



# PEDRO'S "TWO COMMA CLUB" CHALLENGE WORKSHEET

## STEP 1: WHO - CREATING YOUR MICRO-NICHE

### WHO

Define Your Ideal Client

Gender: Market:  
 Age: Submarket:  
 Location: Niche:  
 Interests: Micro-Niche:

### WHAT

What Problem Are You Solving?  
 What Outcome Are You Promising?

### HOW

How does your process, product or service solve that problem?

## STEP 2: WHAT - CREATING AN IRRESISTIBLE OFFER

### CORE OFFER

What is your offer?

DIY | DWY | DFY

Course | 1:1 | Membership  
 Program/Mastermind

What is it called? \_\_\_\_\_

### HOT BONUSES

- 1.
- 2.
- 3.

*\*Overcome Objections*

### OFFER DETAILS

Price?

Scarcity/Urgency?

Risk-Reversal?

## STEP 3: WHY - MOVEMENT MESSAGING

What is the future-based cause?

What is the from-to journey of transformation you are taking them on? aka. *the new opportunity*

What are you taking a stand for/against?

What new identity are you giving them in this process?

What lies, misconceptions, or issues are keeping your micro-niche stuck?

Who do you want to be for your who? Which attractive character are you going to show-up as for your who?

The Expert/Leader

The Adventurer/Crusader

The Reporter/Evangelist

The Reluctant Hero

## STEP 4: CHALLENGE-DESIGN

What is the primary reason for running this challenge?

Learn  Earn  Gather Proof

What's the challenge name and tagline?

*A good challenge name includes: length, price, promise, outcome, & who it is for*

What's the Big Idea or Hook of the Challenge?

How long does your challenge need to be to deliver that outcome/results? (3-90 days)

By the end of this challenge you will be able to:  
*(insert promised outcome here)*

Is your challenge free or paid? If paid, how much?

What date are you committed to starting your challenge? \_\_\_/\_\_\_/\_\_\_

## STEP 4: CHALLENGE-DESIGN CONTINUED

DAY 1	DAY 2	DAY 3	DAY 4 <span style="float: right; font-size: 0.8em; background-color: #e0ffe0; padding: 2px;">CART-OPEN</span>	DAY 5
Name/Topic:	Name/Topic:	Name/Topic:	Name/Topic:	Name/Topic:
Sub-Points:	Sub-Points:	Sub-Points:	Sub-Points:	Sub-Points:
Micro-Win:	Micro-Win:	Micro-Win:	Micro-Win:	Micro-Win:
Assignment:	Assignment:	Assignment:	Assignment:	Assignment:
Limiting Beliefs:	Limiting Beliefs:	Limiting Beliefs:	Limiting Beliefs:	Limiting Beliefs:

BONUS DAY 1	BONUS DAY 2 <span style="float: right; font-size: 0.8em; background-color: #e0ffe0; padding: 2px;">CART-CLOSE</span>
<p><i>What testimonials are you sharing? Will you have any guests? What objections/obstacles are you overcoming?</i></p>	<p><i>Who are you celebrating? Prize giveaway More testimonials, Final call-to-action</i></p>
<div style="background-color: #ff8c00; color: white; padding: 5px; display: inline-block; margin-top: 10px;"> <b>Email / Text follow -up Sequence</b> </div>	

## STEP 5: CHALLENGE SETUP

- Create a Facebook Group
- Buy a Domain with Your Challenge Name
- Setup your Challenge Funnel **www.onepagechallenge.com**
- Design Graphics for Ads, Banners, Emails, etc.
- Broadcast Tool: Phone • Zoom • Streamyard • Ecamm

### Communication:

- Confirmation & Welcome Emails
- Scheduled Reminder Emails & Text Messages
- Follow-up Emails & Text Messages

## STEP 6: FILL YOUR CHALLENGE

Email List:	Organic Traffic:
Paid Ads:	Affiliate: