

RUN A CONTEST

A contest can be a wonderful tool to engage your community, gain attention for what you offer, and can very quickly and efficiently support your bottom line. Contests can be social media based, part of a PR program, run through your affiliate network or to the public - the options are endless.

Use the worksheet below to plan a contest if or when it makes great sense (we only stand for using good sense around here!). You will want to decide where your contest will be held (virtual or real life), what prizes you will be providing the winners with, your goals, and your measures of success. We've created downloadable Contest Worksheets (like the below) so you can plan as many contests as you wish! You can learn a lot with every contest you run, so don't forget to include your key learnings in your notes.

RECORD THESE NOTES FOR EACH CONTEST YOU PLAN AND RUN.

LOCATION (VIRTUAL/IN PERSON):

REWARDS:

GOALS (AND HOW YOU WILL MEASURE SUCCESS):

CONTEST DETAILS:

LEARNINGS (FOR AFTER):