HOW TO TURN YOUR COURSE INTO A CHALLENGE FOR MORE SALES

Digital Courses: Creating a Challenge from Your Course for More Sales

Now that you have started selling your course it's time to turn that content into other forms for more sales. One problem you may be seeing from your course clients is motivating them to take action.

Most people are excited when they first begin your course. They see a solution to their problem that will help them tackle it. They watch the videos, download the PDFs, and begin taking action. Motivation may start to wane as day-to-day hurdles distract their attention and contribute to a loss of focus.

It's during this time, when you want to include challenge elements that motivate the user again. This strategy not only helps them but also helps your business grow as well. Your students who have seen results from the challenge will come back to you for your other offers and will spread the word about how much you helped them solve their problem.

What does challenge mean when we talk about it as a part of online business? A challenge simply means a series of actions your participants take every day for a certain length of time. You give them an assignment, just like in high school, and they take that action, usually something that can be accomplished quickly. You continue to motivate them until the end of the challenge. A challenge can be any set amount of time, such as 30 days, 7 days, or 14 days.

Your tips, guidance, and the strategies you give your students throughout the challenge helps them set and meet goals. As a bonus for you, the challenge will begin building your position as a coach for your students.

People like challenges because they appeal to human desire to improve ourselves. When you run a challenge, it should encourage participants of the benefits they'll get if they follow through.

If you already have a course that's making sales, an obvious next step then would be to create a challenge based on that course. Once you have the basic concept of what you need, you simply need to create the challenge.

This guide will help you break down what you need to do and how to turn your course into a challenge so you can make even more sales.

Creating Effective Challenges

So how do you create an effective challenge? What do you need? Let's break it down.

1. Know what your desired result is. Before you begin dissecting your course for a challenge, you want to identify your end goal for that challenge. How will the

challenge benefit your business? You aren't just creating a challenge to get more people to take action. The challenge should be something that helps you build on your own business goals. Do you want more sales from the challenge? Or are you looking for more testimonials? Are you trying to create more success stories to help build your business credibility?

Keeping your goals in mind helps you decide on the type of challenge you want to run, who you want to be a part of it, and what type of structure you'll use.

2. Begin developing challenge ideas. Use these questions and strategies to help you. What will you challenge your people to do? Look at what your competitors are currently doing or have done in the past. Identify your students' challenging areas. In your own courses, what have students asked you about the most?

   Another option is to go through your course and note the sections that your students had the most trouble achieving. This might be something you want to delve deeper into with them and challenge them to achieve.

   Identify the focus of the challenge. Is it achievable? Now set up the delivery period for the challenge. It can be a 30 day challenge, a 90 day challenge, or any other realistically, achievable amount of time.

3. Create your challenge based on your ideal participant's needs. Are you going to open the challenge up for everyone interested in the challenge? Are you only going to allow current students to be a part of the challenge?

4. Choose how you will be doing the challenge. Is it going to be an email challenge or online through Facebook or some other platform? Will you be offering the challenge off-line? Your content will need to be set up specifically for each of the different way it's available.

5. Figure out your budget. How much will you budget on creating and running the challenge? Is there parts that will need outsourced, and thereby cost you money? Are you going to pay for advertising?

6. Determine how you will distribute the challenge. Begin by making an outline of the content you need in order to create or repurpose the challenge. You'll also want to choose where you will distribute it. When will you distribute it? What content needs to go out each day? What parts of the content do you post on social media while the challenge is going on?

   Outline your content in a logical, step-by-step way that easily guides your challengers. You want to motivate them to complete the challenge, not confuse them so they quit.

7. Create a pre- and post- challenge marketing plan. Map out the tactics needed to attract people to the challenge. Which tools will you use? Be sure to have a plan for how you will collect testimonials and stories form the participants after the challenge ends.

   Create a marketing plan on how you will track and monitor success and the effectiveness of the challenge. Determine what types of products or services you are going to be offering or promoting after the challenge ends.

