\*GET READY TO BRING THE EXCITEMENT THIS COMING WEEK IN YOUR CHALLENGE. EVERYONE WILL FEED OFF OF YOUR ENERGY!***

And finally, it's showtime! The last week is about delivering your challenge, day by day, with energy and enthusiasm.

**MILESTONE #5 - IT'S GO TIME!... BRING YOUR ENERGY AND GET EXCITED TO SHARE YOUR GIFTS OVER THESE NEXT 5 DAYS.**



DAY	DATE	TOPIC	OBJECTIVE
-----	------	-------	-----------

29	Mon, Feb 12	GO LIVE	Preparing & Delivering For Day 1
30	Tue, Feb 13	GO LIVE	Preparing & Delivering For Day 2
31	Wed, Feb 14	GO LIVE	Preparing & Delivering For Day 3
32	Thu, Feb 15	GO LIVE	Preparing & Delivering For Day 4 + Pitch
33	Fri, Feb 16	GO LIVE	Preparing & Delivering For Day 5
34	Sat, Feb 17	GO LIVE	Cart Closes Tomorrow (+Possible BONUS Training)
35	Sun, Feb 18	GO LIVE	Cart Closes Tonight

***\*\*CONGRATULATIONS!! TIME TO FULFILL ON YOUR OFFER TO THOSE WHO INVESTED IN YOU AND RESET THE CHALLENGE TO TAKE PLACE IN THE NEAR FUTURE***

**MILESTONE #6** - YOU NOW HAVE A POWERFUL LEAD GENERATION TOOL THAT CAN BE USED TO PROVIDE MASSIVE VALUE, LEVERAGE YOUR TIME, AND HELP YOU INCREASE YOUR IMPACT, INFLUENCE, AND INCOME. 📈

DAY	DATE	TOPIC	OBJECTIVE
36	Mon, Feb 19	NEXT STEPS	Resetting For Your Next Event
37	Tue, Feb 20	NEXT STEPS	Creating Additional Income

And now that you're clear on the roadmap to launching, let's talk about the "techy" stuff behind the scenes that you'll want to consider.

In Chapter 7, we talked about the BUILD phase and putting your assets together. As you can tell, there are a lot of moving pieces.

I've seen some people super-glue four (or more) marketing systems together to make their events come to life... others keep it super basic with a simple landing page and a Google Sheet.

Personally, I've tried nearly every CRM (Customer Relationship Management) software.

## 5-DAY CHALLENGE UNLOCKED

Honestly, the effectiveness of your Challenge rarely ever comes down to the digital tools you're using.

That being said, there are tools out there that are better than others, but do not get lost in the shuffle and get stuck in paralysis by analysis.

I'd much rather see you launch imperfectly and figure it out than not launch at all!

As my friend Wendi Blum Weiss says, *"Start now, start small, and focus on consistent growth; every small step contributes to the larger journey towards realizing your vision and making an impact."*

### **Technology Booster:**

We've built a plug-and-play software solution that allows you to construct your Perfect 5-Day Challenge based on everything you've learned in this book. Simply answer some questions and voila... Everything is built for you!

Your ENTIRE funnel including your colors, copy, etc.

Your ENTIRE email marketing and reminder campaigns

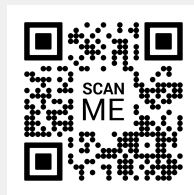
Your ENTIRE pipeline to track challenger attendees

Your ENTIRE application and sales page

Testimonial Requests  
Fun & Engaging Gamification  
Payment Gateway  
Marketing Templates  
And much more...

Plus, it's not only also designed for Challenges, but to help you grow your entire business as a whole and allows you to get rid of multiple other softwares, saving you thousands of dollars a year.

If you're looking for an EASIER, plug-and-play method guaranteed to make you look like a rock star, then we invite you to check out the software we've created. Reach out to our team so they can get you set up with a free 30-day trial.



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

Once you've implemented our 31-day launch sequence and ran your event, email us and let us know how it

## 5-DAY CHALLENGE UNLOCKED

performed. We'd love to hear about your wins and love giving out awards. Submit your success story here (you might even get a spotlight featured next time we go live!)



