

Suggested Challenge Email Schedule

Yup. There are a ton of emails associated with a challenge.

The good news is that the daily challenge emails are templated and won't take you long to create.

Like webinars, most challenge signups will come in the 48 hours prior to your challenge launch. Take care inviting people too far in advance as the early registrants can lose interest by the time your challenge starts unless you give them advance work. I'm seeing the best results with 3-day challenges as participation starts to wane after that. I'd advise not running a challenge longer than 5 to 7 days—but as always, test what works with your audience.

Invite #1	7- 10 (max) days in advance of challenge kick-off	Open with the transformation or result they will get via the challenge. NOTE: No one signs up for challenges, per se. They want the results.
Invite #2	4 days in advance of kick-off	Tell a story about who got transformation or results.
Invite #3	1 day in advance of kick-off	If you have another story about results to tell, tell it here. Otherwise, focus on the results they want and how your challenge will get them there.
Confirmation Email	Automated	Confirm the results they'll get in your challenge.
Challenge day #1	I'm getting great open rates dropping this the evening before rather than the "morning of" but I encourage you to test your best open rates	Transformation for that day and tease the content. Prominent date, time, and link to access the day's content.
Going LIVE reminders	5 to 10 minutes in advance of going live with a webinar or Facebook Live as part of your challenge.	If you are using webinars or Facebook LIVES in your challenge, drop an email reminder 5 to 10 minutes in advance of going live with a quick link for easy access and the hottest topic tease to create FOMO.

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Challenge days #2 through #4	I'm getting great open rates dropping this the evening before rather than the "morning of" but I encourage you to test your best open rates	Transformation for that day, tease the "can't miss" content. Prominent date, time, and link to access the day's content. POST THE LINKS to catch up with Days 1 & 2 & 3 content.
Challenge day #5	I'm getting great open rates dropping this the evening before rather than the "morning of" but I encourage you to test your best open rates	Tighten up the transformation for that day, tease the "can't miss" content. Prominent date, time, and link to access the day's content. POST THE LINKS to catch up with Days 1 & 2 & 3 & 4 content. Optional: make your offer in your email and start your sales series by describing your offer, the results they'll get, a quick testimonial, and urgency (deadline)
Post-challenge sales email	One day after challenge completion	Use the "lackluster to gangbusters" template from Super Seven Sales Emails
Post-challenge sales email	One day after the previous email	Use the "Overcoming Objections" template from Super Seven Sales Emails
Post-challenge sales email	Morning of cart close day and no later than 48 hours after previous emails.	Use the "Red Pill versus Blue Pill" template from Super Seven Emails.
Post-challenge sales emails	Last day cart is open.	Use any of the appropriate cart-close deadline emails from Super Seven Sales Emails.

Email Invite #1 – Transformation or results win always win the day (it's not about the challenge, it's about the results)

Important

The results or transformation is the messaging, not that you're having a challenge. The challenge is just the vehicle to get the results your participants want.

Timing

No earlier than 7 to 10 days in advance of your challenge

Template:

- Problem
- Agitate the problem
- Solve their problem with your challenge
- Results they can expect from the challenge
- Details of the challenge
- Offer two links to register at least one text link and one button.

Subject line examples to modify to fit your challenge.

[Exact transformation or results they'll get with your challenge]

Transform your email subscribers into buyers

No one can make it with a tiny audience (or can they?)

Sold out courses start here

Leads. Leads. Leads.

Dear [Name],

You want [results or transformation they want] more leads than you can handle so you can pick and choose the clients you work with.

But...

[Explain the problem holding them back OR the problem they perceive holding them back]. That's so hard to do when you start on the first day of every month with a blank slate and have to send cold emails, make cold calls, and give out free advice in Facebook groups to fill your calendar.

Commented [MO1]: Get right to the point. This email will generate a higher-than-usual open rate. You want open rates of 40% or higher for this first invite.

Commented [MO2]: Try contrarian with stating the results your buyers want and the myth that they can't have it like Rachel Miller does with her Moolah 100 Perfect Person challenge.

Commented [MO3]: If you have a solid client or student story that you can present in a Pain, Agitate, Solution format, USE THAT HERE. It will double your conversions. If you're new and don't have that, this template will serve you well.

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[Agitate the problem by explaining what will happen if they don't fix it]. And, depending on the volume you gin up, you sometimes find yourself doing the worst....

You discount your fees just to fill your calendar up.

Then hate yourself for selling your talent short.

But you've got overhead and things like a mortgage and groceries to put on the table.

There's some good news in all this..

You don't have to feel trapped by your circumstances anymore.

[How you solve their problem and why you're the person to solve it (some kind of social proof)] I've been where you're at and hated it. So, I created a system to generate leads while I sleep so I can book months in advance and never wake up on the first day of the month or year starting over.

I'm revealing the step-by-step system that helps me book out six months in advance, and better yet, am putting it into a 4-day challenge, so you see how easy it is to take SMALL daily action to hit BIG annual revenue goals.

You will leave this challenge with new habits and new leads because of the actions you take in these 4-days.

The [name of your challenge] starts [date and time].

Sign up [here for the challenge] and to get a special bonus.

I look forward to seeing you in the challenge.

Your Name

Commented [MO4]: State the clear transformation or outcome of the challenge.

Commented [MO5]: If your challenge is for free, say so here. If you're charging a nominal fee of \$10, let people know here.

Email Invite #2

Important

Tell a client or student story and how they got results using the same strategies your participants will discover in this challenge. Or tell your own story.

Timing

Three to four days in advance of your challenge kicking off.

Template:

- Open with the struggle or pain your protagonist was experiencing (paint a picture). Alternatively, open with how great it is today, but it wasn't always that way.
- Agitate that pain, e.g. "as if getting fired wasn't bad enough, I got into a car accident on the way home. My car was totaled."
- Insert what they (or you) tried. It's okay to talk about a few failed attempts.
- Then they tried what you're going to share in the challenge and list specific results.
- Remind the reader that this person or you don't have a special "in" or a special "superpower" they are just like you.
- Invite the reader to join the challenge.

Subject lines

"[Phrase or quote from the story you tell in the email inside]"

[TRUE STORY] How I [got specific results]

[TRUE STORY] How [Name of client or student] got [specific results or transformation]

[First name],

Open your story with the person or you and the pain or problem you were experiencing that your participants most identify with. Alternately, you can open with amazing results and then transition into ... "But it wasn't always that way. Just six months ago, I was struggling with..."

Agitate the pain with something that happened to make it worse, or COULD happen to make it worse.

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*Introduce how the strategies you'll offer in the challenge impacted the outcome of this story and how your story protagonist (or you) put those strategies into motion to solve their **problem** or gain the results they wanted.*

Be specific about the results, "got 10 new clients in 60 days," "sold 50-new beta course seats in less than 24-hours."

*Tell your reader that you're "pretty excited to share that 'formula, strategy, solution, approach'" with them in the challenge that starts on **DATE AND TIME IS BOLD**.*

Close your email with something along the lines of...

Here's the thing...

I can't guarantee you'll get the same results **[your story protagonist]** or I got.

But I can guarantee by taking bold action in this challenge, you will take leaps and bounds towards **[ultimate results or transformation they want]**.

Join over 650 other entrepreneurs in [getting the results they want] in the [name of your challenge].

Your Name

Commented [MO6]: *IMPORTANT***** It's not your product or service that solved their problem. It's the protagonist of the story USING your product or service that solved their problem.

Email Invite #3

Important

If you have a client story about results, share that in this email briefly, e.g. "Joey used to live paycheck to paycheck. Last month she cried with the proudest moment of her career yet... she paid off her mom and dad's mortgage so they can stay in the home they love as long as they want.

Timing

24 hours in advance of your challenge start

Template:

- Open with story if you have one. If not see the template below.
- Open with transformation or results they want.
- Urgency (starts tomorrow)
- Restate transformation or results as "one goal." Be focused.
- Give social proof or bullets on how and what they get in the challenge.
- Remind them to sign up even if they can't make the live presentations. They can get access to the replays (this is essential if you're holding the challenge via Facebook Lives)

Subject lines

[Name of challenge] (starts in 23 hours)

Exclusive access to [proprietary process, templates, black book] (starts tomorrow)

WHAT?!!! [name of challenge] starts tomorrow!

Join over 1,200 people already signed up to [get results]

Hey there,

If you want [state results or transformation], the fastest way to get there is **to take action starting in about 23 hours with...**

[Name of Challenge]

Commented [MO7]: Linked to reg page

If you have ever [state one of their biggest pains] when you wanted [results] then this challenge is for YOU!

