

Using an Email Challenge To Grow Your List, Engage Your Community & Increase Your Income



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Introduction

We put this little guide together as a supplement or bonus for our PLR Email Challenge packs over at www.PiggyMakesBank.com. In these bundles you'll find 15 or 30 blog posts and email messages that are designed to go out daily and challenge or inspire your readers to do something. This guide is designed to walk you through setting up and running your own email challenge.

Use it to write and launch your own content, or grab one of our bundles and put it to good use. Either way, we hope this will help you launch your very own email challenge. Let's start by talking a little more about what it is and why it works so well in just about any niche.

An email challenge is a series of email messages that your audience can sign up for. Usually you will send daily emails with a tip or a task and then invite your readers to participate and practice a new habit or work on a new skill.

We'll run through a couple of examples in a little more detail in the next section, but let's look at a quick one. Say you're running a 30 day declutter challenge. Each day you would email your readers with a new mini challenge. This could be to tackle the junk drawer and toss anything that's no longer needed. Or it could be to find 5 items they can donate. Or it could be to go through their children's book shelves and find books they've outgrown that can be donated to the library or passed on to a younger friend or cousin. You get the idea. Each day you give your readers a new task.

Email challenges are a great idea for a few different reasons. They give you something to focus on and mail about for the full 15 or 30 days of the challenge. That makes email marketing planning for the month easy. They also create a lot of engagement with your readers. Invite them to check in and let you know how they are doing. Ask for feedback and suggestions. At the end of the challenge ask readers to share their results and what they've learned. It's the perfect way to create more interaction and engagement.

As you go along, you can promote related products when appropriate. That's an incredibly effective way to monetize your email challenge. And since the emails are helpful and engaging, a lot of your readers will open and read the emails... and take you up on those offers.

Last but not least it's a great way to generate buzz and build your list. Promote the free email challenge a few weeks before you start it and invite people to subscribe to your list to make sure they are included in the challenge. Then as you go along invite existing readers to spread the word and invite others to join in. We always see a huge increase in subscribers when we run these email challenges – across multiple niches.

Ready to figure out how to run one of these? It all starts with a little bit of planning...

Part 1 - Planning

Before you start to write your first email, it's time to do a little bit of planning. Get out your notebook and pen, or open a text document and figure out how you want to approach this. You want to think about topics, how many emails you want to write, and how often you want to send them out.

Deciding On A Topic

Start by figuring out what your email challenge will be about. Think about your audience and what they are trying to figure out. What problems are they facing that you can help them with? What questions have you gotten via email? What can be easily broken down into a series of lessons, tips, or tutorials? Here are a few ideas:

- A 15 Day Sugar Detox Challenge
- A 30 Day Family Budget Challenge
- A Grow Your Own Food Challenge
- A Become A Better Blogger Challenge
- Setting Up Your First Email Challenge
- A Slow Cooker Challenge
- A Declutter Challenge
- An Organize Your Office Challenge
- A Learn to Knit Socks Challenge
- 30 Fun Summer Crafts To Do With The Kids
- 15 Homeschool Lesson Plans on History
- 15 Day Website Audit
- Write A Novel In A Month

Think about what topics lend themselves to an email challenge. If you're blogging regularly, look at your most popular blog posts, your categories, or even a series of blog posts and see if you can come up with some challenge ideas.

Make a list of potential topics and pick a few that sound like fun and would be easy to put together. Present them to your current readers and see what they are most excited about.

Here's how we did this in a recent message in one of our Facebook groups. We also emailed our list and asked them to chime in.



Homemaker's Hutch

May 1 at 2:52pm · 🌐

We're planning another 30 Day Challenge to start in June. Which would you prefer:

1. Declutter/Home Organization challenge
2. Slow Cooker challenge
3. Something else

Let us know in the comments.

Determining How Many Emails You Want To Send

Once you have your topic, it's time to decide how many times you want to email your readers. Think about your content. You may want to sketch out a rough outline of what you want to go over with them to get an idea. Popular options are 5 emails, 7 emails, 15 emails and 30 emails.

We tend to stick to either 15 or 30 emails. It will take a while to work through a new topic or create a new habit. Your readers will appreciate when you take your time and break it up into small bite-sized chunks.

How Far Do You Want To Spread The Emails Apart

Your next decision to make is how you want to spread the emails out. Options are once per week, several times per week, or daily. We usually run our challenges with daily emails to get our readers engaged and making some serious progress.

Once you've figured out how many times you want to email them and how far you want to spread the emails apart, you have everything you need to fine tune your plans and get to work.

