

THE "CHALLENGE LAUNCH" 7 DAY CHALLENGE

DAY 2

Map It

Today's action item is Map It. When creating your Challenge you'll want to be clear on the one problem you're going to solve. It may be tempting to solve multiple problems in your Challenge. Save that for your paid offer! Your Challenge's goal is to solve one problem and create desire for the next steps, which are in your paid offer!

After watching today's video, brainstorm different Challenge topics based on the problems your offer solves, to give your audience small wins. Then you'll determine the One Thing is that will be the focus for your Challenge!



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Brainstorm Challenge topics based on the problems your offer solves. What is the One Thing you'll focus on during your Challenge that would be a win for your audience? What are the problems that people want fixed in this early stage that you could zoom in on?

