

14 DAY CHALLENGE

To Generate Leads On Social Media

The one of a kind challenge that gives you proven marketing steps and the psychology that produces results.

DIGITAL WORKBOOK
November 2019

Welcome to the 14 Day Challenge!

We're so excited that you decided to commit to taking on this challenge. When you play big for this challenge, you will experience some real momentum to start 2020.

This digital workbook will help you organize and plan out each day of the challenge so you can get the right things done each day and set yourself up for success.

You'll be able to reflect on each day to identify your specific areas of improvement to keep you focused and on target with the challenge.

Also, at the very end of this workbook you'll be able to grab an idea for your next Facebook Live if you're ever feeling stuck.

Let's do this!
Ray Higdon

P.S. Many of our previous challengers have asked what tools are recommended when shooting a Live broadcast. To make things easy for you, we've listed our top 3 most popular tools used by numerous challengers (I use them myself too). You can find these tools at RankMakerShop.com

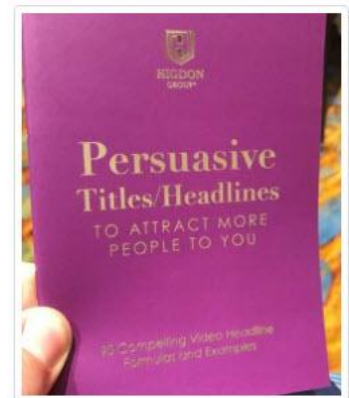
Rank Makers Ring Light



Rank Makers Battery Pack



Persuasive Titles/Headlines



End of Day Review

Where did I waste time?

The main challenge I faced today was...

...and if I were coaching a teammate dealing with the same challenge, I'd advise them to...

What worked really well today and why?

List out your top accomplishments and WINS from today.

3 great things that happened to me today were...

Condition your mind to focus on what's great. Build on success instead of kicking yourself for the failure and missed opportunities.

What's one thing I will personally do when I triple my income?

Game Plan For Tomorrow

Top 3 People I Must Reach Out To

List the people you must reach out to tomorrow no matter what.

Top 3 People I Must Follow Up With

List the people you must follow up with tomorrow no matter what.

Tomorrow's Facebook Live Topic _____

Did I do the daily action step? Yes No

Number of new prospects or leads _____

Number of new customers or sign ups _____

Did I submit the 14 Day Challenge Tracker online? Yes No

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Closing Reflections - Write down any closing thoughts for the day.

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Facebook Live Ideas

How To - Teach viewers how to do something.

Article/Book Insight - Share your top takeaways from a recent article or book you read.

Experiment - Broadcast an experiment in real-time (be sure to ask viewers what they think will happen).

Your Journey - Reflect on this past year and share your goals for the future (open up and be vulnerable).

Debate - In a respectful way, share your opinion about a hot topic and what side of the fence you stand on.

Interview - Grab a friend, team member, or industry expert and ask them questions interview style.

Review - Give an honest review about a product you use (if you're reviewing a product from your company, be sure to follow what Ray teaches in the challenge).

Story - Tell a story that would be engaging for viewers.

Prediction - Take a hot topic and discuss what you think will happen in the future and why.

Behind The Scenes - Show viewers what goes on behind the scenes of your life and business.

Additional Resource - Persuasive Titles & Headlines Mini Book

<http://higdongroup.com/headlines>