We have ONE GOAL in mind for this challenge and that's [results they can expect from your challenge].

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Here's your **path to success** in this challenge:

- ✓ Bullet most important outcome
- ✓ Bullet third-most-important outcome or skip and only use three bullets 😊
- ✓ Bullet practical or process outcome
- ✓ Bullet second most important outcome

Sign up here.

If you can't make the LIVE presentations, go ahead and register for the challenge so you can get access to the replays and all the tools in the challenge.

I look forward to seeing you inside the challenge.

Your Name

Commented [MO8]: If path to success doesn't fit, you can say, "in this challenge you will discover," or you can say, "you'll leave this challenge with.."

Commented [MO9]: Link to reg page

Confirmation Email

Subject lines

Congrats! You're one step closer to [insert the results they want]
[Name of Challenge] starts soon and you're in!
BOOM! Congrats you're in (details inside)

[First name],

Congrats! You're one step closer to [insert the results or transformation promised by your challenge].

OPTIONAL: Insert of fun GIF or image.

You are one savvy course creator to use this challenge to kickstart your....

Commented [MO10]: Optional, say what joining this challenge says about them or how they might gain an unfair advantage.

Here's what happens next...

- ✓ [Insert the challenge start date and online links or location.
- ✓ [Insert dates of the challenge and topics if applicable.
- ✓ Ask them to join your popup Facebook Group for the challenge with a link to the FB Group.

Commented [MO11]: Make it as easy a possible to understand how to engage with your challenge and when.

But first, here's a special bonus for signing up.

Commented [MO12]: OPTIONAL Insert a link to an optional signing bonus (could be your challenge workbook)

See you inside the challenge!

[Your name]

P.S. Be sure to invite your friends and colleagues with this link. This challenge is double the fun and more effective with an accountability partner.

Commented [MO13]: Insert reg link

Daily Challenge Reminder Email

Important

Tease the content for the next day's challenge and/or live presentation. I usually get a 35% to 50% open rates for this email because I tease the content in the subject line.

Timing

Send out the evening before, or the morning of. Test which performs better for you. I've tested for myself and my clients and the evening before (no later than 6 pm) almost always gets the most opens.

Template (short and sweet):

- Announce that you're going live
- Prominent link to join the webinar or Facebook LIVE
- What they'll miss out on if they don't join (bullets)

Subject lines (tease irresistible content)

The two emails that get a 68% open rate every single time

The two stories that generate the most revenue

The best day and time to send emails (client results for the last 6-months)

Hey there,

By the end of today's challenge task, you will [list what they will know, discover, be able to do, or whatever is applicable to the days challenge].

OPTIONAL: Insert an image or GIF to reinforce your point OR insert a screen shot testimonial of a participant getting really great results. Share the joy!

Join me LIVE [at time and link]

Specifically, you'll discover.

- ✓ Bullet most important insight or task
- ✓ Bullet a practical insight or task
- ✓ Bullet second most important insight or task

See you there!

Commented [MO14]: Or link them to your challenge task page with "Step-by-step instructions for today's challenge here."

Commented [MO15]: You can insert images or you can ask people to take specific action. These emails can be real workhorses with tasks you assign in the challenge, so be sure to use them if you need to for accountability and direction.

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Your Name

P.S. Want to catch the replays?

- ✓ Day 1 replay
- ✓ Day 2 replay
- ✓ Day 3 replay

Commented [MO16]: Link to the replays or daily tasks

Going LIVE Reminder

Important

This makes it super-easy for people to show up live. I easily get 40% to 50% open rates for this email so be sure to send it out.

Timing

5 minutes before you go live.

Template (short and sweet):

- Announce that you're going live
- Prominent link to join the webinar or Facebook LIVE
- What they'll miss out on if they don't join (bullets)

Subject lines:

Going live RIGHT NOW (Name of Challenge)

[Your Name] will be live in 5-minutes (Name of Challenge)

Hey there!

I'm going live in 5-minutes at:

[PROMINENT LINK OR BUTTON]

Tonight, you'll discover:

- ✓ Bullet #1 – most important takeaway
- ✓ Bullet #2 – most practical takeaway
- ✓ Bullet #3 – second most important takeaway

See you in a few minutes.

Your Name

Commented [MO17]: This is the reason for your email. Prominent link or button to your webinar or Facebook LIVE

Commented [MO18]: Or "Today" or "This morning..."