8. Get ready to launch your challenge. When you've completed the previous steps, you're ready to launch. Make a list of all the actions steps you'll need to take and set deadlines for them to help things go smoothly. Use a good project management system to keep you organized.

Use these basic steps to create your challenge. However, it doesn't end there. You will still need to convert your course materials into challenge material.

Converting Content

Luckily, you don't have to create your challenge material from scratch. You've already spent considerable time creating your course content. Now all you have to do to put together your challenge quickly is to pull out what you need and set it up for the number of days of your challenge.

Let's say you have a course called 25 Days to More Social Media Buzz. You have a couple of options, which can help you turn the course into a challenge.

Options:

1. Take one chapter from the course and break up the content and drip-feed it over a set number of days, say a 5-day period.

2. Break the whole course into a longer challenge, for example, say 30 days. By giving your students a longer time between assignments.

You may need to fill in parts of the course with more or different content. When adapting the course to create the challenge, you may also need to delete some of the existing content, based on what your potential students already know.

For example, let's assume the 25 Days to More Social Media Buzz course has 15 points in each of the 25 chapters. For each point, there is a specific activity. This element must be accomplished during the challenge. Some people may take a day or less to complete it, while others take longer than a day to finish it. And you want your challenge to be for 7 days.

So what you could do is use the activities from the course that take less time that you want people to achieve and set it for a 7 day period. If you want to do a 30 day challenge, you'd give people a few days between assignments for them to work on each one. Any longer than a few days and you are more likely to get people giving up and dropping out. Try to keep the assignments around one hour per day in this case.

Now maybe you have a chapter that isn't as fleshed out, needing more direction. You need to add more content. In this case, take content from one of your other courses on the same topic to provide the extra direction. Or you could create a template from it so they can create their own social media ad or post.

If you run into a section that is a little too long, you may want to split that section up by adding a short video, which shows how you use social media to create buzz quickly.

For the content you send to people to each day, you pull out the content, place it into an email, a hidden blog post or wherever you are hosting your challenge. Then you provide a link to any worksheets they need. Schedule the emails to go out at a regular time.

Here's another example:

Maybe you have a course on exploring spirituality within themselves. The main topics include evaluating the different spiritual types, identifying where their spirituality is lacking and where it shines, and exercises on developing more spirituality in their life. It might also have units on overcoming barriers and the tools that can help them with mental blocks toward spirituality.

You decide you want to turn this course into a 30 day challenge. Begin by breaking up the course content into 30 days. Since it's a course on finding your creativity, you could have them do some of the exercises more than once. This extends your course content without having to create new content.

Challenge Tips

- Add your branding

- Change titles of the course chapters to include Day 1, Day 2, etc.

- Be sure to add your own affiliate links to products you recommend

- Alter the course assignment if you need it to fit into a smaller time frame to complete

- Keep assignments small enough to complete quickly

- Host your challenge in a private Facebook Group, using the units feature to break down each day.

- Turn your course content into workbooks, checklists and assignment worksheets for more interactivity

- Offer support and build your community by creating a Facebook Group where your participants can share their successes or problems they are having during the challenge and ask you questions

- Don't forget to cash in even more by promoting your other relevant course, info-products and software

- Offer live video chats

- Create checklists and calendars so participants can track their progress

Here's the Next Step

Creating a challenge from your course is a great way to bring in more sales. It simply takes a little time on your part, as well as a little content rearrangement to have a challenge created, quickly.

Steps:

- Decide on the length of your challenge. Typically, you'll want to choose one of the following, based on the user's needs: 10 days, 30 days, 5 days, 100 days, etc.

- Set your title to differentiate it slightly from the original course.

- Determine how you'll deliver the challenge

- Assess the content. Add anything that needs beefing up or delete anything that you don't need in the challenge.

- Promote your challenge on social media, through your emails, from guest posts and with your landing page

Plan the promotion. You can target previous course customers, individuals who've shown interest in your free offers but didn't purchase the course, or others.
While your course made you money, creating a challenge from it can be rewarding and fun for both you and your participants.