**[5DayChallengeBook.com/Success-Story](https://5DayChallengeBook.com/Success-Story)**

That's our launch process and how to get your first or next successful Challenge up and running.

My goal with this book was to prove to you beyond a shadow of a doubt that a 5-Day Challenge can be one of your greatest client acquisition assets and help you take your first step. I sincerely hope I've accomplished that.

Starting our own Challenges and then helping our clients to launch theirs is one of the best decisions I ever made.

When I started down our Virtual Event journey, I had no idea how much my life and the lives of our clients were about to change.

I didn't realize that 5-day events would be the key to unlocking six-figures in a week's time. And on top of the money it generates, my journey has also allowed me to meet some of my



best friends, hire amazing staff members, get epic speaking gigs, and live an enjoyable life.

I can't wait to hear about all of the good your 5-Day Challenge brings into your life too.

## **Key Chapter Takeaways**

- ★ It's time to launch your 5-Day Challenge. Above I've laid out the exact strategy and process that we take our clients through that you can now follow to launch successfully.
- ★ Our plug-and-play software will make bringing your 5-Day Challenge to life far easier than any other solution on the market.
- ★ We hope you've enjoyed reading this book as much as we've enjoyed writing it. And we're so excited to see what you can accomplish using our Perfect Challenge Blueprint.

Conclusion:

## **Starting Your Challenge Adventure**

## CONCLUSION

# What To Do Next?

You've hit the finish line of this guide, and it's been quite the journey. Let's quickly recap what you've soaked up, so you're crystal clear on your next steps.

1. Initially, we did a deep dive into your current business status, checking your scalability and pinpointing areas ripe for improvement. With these insights, the Perfect Challenge Blueprint should now be looking like your go-to solution.
2. Then, we dissected the 5-Day Challenge, the heart of the Blueprint. You saw how it could catapult your business to \$100,000 events and beyond, not without its share of challenges, of course.
3. Next, we dove into the nitty-gritty of the Blueprint, covering each of the five phases: Plan, Build, Fill, Host, and Sell. You've got a trove of examples and ideas now, priming you to craft your next big event.

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4. And finally, we laid out a 31-day launch plan to piece this strategy together. Plus, we didn't leave you hanging on tech; we recommended the software to turn this blueprint into a revenue-generating machine.

The next step for you is simple:

### **Keep going.**

Whether you decide to fly solo or want a guiding hand, the important thing is to keep moving. This Blueprint isn't a magic ticket to instant millions, but it's a solid path to significant revenue over time.

If you're leaning towards some expert backup, we're here for you. Let's chat about how we can elevate your offering to the world.

If you do decide you want help, reach out to us here, and let's have a chat:



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# Impact Beyond Profits

We've partnered with B1G1 where a percentage of every dollar we make goes back to do good for others.

Remember, every challenge you launch with us doesn't just grow your business; it helps feed, educate, and provide water to families globally. It's a chance to make an impact beyond profits.



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# Partner With Us

If you're intrigued by the idea of teaching the 5-Day Challenge model to others without clashing with your current ventures, we've got something exciting: our Certification Program.

The truth is there's no way we can help 50,000 business owners by ourselves... we need your help!

We're actively looking for business owners who love to coach, train, and provide massive wins for clients in addition to their current set of services.

If the idea of mastering the system we just provided, and then helping others launch their own 5-Day Challenge sounds like a win to you, then reach out to our team for more details.



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

You're at a pivotal moment now. What you do next could redefine your business and your impact on the world. Here's to your success, and hopefully, to our future collaboration.

# How To Get More Help

We've included a few extra resources for you to access as a reader of this work. It's part "thank you" and part "we didn't have enough room in the book, but we still want to teach it to you."

The links below will take you directly to additional training and resources that we feel will be helpful in your 5-Day Challenge journey.

