

A Home Business Mum's Guide To Creating A Simple "Challenge" In Your Facebook Group That Gives Massive Value & Grow's Your Network!

1. Pick a topic that is answering your audiences problems and providing benefit. Use this section here to write down ideas of topics.

2. Pick how many days you will do the challenge for!- 14 seems good.

3. Put together A list of daily topics you will speak about each day.

List the topics for each day here:

4. Start finding content and information about each day's topic or use content and resources that you already have to help you put this together. Use your evenings to come up with the content for each day or spend a day or two to find the content for each day. (preparation is key)

5. Think about how you will execute the content.....(live video) (Images with post) etc then start “scheduling” in those posts for each day into your group. (I scheduled the “post” days with a picture I created in canva.com and scheduled "recorded video's" other days, then did “live videos” on the days I knew I could go live). I wanted variation to make the challenge fun and to mix it up a bit.

NOTE: If you aren't yet comfortable going “live” in your group, doing recorded videos that you post in there still works fine! But going live in a group is a great place to start if you are not already doing them.

Use the boxes to organise yourself for what type of post you have done on what day:

V = Video
L = Live Video
I = Image/post

	Day 1		Day 2	
Day 3		Day 4		Day 5
Day 6		Day 7		Day 11
Day 9		Day 10		Day 8
Day 12		Day 13		Day 14

6. Choose a prize or incentive to share to the people so they know what the reward is at the end of the challenge for participating.

Prize or Incentive:

7. Promote!!!!!! Promote the challenge on your profile or page - Do a live video to launch it, explain what it will be about, the rules behind how to participate and what the prize or incentive will be.

(my rules were that a..... "#14days" had to be posted with the persons post each day. And a points system based on if they posted a written post, image with writing or video. (1 point for written post, 2 points for image and 5 points for going live) You choose what rules would suit you!

Jot down your rules here:

8. Share the promoted live video into congruent groups with permission for extra exposure and hopefully more people participating in the challenge.

List congruent groups here:

9. The day before the challenge, post an image in the group that you create on canva.com or an editor your are comfortable using, with the rules of the challenge and tag everyone who is participating in the challenge on that post so they know the rules.

10. On every day's post for challenge, ALWAYS tag the people participating if you can...and have a CTA (call to action) to remind them of the rules (#, points etc).

11. Create a spreadsheet or list in a notebook of each persons name so you can track their points each day (I used excel spreadsheet, but a notebook would work as well).

12. Comment on each and every post when everyone posts each day. -If you want them to participate properly and get the most out of it, make sure you are engaging with them all the time. (I personally was commenting in the evenings which helped me track their points while I was entering my comments, or I would find 10 minutes in the day to engage on their comments).

13. Announce the winner on day 15 and make sure you get their prize or incentive to them asap.

14. HAVE FUN, MAKE IT FUN. No one will stick to a challenge if they aren't getting loads of value and aren't feeling like they are appreciated for participating.

I hope you enjoy executing a challenge in your group just as much as I did! Why not share your results of the challenge with me back over on my blog post at www.janelleemma.com I'd love to hear how it goes!!

Janelle Emma

www.JanelleEmma.com

