

# MV\_podcast\_sherry\_smilar

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## SUMMARY KEYWORDS

challenge, vault, programmes, module, bonus, member, tech, wellness, drip, facebook group, day, include, participants, unlock, paid, lesson, fitness professionals, brief explanation, ideas, create

Hi, I'm Sherry Smilar of Simple Wellness Tech. I'm a virtual assistant and I help health coaches and fitness professionals simplify tech using platforms like MemberVault. I'm also a nutrition coach, and I've been using MemberVault for my nutrition business, since about last April.

One of the things I use MemberVault for is to create challenges to use this free offers. Today, I'm going to tell you how I create challenges and why MemberVault works so well for it. In the past, I posted challenges in my facebook group. But that means the challenge is can only be live. And it also means either creating a pop up Facebook group or letting everyone in the group see the challenge, whether they've signed up for it or not. It also means that everyone who signs up for the challenge has to go to the Facebook group to participate.

MemberVault allows you to host a challenge that can either be live or evergreen, meaning that someone can sign up and do the challenge at any time. So now let's get into a few more details about how I run challenges. If I'm hosting a five day challenge, then I would have six modules. The first module is the welcome module, where the participants find out more about what to expect during the challenge. Then I have a module for each day of the challenge. If the challenge is evergreen, then these are dripped. So the participants sees only one day of the challenge at a time usually start in one day after they sign up.

If you wanted to do a live challenge, then you would use the date drip option. Then you would set the the dates for each day to be live. You can run a challenge as live and then change it from date drip to time drip so it's always available. I have one lesson per module for each day of the challenge. You do it this way because dripping occurs at the module level. But content is placed at the lesson level. For each day of the challenge, I have a short video and include a text file

explaining what the participant is to do that day. I also include questions asking things related to the challenge. Things like which of these ideas were best for you? What surprised you the most? Things like that, although you don't get the group interaction, this way, you do get people sharing more than they wouldn't in Facebook groups, sometimes.

I found that with challenges people tend to drop off after a couple days. So I usually provide a bonus module that's related to the challenge, a checklist or some worksheet or something like that. So you can use EP to unlock the bonus. Or you can have it unlock after the completion of the day two or day three module, you want to explain at the beginning, that there is a bonus and how to unlock it so people know know that it's there and we'll work towards getting that bonus.

One way that MemberVault really shines when it comes to challenges is the email integration. I set up an email automation, so a new email goes out each day with a brief explanation of what to do that day. And with MemberVault, you can link directly to the lesson for that day. So not just to the challenge, but to the actual lesson. So unlike a Facebook group challenge, there's no distractions, they're not getting distracted by the newsfeed or something going on else going on on Facebook or even in the group.

On the last day of the challenge, my video includes an introduction to a paid programme, and the text also includes the links to the paid programmes teaser page. You could also provide a coupon code if you'd like or a bonus for people who have completed the challenge. A short challenge is a great introduction to how you run your programmes and courses. People who who do a challenge with you in your MemberVault account know what to expect when they join your paid programmes.

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