

There's a whole world out there of people that need you to start that you are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused fierce and financially free. Here's your host Jen Scalia. Welcome to focus fierce and financially free. This is your quick bite podcast for online entrepreneurs who want to create wealth and freedom with their business so you're in the absolute right place if you're looking for the mindset and the strategy to get seen, known and paid online. I'm your host Jen Scalia, visibility and mindset strategist for entrepreneurs who want more. So I am super, super excited about today's episode because when it's a little bit different than some of the things that I have been sharing with you and I just came off of an incredible launch and an incredible free challenge that I did for my community and some of the things that I've been doing both within my free and paid content that I want to share with you today about how you can really create an experience by implementing gamification into your content and into your teaching.

So I'm super excited to dive in. Let's go ahead and get started. I'm just coming off of an incredible launch with my unleash the leader challenge and for my brand new mentorship called purpose and profit. I ran this challenge and it has been one that was just so amazing and the results that people got were so Epic that I really feel like I need to share some of these strategies. You know, a lot of times we learn things and we start doing things and we don't want to share. We want to keep it all to ourselves, but I really feel like this strategy can help so many people, even if you're helping people just for free. So I'm going to talk today about how I have used gamification specifically going to detail out what I did in this specific challenge. And then I'm also going to let you guys know about how I use this in my paid programs as well.

Because let's face it, if people are interacting with our content or interacting with us, but they're not actually doing anything with it, or they're not actually getting a result from it, then the likelihood that they're going to buy from us is very slim. When we can start to create this experience with people, when people start to get results, as they go through our free content, it's going to make them want to work with us. It's going to make them want to sign up for our paid thing. It's going to really make results synonymous with your name. So that's essentially what you want to do. When you think about this, if people can really have an amazing experience, what would stop them from continuing and wanting more? So when I talk about gamification, what I'm really about is having some sort of contest or competition where people are vying for some sort of gift or some sort of prize.

So obviously we have an intention with all of our content that someone is just going to download it or watch the webinar or participate in the challenge and hopefully, right, they're going to apply it. Hopefully they're going to take this serious, but the reality is that the majority of people don't. If I look at the numbers for the people who signed up for the unleash the leader challenge, we had almost 700 people sign up. Only 200 people were in the group. So that means only one third, a little less than one third of people didn't even make it to the Facebook group, you know? So they were already checked out as soon as they signed up. Then from there, you know, the amount of people that were interacting in the group was amazing. Like on all of the live streams, just great interaction. But the people who actually completed within that five days, all of the challenges attended all of the live streams and did everything like really took it serious within that time period was about a dozen people that, I mean it's literally like the top one to 2% so that gives you an idea of how people are interacting with content.

And it's not surprised because there's so much content and there's so much stuff and there's so many things that we're getting inundated with day to day. There's actually stats that 97% of courses are never

completed. That's pretty dismal if you think about the industry that we're in, right? So we want to make sure that we're doing our best to not be in that 97% we want to make sure that the content that we're putting out, whether it's free or paid, is in that top 3% we want people to finish our stuff. We want people to get results. We want people to continue. Yeah. To come back. 97% of courses are never finished. That is crazy. I mean, even if that was inflated, even if it was 70% or 80% or 50% that's still a very low number if you think about it. So back to the challenge, we did this challenge, it was called the unleash the leader challenge.

It was pretty incredible, pretty amazing. And so each day what happened was people would get a prompt from me, so they would get an email with a description of that day's topic. And then from there I gave them something to actually do. It was a homework assignment. It was something that, you know, they took the information and I wanted them to actually apply it each day in their inbox. At 7:00 AM they would get the email with the prompt and then later on in the day I went live to help them work through the content to toggle a little bit more, to allow them to see my face. People were on, people were excited, people were participating, commenting, liking, interacting, engaging. It was so incredible in these five days. So the first thing that I did to try to encourage people to actually attend the live streams, to actually open up the emails, to actually do the homework.

