**6-8-Week Transformation Challenge Checklist**

The 6 or 8-Week Challenge is great for a Front End Offer and introducing your business to new clients. The steps to follow and the content you add are vital for delivering a great program and leading to many new clients and long-term contracts.

I would try to average 15 new clients if you are only doing private and semi-private training and 30 new clients if you are doing unlimited large group training each contest and run them consecutively throughout the year!

\*\*\*Make sure to add the transformation challenges to your marketing calendar.\*\*\*

This adds incredible value to your program and current clients.

***\*\*\*Please make sure to change all the documents to fit the look of your business and name and change to PDF’s before you distribute them.***

**Step 1:** Before the Challenge Begins (create and prepare these resources ahead of time)

1. Determine transformation challenge start date- very important for marketing purposes.
2. Determine Pricing- this applies to your current members and new members.
3. Program Guide- explain the details of the program and how to achieve optimal success.
4. Motivational emails- You will need at least 3 emails per week but an email per day is optimal.
5. Prospect emails (to market the challenge)
6. Weekly Meal Plans (4 weeks of Meal Plans used for each month) or you can do a meal plan for men and women using a macros breakdown.
7. Grocery lists (if applicable)
8. Recipe Book (if applicable) Some people give specific meal plans with recipe books and some do not. I have had about the same amount of success with both ways. Many do not have the time to create elaborate dishes.
9. Goal Sheets
10. Measurement Sheets
11. Eating Out Guide
12. Class Schedule (Your Class Schedule)
13. Motivational Stories (for group sessions)
14. Workouts (if applicable)
15. Fat Loss Workshop- seminar given in the middle of the challenge.
16. Client Getting Started Checklist
17. Orientation Checklist
18. Create closed FB group with catchy FB banner.
19. Create sales/landing page, upsells if you have them and landing page (if applicable)
20. Create Woofoo form (if no landing page)
21. Call Scripts (if applicable) some people call there clients, I do not because we have unlimited training and see them often.

**Step 2: Marketing-** Depending on how long you have been doing challenges or how large your list is, you will need to market 2-4 weeks in advance. The goal of marketing is to get the number of people to reach your goal!

1. Get flyer produced.
2. Deploy Prospect emails- announcing challenge and ***what is offered*** (delivered 2-4 weeks in advance) an email every other day is sufficient. Push hard to get the # of clients you want. Use inspirational stories, case studies, success stories, testimonials etc.
3. Fast Action Bonus included in prospect emails for the first # of sign-ups (including one going out to your current members)
4. Challenge flyer 2-3 weeks in advance (promoted in facility, passed out and circulated on Facebook.)
5. Like and Share Campaign: I also do a contest with my FB friends for them to like and share my flyer for a chance to win entry into the challenge for FREE) I use randam name picker to select a winner. http://www.miniwebtool.com/random-name-picker/
6. Create FB Ads 2-4 weeks prior to challenge- I recommend a boosted post targeted to your friends and their friends. This is inexpensive. You can send them to a landing page or a Woofoo form.
7. Announce daily to your clients and groups and via email also. Your current members can be a great source of cash flow along with some extra support to get them excited. Its great for retention.
8. You can offer a (free entry) to your current clients if they refer someone new for the challenge, make sure to include that in your COGS.

***(Remember: the goal of the marketing campaign is not just to do some things but to push until you get the number of new people you want!)***

**Step 3-Preparing for Challenge**

1. Pre-load all motivational emails in an auto-responder. I would not attempt to do it manually.
2. Add all participants to private FB group.
3. Decide how you will deliver the content to the group. Some use membership sites, I just send it out in a zip file.
4. Friday before challenge- deliver the program to your clients via email.
5. Saturday before challenge- Orientation, weigh-ins, pics etc.
6. Determine Prizes- pre plan them and how you will score for the winner.

(example: We do 1st, 2nd and 3rd places based off of % of total body fat lost so that the playing field is even.) We also do most improved. Make this information know to everyone.

**Step 4-Once Challenge is Ongoing**

1. Monday- First Day of challenge, collect goal sheets
2. Wednesday- Check in call (if applicable)
3. Fridays- Check ins on challenge Facebook page
4. Saturdays- Check on MIA’s (call)
5. Week 2- (optional) Add incentive promo: lose over 20lbs and get paid $1 per pound!
6. Add Surprise Challenge workout (this is a team workout for challenge members only) usually done 3rd week and 6th week.
7. Week 3 or 4 deliver your seminar (listed above) to group (usually 7pm on weekday or Saturday morning)
8. Week 3 or 4- Announce date and time of finale celebration and get RSVP’s. (make sure to have your PowerPoint presentation working)
9. Week 4 or 6, schedule a strategy session.
10. Last Week- Conduct strategy sessions to convert new participants into members (this is the goal of the entire program)
11. Last Weekend- Final measurements and pics
12. Challenge Finale Party- 1-2 weeks after end of challenge.

**After the Challenge Ends**

1. Email out the post challenge survey
2. Post before and after pics on website and Facebook.
3. Promote results to your current members and to your newsletter list for future marketing.