Also, we've included information and a link on how we can help you with every step of The Perfect Challenge Blueprint. We have multiple offerings, from coaching programs to masterminds. For more information, please see the details below:

## **1.) 100+ eCover 3D Product Mockups:**

Inside this folder, you'll have hundreds of Photoshop templates that bring your offer to life when placed on your VIP, Application, and Sales pages, giving your offer a much more tangible high value look and feel.



**[5DayChallengeBook.com/Mockups](https://5DayChallengeBook.com/Mockups)**

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### **2.) Financial Freedom Calculator:**

Based on your goals and the price point of your offer, see exactly how many Challenge registrations you'll need to generate to hit your revenue goals using our methodology:



**[5DayChallengeBook.com/Calculator](https://5DayChallengeBook.com/Calculator)**

### **3.) Crafting Your No Brainer Offer:**

We did a 2-hour training walking our clients through the entire no-brainer offer creation process, and now you get access to the exact same training that will help you craft a premium offer and have people begging to work with you.



**[5DayChallengeBook.com/Offer](https://5DayChallengeBook.com/Offer)**



#### **4.) Supercharge Your Challenge With Our Software:**

Automatically build all the assets needed to launch your 5-Day Challenge, scale your event, and grow your business beyond virtual events. Our brand-new software can save you a ton of money month after month. Reach out to our team to get set up with a free 30-day trial



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

#### **5.) Work With Our Team To Accelerate Your Results:**

We are always on the lookout for our next big client case study! If you enjoyed what you read in this book and are interested in our assistance to hit your next six-figure (or more) 5-Day Challenge, please book a call with our team. We offer a wide range of solutions. Whatever your budget, we have a way of helping you implement The Perfect Challenge Blueprint in your business today. Don't wait, give us a call. We want to help:



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## **X2 FREE VIP Tickets**

As promised, we want to offer you x2 FREE VIP Tickets to one of our upcoming events. These events are designed to help you create more impact, influence, and income in the marketplace.

These events are not your standard boring lectures, but rather immersive interactive workshops where you'll connect and collaborate with other like-minded entrepreneurs from all over the world looking to increase their skills in the online arena.

Because you bought this book, we want to gift you special access as a way of saying thank you.

To claim your tickets, simply reach out to our team and they'll be happy to let you know what events are coming up and help secure your x2 VIP seats.



**[5DayChallengeBook.com/Call](https://5DayChallengeBook.com/Call)**

## About The Author

Brendan has a natural gift for helping coaches, speakers, and thought leaders from around the globe bring their message to the masses by leveraging virtual stage events. Brendan specializes in automation, organization, and making 'tech' simple. As a Les Brown Certified Speaker, he understands the importance of getting on more stages and monetizing the experience by learning how to sell from the platform. Alongside Austin, Brendan has created a turnkey lead and sales generation tool with his 5-Day Challenge System. This system allows his clients to focus on what they love and do best while letting his team handle the rest.



# Acknowledgements

I'd like to give a few very special shout-outs...

To my beautiful, talented, much smarter than me wife, Jess. Her never-ending support from Day 1 has made it possible for me to chase my entrepreneurial dreams and bring this book to fruition. I am forever grateful.

To my parents who have always pushed me to become the best version of myself, supporting me in the good times and the bad, and encouraging me to think outside the box.

To all the amazing individuals I interviewed who were kind enough to share their wisdom and knowledge with me. I truly appreciate their willingness to pull back the curtains and provide massive value to help the readers of this book flourish with their virtual events.

To my Publishing team who guided me through the new experience of not only publishing a book for the first time, but helping turn it into an International Best Seller. You guys' rock!

To my buddy Austin Ford. His knowledge and expertise in this area have been invaluable in putting this book together. He's truly mastered his craft and is one of the best in the industry when it comes to virtual events. I'm honored to call him and his wife Jessica close friends. Austin, you're the man!

## Brendan McCauley

And a special thank you to Steve J. Larsen. The gentleman truly paved the path for much of what I've learned today, from bootstrapping it and humble beginnings to now speaking on some of the biggest stages to date. I'm honored to have learned from him and highly recommend you connect with him and his team if you haven't already done so. (#CapitalistPig - OINK!)