Examples of 30 Day Challenges

We've run and written a few different challenges. 30 day challenges tend to do best for us. Not only does it give us plenty of time to work with our readers and help them get things done (or form new habits), the longer time period also allows us to create some buzz and get our readers promoting the challenge to others, inviting them to join. It's a great way to grow your list quickly.

Here are examples of two challenges:

30 Day Slow Cooker Challenge

Each day readers get an email with a quick tip or an encouraging message and a link to a new slow cooker recipe on the blog. As they click through to the blog, ad revenue is generated. The challenge is also monetized by promoting cookbooks, slow cookers and even accessories like slow cooker liners.

30 Day Blogging Challenge

The idea behind this challenge is to encourage readers to blog more, blog consistently, and get better at blogging, promoting their blog posts, and monetizing their content. Each day they receive an email message that send them to a blog post

with today's lesson. Lessons include tips for coming up with blog post ideas, how to write better blog posts, how to include calls to action, monetization etc. The goal of the challenge is to encourage them to work on their blog every day and become a much better blogger over the course of the month.

Delivery of the Challenge

The last piece of the puzzle is delivery. Sure you could just send out 30 emails, sharing the content within the emails and call it done, but that's not really your best option. Instead, we suggest you use 3 to 4 parts (the last one is optional) for maximum exposure.

Here are the daily piece to deliver your email challenge for maximum exposure:

- Daily Emails
- Blog Posts
- Social Media (to create Buzz)
- Video (optional)

We usually start by writing the blog post and publishing it. From there the email is composed and sent out to our list. The next step is to post the blog post on social media and invite others to join the challenge. This creates a lot of buzz and helps you grow your list fast with a free email challenge.

If you prefer to record yourself or your screen to show your readers how to do something or walk them through the daily challenge, by all means do that. Record your video and then embed it in the blog post along with a little bit of text. Let them know what the video is about, give them a quick recap and link to any resources you're mentioning in the video. Then email about the blog post with the embedded video and promote on social media as mentioned above.

This is just a quick overview to give you an idea of the type of content you'll be creating for this challenge. In part two of this report, we'll go over content creation in a little more detail.

Part 2 - Content Creation

Got your challenge all planned out? You know roughly what you want to teach them and how long you want the challenge to be? Great. Now it's time to work on the content.

Start by making an outline. Let's say you're running a 30 Day Challenge and you'll create a blog post and email for each day. You may be wondering why we recommend doing both. It's because it gives you maximum exposure. The daily

emails will encourage people to get on your list. And when you share something in the email that you don't share on the blog, all the better. Word gets around and people will sign up instead of trying to remember to visit your blog each day (and we all know how that goes...).

So email is great for consistency, interaction, and it's much easier to make an offer via email that converts well. But what about the blog posts? Sure you could run the challenge just via email, but you'd be missing out on another big part. By creating a fresh blog post each day, you're also writing a lot of great evergreen content that will help bring new readers to your site, both during the challenge and for months and years after. The same goes for social media posts. By blogging part of the challenge, you can share those daily blog posts on Facebook, Twitter, and Pinterest etc. to get even more traffic that way. We're going for maximum exposure here. And if writing isn't your thing, record a video, upload it to YouTube and then embed it in your blog post and add another channel (YouTube) to broaden your reach even further.

Of course the next step is creating all that content. You have options here as well.

- Do it all ahead of time
- Write as you go along
- Buy a PLR pack and just copy and paste ☺

Let's run through them one by one.

Write The Content Ahead Of Time

If you're the kind of person that works best in batches (meaning you start something and work on it until it's done before moving on to something else), or if you're worried that you won't keep up with the challenge content creation once it's launched, write it all and get it ready to go out before you tell your readers about it.

Write your blog posts and save them as drafts on your site. Of, if you prefer, write them all in a MS Word or Google Doc and then paste them into your blog when you're done writing. Do some final editing, add some images if you like and have everything ready to go before the challenge even starts.

Once you have all 30 of them ready to publish, move on the emails. Again, you can write them all in a doc first (Susanne's preferred method), or compose them right inside your auto responder service, saving them as drafts.

When you have all the content ready and are running the challenge, you can schedule the posts to publish and the emails to go out at certain dates and times, or log in every morning and publish and send the blog post and email for the day.

Write The Content As You Go Along

Another option is to write the content as you go along. You can simply sit down first thing in the morning and write that days' blog post, followed by the email message for the challenge participants.

While this works great most of the time and seems very appealing if you're the kind of person that likes to fly by the seat of their pants and do stuff last minute, there is one major drawback.

If anything happens... you have a family emergency, you get sick, or the internet decides to go out, your challenge comes to a screeching halt and you'll be disappointing your subscribers.

If you are writing as you go, we recommend you at least work a few days ahead of schedule. That will give you a buffer should something happen during the challenge. You can still write one blog post and one email per day, but you're a few days ahead of your challenge participants.

Buy A PLR Pack And Just Copy And Paste

If either of those two scenarios sound like a lot of work, it's because they are. To deliver a quality challenge for your participants, you'll be doing a lot of research and content creation... and you still have the marketing, promoting, and buzz generating to do along with answering questions from challenge participants.

Thankfully there's a great shortcut. We've put together some fun, interesting, and helpful challenges in a few different niches and are selling the PLR rights to all that content over at Piggy Makes Bank.

Feel free to browse around, pick up a challenge PLR bundle and put it to work using the strategies outlined in this report. In fact, we put together this report as a bonus to help our challenge PLR customers make the most of the PLR they bought... if that's you, ignore the section above about content creation unless you're ready to write a challenge of your own down the road... and you might once you see how well this works.

With these Challenge PLR bundles the content creation is done for you. You get two versions for both the blog posts and the emails. Word Docs and Txt files. Use either to copy and paste the text into your blogging and email marketing software.

You can edit as much or as little as you'd like. At the very least we recommend you

- 1) Insert the appropriate short code for your email provider to include each subscribers first name where it says (name) in the email documents.

For example, if you're using Aweber it's {!name}

- 2) Change the closing section to include your name and website info.
- 3) For the blog posts, we recommend you include some images to make it easier to share them on social media.

Everything else is entirely up to you. Edit as much or as little as you'd like to make this challenge work for your audience and your target market. Since this is PLR content, it's yours to claim as your own and edit as you see fit.

As with the content challenges you write it is up to you if you want to copy and paste everything in ahead of time, do some light editing if needed, and scheduling all posts and emails, you can. Or you can do it as you go along.

Now that we've talked about the content creation and your different options, let's move on to the next section – getting it all set up and ready to go.

Part 3 - Setting It Up

There's a little bit of set-up we need to talk about before you're ready to run your challenge. We promise this isn't terribly complicated. There are really only three steps to it and once you've done it once, you can get it all done in less than an hour.

Picking Your List

The first thing you need to do is make a decision. If you already have a list for your blog and you'll be running the challenge on your blog as we've discussed, you have two different options.

You can run the challenge for your entire list... which means that everyone that's currently signed up (for your newsletter or blog updates for example), will get the challenge emails.

The other option is to create a separate list in your autoresponder software and invite people (including your current subscribers) to sign up prior to the challenge.

Each option has advantages and disadvantages. Pick the one you think will work best for you and your readers.

If you decide to start a new list, go ahead and get that set up.

Putting Up An Option Form and / or Opt-in Page

Next it's time to get people to sign up for the challenge. Even if you're using your existing list, you want to use this opportunity to grow your subscriber base. Set up an opt-in form and if you'd like create a dedicated option page.

In your copy focus on the benefits for your readers. What will they get out of the challenge? Convey what's in it for them and you should see some great opt-in rates.

Where do you put your opt-in form? That's up to you. You can add it to the side bar of your blog, or replace the opt-in form you're using right now.

Another great option is to add the opt-in form to a few popular and related blog posts. You can add it toward the end of the post with a strong call to action, encouraging readers to sign up.

Last but not least consider adding a popup window for your challenge opt-in.

Promote Your Challenge

Now comes the fun part... you get to invite people to join you and sign up for the challenge. Mention it in your blog posts, your emails, your social media posts etc. Create a video to spread the word or become a guest on a few podcasts in your niche to promote the challenge.

Do what you can in the weeks leading up to the challenge to grow this list as big as possible. We have some strategies for you in the next section that will help you grow your list even faster while the challenge is running. The more people you get on board now the better those strategies will work and the better your challenge will do.

Part 4 - Running The Challenge

It's finally time to get the Challenge started. Beginning with your launch day, there are three things you'll be doing every morning:

- Post / Publish Blog Post
- Send Email
- Social Media Buzz

This won't take you long to do, especially if all the content is written. All you just need to copy, paste and hit publish.

Start with the blog post. Get the content in there, add a good image for social media exposure and hit publish.

