

# How to Identify the *Right Topic* for Your 5-Day Challenge Worksheet



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The first step to creating your 5-Day challenge is to figure out what you are going to focus on and what outcome you're going to promote.

Choose a topic and outcome that your audience finds irresistible.

## What is your primary business goal?

### Examples:

- Build your email list
- Grow a Facebook group community
- Launch a product or program
- Sell an affiliate offer
- Sell your services

### Put Your Answers Here:



**What is the specific outcome goal for your participants?**

- Solve the problem your target audience thinks they have rather than solving the problem you know they have.

**Examples:**

- What problem does the challenge solve?
- What will the outcome be?
- What will life be like AFTER the challenge?

**Put Your Answers Here:**

# How to Find Topic Ideas

## 1. Use your goals to guide your topic

Business Goal	Outcome Goal	Topic Ideas
Example 1:  Add 25 clients to a monthly group coaching program	Relieve lower back pain the five days	How to relieve debilitating lower back pain using hot yoga
Example 2:  Sell an online course on email marketing mastery	Feel more confident with email marketing	1) How to setup your first email marketing campaign 2) How to choose an email service provider
Yours:		
Yours:		

## 2. Research your audience

There's so much insight to be gained from spending time researching your target audience. Really dig in to the following to discover their most immediate pain points and struggles:

<b>Research</b>	<b>Discovery</b>
Blog comments and shares	What are they commenting on? How many blog shares?
Email campaign performance	Which emails performed well?
Social media (posts, reactions, comments)	What topics are they asking/ commenting about?



Internet searches	What topics do they want information on?
Competitors (products and service)	What are they posting on their website and social media?
Ask (survey, email)	What are your audience asking/ requesting you to provide?



### 3. Review your assets

<b>Your assets</b>	<b>What has the response been on your content and offers?</b>	<b>What's on hand to use for content? What can you repurpose?</b>
Current/best offers		
Products		
Services		
Website		
Marketing campaign		
Blog post		
Podcast episode		



Now you're ready to create an irresistible title for the challenge!

Irresistible Title Formula: Topic + Benefit or Outcome Goal + Time Frame

Example:

How to Create a Challenge and Sell Your Online Course in 5 Days

Your Example: