

# 5 DAY+FREEBIE CHALLENGE

## Workbook

www.wp-bff.com



Copyright 2019 | All Rights Reserved

SHANNON+MATTERN

# 5 DAY+FREEBIE CHALLENGE

## DAY 1

### 5 Step Formula to Creating an Income Online

1.

2.

*the most important step!*

3.

4.

5.

Notes:

# 5 DAY+FREEBIE CHALLENGE

## DAY 1

"The #1 thing that sets apart people that reach their goals from those that don't is \_\_\_\_\_."

### True or False? *#mythbusters*

1. You can explode your traffic and get instant results when you know the exact formula.

**True    False**

2. You need an email list of at least 5,000 people to start making money online.

**True    False**

3. Using a "Sign Up for My Newsletter" is the least effective way to build an email list.

**True    False**

4. Writing blog posts for Google Search Results & sharing them on social is the best way to get traffic.

**True    False**

### Notes:

# 5 DAY+FREEBIE CHALLENGE

## DAY 1

### 3 Components of a Shareworthy Freebie

1.

2.

3.

*this is the most crucial piece!*

**Notes:**

*#truthbomb*

"Most people will never buy anything from you. But if you take care of them, they'll tell everyone they know about you."

# 5 DAY+FREEBIE CHALLENGE

## DAY 1

### BIG Strategy

*action step!*

Imagine that you woke up in the body of your ideal client.

Describe what a typical day is like for your ideal client from the moment they wake up until they go to bed. Be as descriptive as possible, especially about their struggles and frustrations with the problem you solve.

### Typical Day:

## 5 DAY+FREEBIE CHALLENGE

# DAY 1

## BIG Strategy

*action step!*

Now, imagine the problem has been solved. Describe what your ideal client's day looks like in detail now that they no longer have this problem. How do they feel? What is possible for them now?

### **Ideal Day:**

### **Fill in the Blanks:**

I wish I could wave a magic wand and then I'd feel:

If I didn't have this problem, I'd be able to:

# 5 DAY+FREEBIE CHALLENGE

## DAY 2

### Bridging the Gap

*fill in the blanks!*

1) A KNOWLEDGE gap is:

2) A RESOURCES gap is:

3) A BELIEF gap is:

My ideal client has a **Knowledge Resource Belief** gap. *circle one!*

# 5 DAY+FREEBIE CHALLENGE

## DAY 2

### Bridging the Gap

*action step:*

What information can your ideal client take action on to begin bridging the gap?

#### Shareworthy Checklist

*does your idea check all the boxes?*

- I can take action on this information and get a result.
- I would pay for this information.
- Sharing this information with a friend or colleague would make me look good.



# 5 DAY+FREEBIE CHALLENGE

## DAY 3

### 4 Types of Freebies

1.

2.

3.

4.

*Action Step:*

I'm making a \_\_\_\_\_ and I will have it done by \_\_\_\_\_.

### Creation Tech Resources

Canva - [www.canva.com](http://www.canva.com)

Loom - [www.useloom.com](http://www.useloom.com)

Zoom - [www.zoom.com](http://www.zoom.com)

# 5 DAY+FREEBIE CHALLENGE

## DAY 4

*fill in the blanks!*

### Irresistible Call Action Formula

1. \_\_\_\_\_

even if

2. \_\_\_\_\_

so that you can stop

3. \_\_\_\_\_

and start

4. \_\_\_\_\_

# 5 DAY+FREEBIE CHALLENGE

## DAY 4

*your turn!*

### Irresistible Call Action Formula

1. \_\_\_\_\_

even if

2. \_\_\_\_\_

so that you can stop

3. \_\_\_\_\_

and start

4. \_\_\_\_\_

## 5 DAY+FREEBIE CHALLENGE

# DAY 5

### 5 Places to Put Optin Forms

1.

2.

3.

4.

5.

# 5 DAY+FREEBIE CHALLENGE

## DAY 5

### Marketing

Marketing is NOT \_\_\_\_\_.

Marketing IS:

1.

2.

3.

Notes: