

30-DAY EXPERIENCE CHALLENGE!

Hi there! And thank you for deciding to take on this 30-Day challenge! I know that through it, your mind will open and you will get inspired about what kind of money-generating experience you want to host for your community, using your passion!

Starting today or tomorrow, begin the 30-Day Experience Host Success Challenge to put the ideas from this book into practice. If you follow these steps, you will be well on your way to envisioning and creating your experience!

From my experience-based business to yours,

Kaori

Day 1: Free Writing about Your Possible Experience

In the following space, write freely about ideas you have for your experience. Write without stopping or analyzing. The purpose of this exercise is to get out all possible ideas for your experience without thinking too hard about it (yet). This will get your creative juices flowing.

Experience ideas:

Day 3: Research Existing Experiences

Look up 5 successful experiences with more than 10 positive reviews similar to the field you are thinking of going into (i.e. if you want to host a hiking experience, look up experiences similar to that). I suggest looking for experiences within the United States. [Airbnb.com/experiences](https://www.airbnb.com/experiences) is a good place to start. Also check [Groupon.com](https://www.groupon.com), [Verlocal.com](https://www.verlocal.com), or other local community centers that advertise experiences. In addition to looking at experiences in different states that pop out to you, it's helpful to know what experiences are already happening locally in your city, so that you can create something unique and different from those that already exist.

Take notes on each experience you research below.

Experience Title	What stands out about the experience description?	How can you improve upon or add to an experience like this?

Day 4: Making Your Experience Unique

Based on yesterday's exercise, reflect on how you can make your experience unique compared to other experiences out there, and locally.

What experiences have you seen in the U.S. and locally that appeal to you and how can you make your experience different or completely unique?

Pro Tip!: Attend a few experiences to get an idea of how they work.

Day 5: Clarifying Your Motivation

Please fill out the following:

What is your motivation for hosting an experience? (There can definitely be more than one motivation).

Day 6: What Are Your Monetary Goals for Your Experience?

Please fill out the following:

How much money do you want to make per year?	Now, divide that into months. How much per month?	Now, divide that into weeks. How much per week?	Finally, how much per day?

Day 7: Goal Dates

Set dates now and share about them with others to help you stay accountable!

By what date do you plan to host your demo class and photo shoot? Who will you invite?

By which date will you launch your first experience?

Day 8: Find an Accountability Partner/Business Mentor

Get in touch with someone who can be your accountability partner/business mentor. It's best if this person is already successful in their business, whatever that may be. Set dates that you can have conversations with this person.

If you are still looking for an accountability partner, request to join the facebook group, and you can ask if anyone on there would like to be yours.

Who have you contacted as a potential accountability partner/business mentor?

Which dates and times have you decided to have conversations together (either in person or over the phone)?

Day 9 : Brainstorming Experience Exercise #2

By now you may have a better idea of what kind of experience you would like to host. Jot down a few ideas for experiences, and also write down what materials and what kind of space you will need in order for your experience to happen.

Ideas of experiences to host	Materials needed for this experience	Space needed for this experience and any specific requirements, whether you'll be travelling to clients, etc.

Day 10: Logistics Part 1

Do you have some venue or locations in mind? Please list them below, and write the pros and cons of each location.

Venue Possibility	Pros	Cons

Day 11: Logistics Part 2

How many hours do you want your experience to be, and how many guests would you like to entertain for each session?

Length of your experience	Number of guests for your experience

Day 12: Create Your Experience Description, Part 1

Write a description of who you are, and what your credibility is to host the particular experience you are hosting. Adding how many years you have been doing your experience, or how many years you have practiced it yourself as a hobby/skill really helps. The point is to show that you are a credible host for your experience.

About You:

Day 13: Create Your Experience Description, Part 2

Write an eye catching description of your class, as well as a thorough procedure of what guests will do during your experience (try to pack as many details and added value as you can into the description).

Class description:

What guests will do:

Day 14: Create Your Experience Description, Part 3

Write a short list of what tangible items you will provide during the experience (food, snacks, drinks, art materials, supplies, etc.)

What You'll Provide:

Day 15: Marketing Your Experience, Part 1

Which platforms do you plan to post your experience on? By what date will you post your experience? Make sure to run your plan by your accountability partner to ensure success and follow through!

Platform	Date you'll post by

Day 16: Marketing Your Experience, Part 2

Every business needs a name, brainstorm some possibilities for yours below.

What are some ideas for an official name for your business?
--

Day 17: Marketing Your Experience, Part 3

Please fill out the following:

By what date do you plan to build your personal website, and what service will you use for that?

Day 18: Marketing Your Experience, Part 4

By what date do you plan to claim your business on Yelp.com? Remember that you don't need a physical location or specific address to claim your business. Visit biz.yelp.com to get started.

Date you'll claim your business on Yelp.com:

Day 19: Hosting Your Very First Experience, Part 1

What materials do you need to prepare for your experience?

List of materials:

Day 20: Hosting Your Very First Experience, Part 2

What tasks need to get done before your experience starts? (i.e. cleaning)

Tasks to prep for your experience:

Day 21: Hosting Your Very First Experience, Part 3

How will you introduce yourself to guests? Remember to build credibility into your introduction.

Self introduction:

How will you have guests introduce themselves? (i.e. ask them to say their name and favorite ice cream)

Guest introduction questions:

Day 22: Hosting Your Very First Experience, Part 4

What will happen, step by step, during your experience? Please list these events in numerical order (i.e. First, we will wash hands and do introductions, second we will eat a snack, etc.)

Class procedure:

Day 23: Platforms

Which platform do you plan to host your experience on? Please set up an account and submit your experience on the platform of your choice (Airbnb, Verlocal, TripAdvisor, etc.)

Day 24: Reflection on Your First Demo Experience Hosted, Part 1

Overall, how did the experience go?

Overall thoughts:

Day 25: Reflection on Your First Demo Experience Hosted, Part 2

What went well during your experience?

Good points:

Day 26: Reflection on Your First Demo Experience Hosted, Part 3

What could be improved on for the next time you host this experience?

Points to improve on:

Day 27: Getting Reviews for Your Experience, Part 1

What is your plan of action to get initial reviews for your class? (discount class and invite friends, email guests after class, etc.) Remember, the first few reviews for your experience are crucial to its success, so make sure they happen within the first 2 weeks after your first hosted experience.

Plan for getting initial reviews:

Day 28: Getting Reviews for Your Experience, Part 2

What is your plan, going forward, to continue getting reviews from future guests, after they attend your experience? (email guests after class, offer future class discounts, etc.)

Action plan for future reviews:

Day 29: Check Back on Monetary Goals

Take a look at the monetary goals you added on Day 6 of this challenge. What needs to be done in order to reach those goals through your experience-based business. Do you need to add more dates for your experience, do more marketing on different platforms, or develop and add a different experience in addition to or in lieu of your current one? Brainstorm some ideas here.

Action plan to reach monetary goals:

Day 30: Celebrate!

Congratulations, you made it through the 30-Day *Experience Host Success* Challenge! Take a moment to reflect now on what you've learned, what you want to improve, and where you see your business in the next few months.

What have you learned through launching your experience-based business?

What do you want to improve about your experience-based business?

Where do you see your business going in the next few months?