

Ready, Set, Launch!

Challenge Day 2 Assignment

1.a. WHO are you looking to attract? _____

1.b. Brainstorm 10 content ideas that would intrigue your target customer:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

RSL Challenge Day 2 Assignment (continued)

2.a. What do you want to inspire your audience to believe?

2.b. Brainstorm 10 content ideas that would inspire your target customer to believe they would benefit from your product:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

RSL Challenge Day 2 Assignment (continued)

3.a. What does your potential customer need to **understand** before they'd be interested in purchasing your product? _____

3.b. Brainstorm 10 content ideas that would educate your potential customer and help them understand how your product would benefit them:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

RSL Challenge Day 2 Assignment (continued)

4.a. Search your favorite blogs, Youtube channels, or podcasts for keywords related to your product and content ideas listed above. Based on shares, views, downloads, etc. what pieces of content have performed well for others?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

4.b. Look over the list you created above (of other people's content). Circle ideas that could inspire content for your own launch.

RSL Challenge Day 2 Assignment (continued)

5. Look over all the ideas you listed on the previous pages. Which 8 - 12 ideas stand out to you as the most compelling, most likely to resonate with your audience, and most aligned with the message you're trying to share?

(Conflicted between two or three ideas? Poll you audience to see what they think!)

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____
- 11) _____
- 12) _____