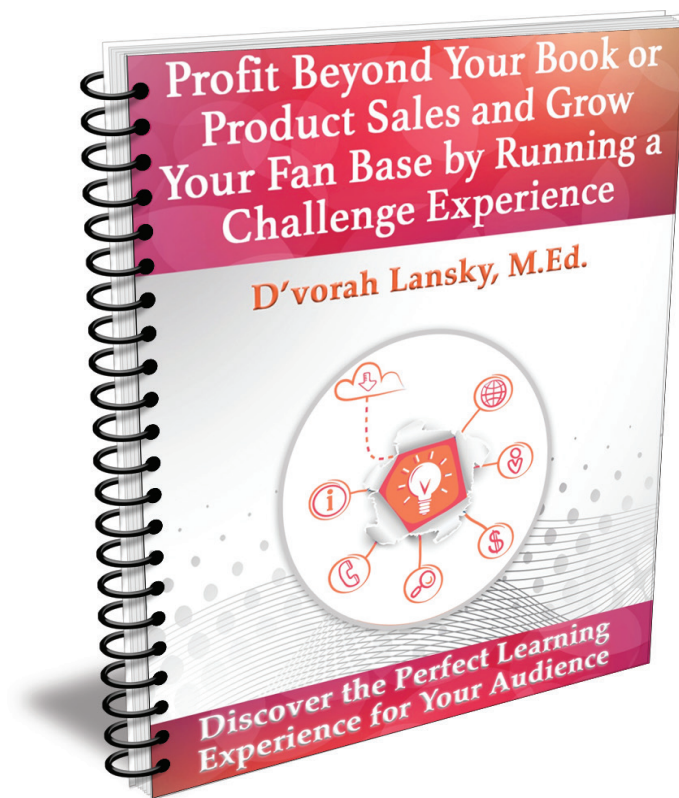


# Profit Beyond Your Book or Product Sales and Grow Your Fan Base by Running a Challenge Experience



The Guide to Help You Identify the Perfect Learning Experience for Your Ideal Students, Clients, and Customers

D'vorah Lansky, M.Ed.

# Table of Contents

- Introduction
- Identify What Solutions Your Audience Seeks
- List Your Interests and Areas of Expertise
- Possible Topics for Your Challenge Experience
- Capture Challenge Ideas That You Discover
- Decide on a Topic for Your Challenge Experience
- Your Challenge Experience Outline At-A-Glance
- Notepad
- Further Your Learning
- Recommended Reading

# Introduction

Your “brilliance” is the place where you shine and stand out above the rest. Your brilliance can be based on your knowledge, experience, passion, or expertise.

Imagine being able to do more of what you love, while growing your business and helping more people. Being able to share one’s brilliance with the world can be incredibly satisfying. It’s the place where our dreams, and what we love to do most, meets with the needs of our ideal audience.

In this guide you’ll find a collection of worksheets and checklists to help you identify the perfect learning experience for your audience.

Here are some tips to help you make the most of this resource:

- Print off these pages and clip them to a clipboard.
- Schedule time to go through them and complete the exercises.
- Be open to the possibilities as you develop ideas for new ways to serve your audience, by sharing your brilliance and expertise.

Here’s to your success,  
D’vorah Lansky, M.Ed.

## About D’vorah



D’vorah Lansky, M.Ed., is the bestselling author of many books including; the *Action Guides for Authors* series of workbooks and journals. She’s also the creator of the Share Your Brilliance Success System.

D’vorah has taught thousands of authors & entrepreneurs how to effectively market online.  
[ShareYourBrilliance.com](http://ShareYourBrilliance.com) & [BooksByDvorah.com](http://BooksByDvorah.com)

# Identify What Solutions Your Audience Seeks

Create a list of your ideal student's interests, struggles, and desires. Identify the challenges and obstacles your audience seeks a solution to. By providing them with a challenge experience that offers a solution to what they struggle with, you'll be helping a lot of people while growing your email list and your business.

