



Challenge Timeline

Day 1: Make call list & prep

Each builder/sharer make a list of prospects to invite and order sampling materials.

Day 2: Create Challenges

Set up 2 consecutive challenges (1/month).
Set up at least 2 weeks lead time to invite.

Day 2: Invite your builders/upgrade to CC's

Decide what the prize will be for most engagement, and incentive for invites.

Day 3 - 11: Invite participants

Call or in person, then follow up with scripted invite via Delightfully. See sample scripts.

Day 4 - 12 : Send Samples

Only sample to participants who join. Include a welcome letter, make it delightful!

A vertical pink line on the left side of the page, with six white circular markers. Each marker is connected to a white text box on the right by a thin white line.

Day 10-13: Reminder for launch call

Keep your participants excited, confirm they are joining and have their samples.

Day 14: Launch your challenge!

Zoom or live launch. See sample launch slides. Show them how to post, and do one together.

Day 15-21: CO and CC's post/like/comment with their prospects daily. Determine what tasks to post for engagement.

Day 17: Call all participants

Each participant is called. Check in to see how they are doing. (48 hrs after start of challenge)

Day 19: Prep for Closing

Show excitement for the wrap up call with group with each prospect.

Schedule call within 24 hrs following the wrap up call.

Day 21: Wrap it up!

Share presentation, announce winner, share incentive for inviting others.

Day 21-22: Close and enroll!

Each CC and the CO call prospects: close sale, and ask for others to invite to next one.

Day 22: Follow up & Repeat.

Send prize to winner. Send invites to referrals, set up new challenge, repeat!

Tips

Have the Intro challenges at the same time each month to generate a natural rhythm. And add a focus or theme to spice things up.

When inviting, aim for 15 prospects to 3 CC/CO.

Put aside time each week to reach out to new people. If you've invited people to classes in the past, please reach out with this offer.

Building online: Create funnels that lead prospects to a landing page where they sign up via email - then send them invite link.

Tasks are a way to increase engagement. Customize them to fit your group. See what your people are posting so that you can give them the solutions they are wanting.