

Affiliate Promo Kit

The Courage to Call Anyone Challenge

Free 3-Day Live Challenge

April 21–23 at 11:00 AM Pacific

Main Link: <https://events.ericlofholm.com/call-anyone-challenge>

1. Event Overview (For Affiliates)

Eric Lofholm is hosting a free 3-day live challenge where he will teach entrepreneurs and sales professionals how to confidently prospect anyone—including CEOs, billionaires, and celebrities.

During this challenge, attendees will learn how to:

- Prospect anyone with confidence
- Overcome call reluctance
- Always have a list of 100+ people to contact

This is practical, implementation-focused training designed to help business owners and sales professionals take immediate action and grow their pipeline.

2. Email Swipe Copy

Email #1 – Announcement

Subject Line Options:

- Free Prospecting Training (April 21–23)
- Courage to Call Anyone
- Want More Confidence Making Calls?

Hi [First Name],

If you want to become more confident making calls and reaching out to prospects, you'll want to attend this.

Eric Lofholm is hosting a free 3-day live challenge on how to confidently prospect anyone.

He will show you how to:

- Prospect anyone with confidence
- Overcome call reluctance
- Build a list of 100+ people to contact

April 21–23
11 AM Pacific

Register here:
[Affiliate Link]

This is practical training you can apply immediately.

See you there,
[Your Name]

Email #2 – Value Angle

Subject: Most people avoid making calls

Most people don't have a strategy problem...

They have a hesitation problem.

Eric Lofholm is hosting a free 3-day challenge focused on helping you confidently reach out to anyone.

If you are in sales or run a business, this is worth attending.

April 21–23
11 AM Pacific

Save your seat here:
[Affiliate Link]

— [Your Name]

Email #3 – Final Reminder

Subject: Starts Tomorrow

This starts tomorrow.

If becoming more confident in your prospecting matters to you, register now.

Free 3-day Courage to Call Anyone Challenge

April 21–23

11 AM Pacific

Here is the link:

[Affiliate Link]

— [Your Name]

3. Social Media Posts

Post Option #1

Eric Lofholm is hosting a free 3-day live challenge.

The Courage to Call Anyone Challenge

April 21–23 at 11 AM Pacific.

You're invited to join.

Register here:

[Affiliate Link]

Post Option #2 (Short Version)

You're invited.

Free 3-day live training

Courage to Call Anyone Challenge

April 21–23

11 AM Pacific

Save your seat:

[Affiliate Link]

4. Text Message Swipes

Eric Lofholm is hosting a free 3-day Courage to Call Anyone Challenge (April 21–23 at 11 AM PST). He will teach how to confidently prospect anyone. Would you like the registration link?

Free 3-day training on how to confidently call anyone (even high-level prospects). Starts April 21. Save your spot: (Insert Affiliate Link)

5. Graphics

The social media graphics are included below.

To download:

- Right-click the image and select **“Save Image As...”**
- If that option does not work, copy and paste the image link into your web browser to download.

ERIC LOFHOLM
INTERNATIONAL

ARE YOU READY TO
BUILD THE COURAGE
AND CONFIDENCE TO
CALL ANYONE?

Free 3-Day Live Challenge
**THE COURAGE TO
CALL ANYONE**
with Eric Lofholm

- April 21st -23rd
- 11 AM PST | 2 PM EST
- 30-Minute Zoom

SIGN UP AT THE LINK BELOW!

<https://assets.cdn.filesafe.space/ofgJiDmoBPPHj691lhF/media/69d4082b17d86ef0ca1a6b45.png>

Are you ready to build the courage and confidence to call anyone?
Prospect anyone, including CEOs, billionaires, and celebrities

THE COURAGE TO CALL **ANYONE** CHALLENGE

Hosted by: Eric Lofholm

Free 3-Day Training

 April 21st - 23rd

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The Courage to Call Anyone

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