What are members of your ideal audience most interested in?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What do they struggle with or seek solutions to?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What do they want to achieve or learn more about?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# List Your Interests and Areas of Expertise

As you develop the idea for your challenge, you want to be clear about what it is you offer and who it is you serve. This makes for a powerful formula for success.

What are your areas of expertise?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What topics would you love to share with your ideal audience?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What do you have **both** expertise in and interest in sharing, that your ideal audience would love to know more about?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Capture Challenge Ideas That You Discover

The *Challenge* concept is becoming popular in every area of life and business and more and more challenge opportunities are popping up. Use the sections below to capture challenge topics, concepts and formats you come across which intrigue you.

**Challenge Title:** \_\_\_\_\_

What intrigues you about this challenge? \_\_\_\_\_

What, about how this challenge is being offered, would you like to draw from when creating your challenge? \_\_\_\_\_

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**Challenge Title:** \_\_\_\_\_

What intrigues you about this challenge? \_\_\_\_\_

What, about how this challenge is being offered, would you like to draw from when creating your challenge? \_\_\_\_\_

# Decide on a Topic for Your Challenge Experience

As you decide on a challenge topic, draw from the intersection of; your knowledge and expertise, your students' needs, and what you'd enjoy teaching.

Based on your areas of expertise and what your target audience most wants and needs, what topics would you be most interested in creating a challenge on? **Check off the topic you feel your audience would be most interested in.**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What will be the topic of your challenge? \_\_\_\_\_

\_\_\_\_\_

How will your students benefit as a result of participating in your program?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What excites you most about offering a challenge to your audience? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What is the main thing people will walk away with, from your challenge? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Your Challenge Experience Outline At-A-Glance

When designing your challenge program, consider anchoring it to content you already have, on paper or in your mind. That will make it easy for you as you develop your program. When creating a challenge around your book, for example, you can select modules based on chapters or sections. Keep in mind that you do not have to deliver your entire book or knowledge base in your challenge. Your challenge can lead participants to your book or future programs.

Complete the challenge outline below.

Title or working title for your challenge: \_\_\_\_\_

\_\_\_\_\_

One or two sentence description about your challenge: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What will you base your challenge on? (book, knowledge, experience.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What are the main topics / modules** you'd like to include in your challenge?

You can base this on steps or chapters/sections of your book, for example.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





# Take Your Learning Further

## Register for the Online Training Program and Create a Challenge Experience for Your Audience

Offering a challenge experience to your audience will provide you with many benefits! You'll be able to grow your list of email subscribers, boost your book and product sales and develop relationships with members of your audience.

Join D'vorah and a group of success-focused authors and entrepreneurs for an interactive, power-packed experience!

In this program you'll learn how to design, create & market a 30 day challenge for your audience, based on your book, knowledge or area of expertise.

Enjoy hands-on training, step-by-step instruction, group interaction, and personalized support in a safe and nurturing environment.

### **By participating in this program you'll receive:**

- Weekly tutorials that walk you through the process, step-by-step.
- Access to an interactive discussion forum, where you'll be able to connect with other participants and get your questions answered!
- A personalized action plan, created by you, for you, that will allow you to create the ideal challenge experience for your audience.

This program is available on-demand so there are no dates to worry about.

For details about *Create a Challenge Experience Program* go to:

**[ShareYourBrilliance.com/challenge](https://ShareYourBrilliance.com/challenge)**

# Action Guides for Authors by D'vorah

These take-action workbooks and journals are designed to help you track your activities & results so you can reach more readers & sell more books.

## The Busy Author's Journal Series

The Busy Author's Journal series provides you with 30-day journals designed to help you monitor and track your daily activities and your results. By doing something, even something small each day, you will make a huge splash as you reach more readers, sell more books, and help more people.



## The 30-Day Challenge for Authors Series

In the 30-Day Challenge for Authors series, you have access to step-by-step training and action steps to help you accomplish the tasks laid out in each guide. Over the course of 30 days, you'll take bite-sized action steps as you fit the pieces of the jigsaw puzzle in place.



**Available on Amazon at [BooksByDvorah.com](http://BooksByDvorah.com)**

# Next Steps and To-Do Items

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