

Day 5

CHALLENGE



DOUBLE DOWN *on your* **DMS**

A 5 DAY INSTA STORY ENGAGEMENT CHALLENGE

with Alex Beadon



DOUBLE DOWN *on your DMs*

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Hey Friends,

Welcome to Day 5 of Double Down On Your DMs: a 5 Day Instagram Story Challenge!

CONFESSION: This is the day that I am **most** excited for, because it is the day that I believe will be **most** challenging for you. Get excited, and most importantly: stay committed!

Today's Challenge has 3 parts:

Part 1

Watch the video for Day #5. Leave an encouraging comment so that people know they're not in this alone!

Part 2

Check out my Story Outline Sales Formula in this BONUS PDF and follow it to the best of your ability. That's right - for today's challenge I'm encouraging you to GO BIG OR GO HOME! Find a way to stick to the outline in a way that feels fun for you.

Part 3

Visit the video for Day 5's Challenge, leave a comment with your Instagram username, and then choose 5 people from the comment section. Go and reply on each person's Instagram Story at least once. (Aka: start five DM conversations)

I know I say this every time but DO NOT SKIP PART 3. Being an active part of the online community **needs** to be a part of your Instagram strategy, so don't bail.

Day #5 is going to push you outside of your comfort zone, with the aims of giving you more experience making offers online. Even if it makes you feel TOTALLY NAKED, give it a shot, and remember - it's only live for 24 hours ;)

xoxo
Alex

P.S. Make sure you tag me in your favorite story you post today, I'll be re-posting my favorites!

WHAT SUCCESS LOOKS LIKE:

The only way to “succeed” at today’s challenge is to participate, and actually follow the outline on the next page. I don’t care if you don’t sell a single thing. All I care about is that you’re putting yourself out there and getting a little more comfortable with making an offer on Stories.

PLEASE BE CONFIDENT:

Be confident and excited about your offering. Imagine in your mind like the person watching you is 100% interested and feeling so grateful that you’ve created this offering because it’s **exactly** what they need. Speak with gusto and excitement! Your energy can be felt through your stories, so make it good!

GOOD LUCK!

Story Outline Sales Formula

Part 1 - Poll them on their desire.

- Ask your audience a simple question that touches on your ideal client's desire that your offering delivers.
- **Example:** If you're selling a 9 Week Workout Plan, the desire is to create epic results in the gym through consistent work outs.
 - Your story might ask:
 - I want to know how many of you watching this *really* want to create epic results in the gym.
 - With the poll: Yes! Or No.

Part 2 - Introduce them to the problem that's holding them back the most from achieving desired results and include a poll

- So many people say they're ready to achieve these results, but the #1 thing holding those people back ... *problem your offering solves here*
Then poll them on if they can relate.
- **Example:** If you're selling a 9 Week Workout Plan, the reason why your ideal clients may not be getting epic results in the gym could be because of a lack of consistency.
 - Story 1: "So many people say they're ready to create epic results in the gym, but they don't consistently go to the gym!"
 - Poll: "I can relate! I regularly skip the gym." vs. "I don't have this problem. I always go to the gym."
 - Story 2: "Want to know why most people don't consistently go to the gym? It's because they're not sure what to do when they get to the gym. You too?"
 - Poll: "Yeah - I've been struggling to find a workout routine that works for me." vs. "Nope, I am a boss in the gym."

Part 3 - Describe the vision of what they *want* to achieve and include a poll.

- "Wouldn't it be amazing to experience these specific outcomes of achieving desired result?"
- **Example:** "Wouldn't it be amazing to experience all of this?:
 - To know *exactly* which workouts to do in each gym sesh
 - Clarity on *how* to do those workouts without second guessing yourself
 - Efficiency in your workouts (no more wasted time at the gym)
 - A feeling of growing momentum with each gym visit
 - Poll: YASSS! Or Nahhhh.

Story Outline Sales Formula

Part 4 Introduce your offering!

- Let them know this is for them if they answered yes to your last 3 polls
- Introduce your product
- Let them know who it's for and what it promises.
- **Example:**
 - Story 1: If you answered "yes" to my last 3 polls ... check this out.
 - Story 2: I've created an e-book called "9 Week WorkOut Plan"! It's 9 weeks of planned workouts three times a week so you can walk into the gym with confidence!
 - Story 3: It's for people who want to get into a solid gym routine that's short, but effective. Stick to this plan and you'll feel the difference after the 9 weeks.

Part 5 - What is your offering?

- This is where you spell out the features of the offer.
- **Example:**
 - What is "9 Week WorkOut Plan"?
 - It's a 50 page e-book
 - There are 27 workouts (3 for each week) with photos included
 - Each workout has detailed instructions and a link to a video where you can see *exactly* how it's done.
 - Show them a behind-the-scenes video of what they'll be getting

Part 6 - Give them a reason to join *today*

- I've decided that if you join today, I'm going to throw in an extra _____.
- **Example:** \$50 off, free coaching session, free shipping, or whatever you decide.

Part 7 - Add in some testimonials & social proof

- Have results or kind words from previous clients?! Share them here!
- Even better if you have before & after photos or VIDEO testimonials!

Story Outline Sales Formula

Part 8 - Share the cost, and explain the VALUE of the offer

- Break down the offer for them and explain why it's worth the cost.
- **Example:**
 - This e-book is worth \$300 because it delivers RESULTS. It has transformed people from "sometimes I go to the gym" people to committed gym-goers who now *love* working out and sticking to their routine.
 - Normally I charge \$3000 to build you an individual workout plan, so being able to take this one and run with it is 100% worth the cost!

Part 9 - Got questions? ASK ME!

- Prompt your viewers to ask questions about your product and then answer them throughout the day!

Part 10 - Give a clear, strong Call To Action

- Either tell them to "swipe up" to buy (if you have that feature on stories), or tell them they can go buy using the link in your bio, OR tell them to direct message you and you'll send them the link, or give them the link to type into their browsers. Totally up to you. But give them the next step!