Grab the URL for your blog post and wrap up today's email. If you're using one of our Challenge PLR packs, you just need to do a little light editing, add the link and your personal / blog information before hitting send.

After a day or two, it shouldn't take you more than 15 minutes to get everything done.

One more thing we need to discuss about the emails. Each day either make an offer or invite readers to share / invite others to join the challenge.

Look for products you can promote throughout the challenge and work them into your emails. We recommend making an offer every other day. On the remaining days, invite reader to share your email with others who might enjoy the challenge as well. If you're using one of our PLR challenge bundles we've got that covered for you as well.

Last but not least it's time to create some more social media buzz. Pin the image on your blog post, share the post and/or your daily email on Facebook and Twitter. Create as much social media buzz as possible during the challenge to grow your list fast.

Part 5

Congratulations. You've made it through all 15 or 30 days of the email challenge!

Now what?

You've created a lot of report and engagement with your readers and grew your list quite a bit over the past month. Now it's time to slow down a little, but still keep up that momentum. There are a couple of different things you want to pay attention to and do over the coming weeks.

Follow Up & Tap Into That Engagement

The end of the challenge is the perfect time to tap into all that engagement you've built up with your readers. While you certainly want to slow down just a little in the amount of emails you send out, now is the perfect time to ask your readers for feedback and also make some offers.

If you can work the offers into the theme of the challenge, even better. First though, follow up a few days after the challenge and ask your readers for feedback. What did they like about the challenge? What didn't they like? What progress did they make? What do they want to accomplish next, or what challenge would they like to see from you next.

Not only will this help you get to know your audience better and built trust, having your subscribers reply also helps with email deliverability from here on out. With Gmail for example, you're much more likely to get in your reader's inbox instead of the promotional tab if they have replied to your emails.

Email Regularly

The worst thing you can do right after the challenge is to stop emailing all-together. You've spend a lot of time and effort creating all this positive interaction and trust with your readers. Make sure you leverage it and continue to nurture that relationships.

Sit down and plan out your emails for the next couple of weeks. Start with some follow up questions for the challenge as outlined above. Then think about what else you can share with your readers.

What other content do you have on your blog already that would be helpful or interesting for them? What products could you promote? What fresh content can you write and share with them?

Make a plan and do your best to email them several times per week.

Run Another Challenge

When you're fully recovered and ready, it's time to run another challenge. Think of related topics and go back to the feedback you've gotten from your readers. Now that you know a little more about your target audience and your subscribers, what else can you teach them or share?

Of course feel free to come back and see what Challenge PLR Packages we have available that may be a good fit for your market.

Get your readers in the habit of expecting these challenges every few months. If you're ambitious you could even aim for an every other month schedule, or host one 15 day challenge per month.

Doing this regularly will keep your readers engaged and continue to grow your total list size.

Run The Same Challenge Again Down The Road

Where it applies, consider running the same challenge again down the road. Since all the content is ready to go, this will be easy to set up and run. The blog posts are already there. Just give them a quick glance to make sure all information is still up to date and that any links, videos, graphics, or additional resources still work.

You can even recycle the same email messages. Find them in your autoresponder service and either reschedule them, or copy the message, edit as needed and send it out.

Of course you don't want to redo the same challenge again right away – particularly if you're sending it out to your main list or plan on using the same list again. Instead, wait a few months and then run it again. Even existing subscribers will appreciate seeing this again and working on improving their skills. If you frame it right and let them know what's going on, they won't mind getting the same emails again.

For example, if you're running our slow cooker challenge again, let them know that you want to encourage them to use their slow cooker more now that the weather is changing. Let them know to look for old time favorites, but also encourage them to give some recipes a try that they passed on last time you ran the challenge.

There you have it. Our simple guide for running a successful email challenge. We hope this report encourages you to give this strategy a try.

We'd also like to invite you to check out our PLR website and Marketing Blog over at www.PiggyMakesBank.com



Tracy Roberts & Susanne Myers

Some of our favorite 30 Day Challenge PLR Bundles:

From PiggyMakesBank.com:

[Self-Help Challenge Membership](#)

[30 Day Courage to Increase Self Confidence Challenge](#)

[30 Day Happiness Challenge](#)

[30 Day Living Life with Purpose Challenge](#)

[30 Day List Building Challenge](#)

[30 Day Blogging Challenge](#)

[30 Day Slow Cooker Challenge](#)

From [AllPrivateLabelPLR.com](#):

[15 Day Email Challenge](#)

From Ruth Pound:

[30 Day Clean Eating Challenge](#)