Every single, I incentivize them with a few different prizes. So the first round of prizes were daily prizes that I gave to people who were on the livestream live. So what this did was it allowed me to have more people online, right? I mean obviously that people are going to watch the replay, but it's so much more impactful in the energy's there and it's contagious and the connection is there when their lives. That was the first round of prizes. So each day I gave away something to someone who was there with me on the livestream. Now these prizes range from things like my met for millions mug all the way up to like free access into one of my courses. So it was a variety of gifts. If you wanted to do something like that, it's totally up to you. You could, you know, maybe you don't want to spend money, maybe you don't want to mail anything, but you have one on one sessions or you have a course or a bundle or something that you could give away to people.

So just think about what kinds of prizes could you give that are going to feel valuable to the people receiving them, but also aren't going to take too much away from you. So the first round was those daily prizes. Next I did a grand prize. So the grand prize was awarded to someone who completed all of the homework, who completed all of the challenges and who attended all of the live streams. Like I mentioned earlier, this was a small amount of people compared to the amount of people who actually signed up for the challenge. What I did with that was I actually gave away an entire year, a free seat into my purpose and profit mentorship, which is the program that I was selling at the end of the challenge. So what's really good about doing this and giving away a seat in whatever course you are selling at the end of your launch is that you're bringing awareness to your product.

You're kind of letting everybody know that, Hey, I have this thing. And it allows you to talk about the thing before your doors open, before the cart is open and people can start buying. They're already hearing about the product. So I love doing that within a launch, giving away a seat in the program so that you can start to mention it and people can start to hear about it and know about it. And then the third prize I did was something that was brand new. It was a brand new strategy for me and I feel like it worked perfectly well. There was actually four prizes, so I'll talk about the fourth one in a second. But the third one was the weekend warrior contest. So what I did here is I wanted to incentivize people to buy during the weekend. Immediately after the challenge, I wanted to incentivize people who were going to sign up, who were excited to sign up, who put their money where their mouth was.

I wanted people to sign up during that weekend in early bird and the contest worked great because we ended up with [inaudible] just in that first weekend, \$25,000 in sales just in two days following the launch. So what the weekend warrior contest was, it was essentially anybody who signed up for purpose and profit and paid would actually get their name put into a raffle to not only get their money back, but receive their entire year for free and up \$500 cash prize. So I feel like I went a little bit overboard with the prizes. I feel really, really good about it. All that to say is that you don't have to go that crazy with your prizes, but doing something like that can really incentivize people who are maybe on the fence or those people who wait a really long time to sign up for something or wait until the last minute.

So I wanted to, you know, really get those action takers really get those people who, or like I'm all in, I'm committed, and then I put their names in a raffle and I drew someone's name to win their entire year for free and get their money back that they had put up for the first part of the month and also \$500 cash. So that was a pretty big incentive. Now the fourth one that I did was I actually did a share price. So anyone that shared the challenge outside of the group, because we had a specific group for the challenge, anyone who shared outside of the group for the challenge also was put into a raffle to win a one on one coaching session with me. So like I said, you could do a big prize, you could do cash, you could do something that you have or it could just be time with you.

Either way, it creates an incentive, it creates good vibes, it creates interaction and it creates engagement and that's what gets results. That was what I did for the free piece of my content. Now I want to share with you what I do and what I have been doing within my paid programs, probably for the last 18 months. And so what I do within my pay programs is very similar. I incentivize people to participate. I incentivize people to get results. I incentivize people to make money essentially by implementing contest and competitions within my groups. So my signature program, the 10 X lab is a group coaching program. It's 10 weeks long, you know, just a really intensive group coaching. We have two calls a week. It is based on mindset and strategy. It's just one of my favorite places to be and I always attract the most amazing people in there.

Within those 10 weeks, we have about three to four contests that we do and I run them for two weeks. And the contest range from different things like you know, who can get the most features on a podcast, two who can build their audience or build their group the most in a two week period. I always started off with a cash contest, like who can get to 10 K the quickest? So guys, if you're paying attention to this, I have the 10 X lab, which is a program that helps you get to 10 K per month consistently or five figure months consistently, whether that's 10 K 20 K, 50 K, whatever you want. And so I incentivize people right off the bat, you know, the very first person to get to 10 K is going to win a prize. And so this immediately from the beginning, from the get go gets people excited, gets people doing the work, gets people taking action.

You know, not only do my get results, but I have results from my program now. Now I have testimonials. Now I can say, you know, three people in my 10 X lab reached 10 [inaudible] within two weeks. Now I also have social proof that my program works, that my clients get results. So this is a really, really awesome in so many different ways. And so for this one, what I used to do was I used to give away seats in my programs or other courses that I had. I would give away one on one time. If we did like a feature contest, I would, you know, one of the prizes would be that I would feature my client to my audience. So again, there's just a range of different prizes and different things that you can do to incentivize people to take action. But what I've done recently in my last couple of rounds was I've actually been doing cash prizes.

I really thought about like what would people actually want? Like it's cool to like win a mug. It's cool to win a prize in one of my courses. But like how cool would it be if these people actually had an opportunity to win their entire tuition back? How cool would that be? Like if somebody won all three or somebody won all four of the contest that I did, they literally could get all of their money back for the program. And I thought that that was really cool. So I started playing around with that and doing that and that felt just so good. The competition. I feel like a lot of us, especially as entrepreneurs, we're driven and we're incentivized by competition. Of course, healthy competition, right? But I also feel like this creates comradery between people because we're all going for the same thing. They're all trying to reach a goal.

They're all trying to win this thing. Along with that, like I've never seen it to where it got caddy, it's always been like, congratulations, you're rocking it, you're killing it, you're crushing it. And so there just creates this bond between the participants, whether it's in your free content or your paid content, and just the whole idea of gamifying and having people interact, it just creates results. Results just happen. Like they just can't, not, if you do this correctly, I am just like super excited to continue to implement this in my free content, in my paid content because it gets results. In my 10 X lab, we have like an over 80 something percent. I think it's like 86% or 87% of students who make at least 10 K within the 10 weeks. So I honestly feel like if I didn't have some sort of incentive, those percentages might not be as high.

The participation rate. Now remember earlier how I said that 97% of courses are never finished. Now the 10 X lab is not a course. It's a group coaching experience, so it's a little bit different, a little bit in depth, but we have literally a 100% participation rate, meaning people are in it to win it. They're showing up daily. They are showing up to every live stream and we do 20 livestreams in 10 weeks. Either they're showing up live or they're watching the replay, it's literally a hundred percent participation and believe that it's because of the experience that I'm creating within that program that gets people to move, that gets people to do the work and take actions. So that is it. That is the strategy. That is something that I really feel like if you can implement this in some way, shape or form, you don't have to go all out and go crazy the way that I do.

But if you can just start to implement some of these strategies and start to incentivize your people, whether it's your free audience or your paid clients to take action, then you're going to just create an amazing thing for them. They're going to get results, they're going to be happy, you're going to be happy, your clients are going to get results, which then you could use for social proof. So I really feel like this is the way, this is the way that we need to create something different within the coaching space. So that wraps it up for today's show. I really hope that you got a lot out of this. I want to thank you for joining me. Again, I hope that these strategies have lit a fire and really got the wheels turning on like how you can apply this to your business, to your free content.

I'm telling you, if you can create an experience for your people where they get results and they start to see you as synonymous with results, it's going to be not only really fun, but it's going to be really, really effective. So I'd be really excited to hear how you're going to apply this in your business. So as always, head on over to the show notes@jennscalvia.com forward slash eat 36 that is the letter E and the number 36 as always, I have some goodies on there, a recap of the show, some special links for things that you can download as well. Make sure that you also check out purpose and profit. We are just getting ready to get started and we are doing all kinds of competitions and contests and things don't really get everybody energized and working together. So I think it's a place that you would really, really enjoy being. You can go ahead and check that out. The link

is@theshownotesoryoucanjustheadstraighttojenscalia.com forward slash P and P and I will see you guys on the next.

Let's keep this conversation going to join us in the private discussion group, the ambitious Bay, but we're ambitious, driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [Jenn scalia.com/tribe](https://jennscalia.com/tribe).