

Challenge *Inventory List*





REGISTRATION PAGE: *explain the goal of the challenge, what will be included, and the dates*

- Enticing headline/challenge name
- Compelling bullet points

TO PROMOTE THE CHALLENGE:

- Facebook/other paid ads
- Personal email invitations
- Public social media posts
- Free content relating to topic:
 - Blog post
 - Podcast show
 - Interviews
 - Promo video

THANK YOU PAGE: *thank registrants for signing up for the challenge, invite them to share the challenge with their friends*

- Add to calendar option
- Share graphics (formatted for the different social media platforms)
- Click to tweet messages

WELCOME EMAIL: *confirm their registration*

- Bonus content to consume before the challenge starts
- A video of your story/or text about your brand
- Any action items they need to complete before the challenge starts
- Get them excited!

OPTIONAL:

- Bonus content to keep them excited in between signing up and starting the challenge
- Reminder emails before the challenge starts



DURING THE CHALLENGE:

- Daily emails explaining the content
 - Training videos
 - Worksheets
 - Resources
- Graphics for social media related to the daily challenge content
- Facebook group or community element to create collaboration
- Bonuses/prizes for participation, sharing the challenge
- Social media posts for each day's content
- Dedicate time for engaging with the challenge participants

AFTER THE CHALLENGE:

- Choose winners of participation prizes
- Recap the results of the challenge
- (Optional) Publish the content of the challenge on a recap page for those who missed it live
- Invite participants to the next step (your product/service)
 - Webinar, FB live, sales page, phone consultation (whatever your preferred method of selling is)
 - Sales emails reminding people of the offer, create urgency

NOTES...

KAYE PUTNAM



**HI, THERE! MY NAME IS KAYE
(LIKE THE LETTER).**

Entrepreneurs hire me to
define their brand strategy.

*But really, I help them see
themselves more clearly.*

Here's what I'm NOT: a designer. The design is just the tip of the iceberg in your brand. It would be a huge disservice to you to only focus there. And I'm definitely NOT a guru. I research, read, hypothesize and test everything psychology-driven branding so you don't have to.

I help entrepreneurs like you build brands that are in demand by uncovering the innate truths that drive you. I'll help you connect with your clients & customers on an emotional, gut level. We'll use a powerful cocktail of intuition, timeless archetypes, and psychology to define your brand's most powerful message.

After working together, you'll feel clear & confident about stepping into your greatest work. Your ideal clients will be attracted to that clarity like a magnet, and will be ready to buy. Are you ready? [Discover](#) how we can work together to transform your brand.

