

Keith: Hello everybody. Keith Dougherty here and welcome to The Party Method and of course I'm joined by my partner on this project, Mr. John S. Rhodes. You there, John?

John: I am Keith and welcome, welcome, welcome. Very, very excited about The Party Method.

Keith: What we want to do really quick before we dive in. Obviously, there's three crucial steps that we want to walk you through in setting up this actual method, but we wanted to show you, a lot of people want to know, hey, how can I make money with things, right? How does this system work? So, before we dive into details on each of the three steps, which we're going to break down for you and show you pages and everything, we want to give you a quick overview of the actual funnel. How does this thing generate money? How does it put money in your, in your pocket potentially?

So obviously, The Party Method is based upon inviting people to the party. They get to come to the party and we're going to give away prizes. So, we have to, we have to bring them to the initial prize page. So that's our opt in page. That's where we have to say, hey, we're having this party, go ahead and give us your email so that you register for a chance to win. Right? So, it's very straightforward. And then after they opt in, we keep it really simple. We take them to a thank you page. So that's the first way we can generate revenue immediately. So even though we're getting people to come in, we're going to have a potential here to generate money right out of the box, because on the thank you page, we have an offer, right? So, the offer, what we look to do, what we found that converts well and we've done it for years, is we do a free plus shipping offer, an actual physical product that people can claim as being part of the actual party.

Now like I said, in steps one, two and three, we're going to break this down a lot more detail. We're just showing you all the touch points that we have put in place that you can potentially generate revenue. So, once they claim that free gift, right? So, you can say, hey, here's this free whatever it is, here's this widget, you get it. And then they just cover shipping and handling. We'd like to use normally around \$6.99, works extremely effective. Other people have charged upwards of \$9.99 for free plus shipping offers. So, whatever you want to do there, it's totally up to you. So, then what we offer on that on the order page, so they claim their item, right? And then we have a quick bump where they say, do you want a second one of these? Just add an additional \$4.99 so we quickly can double their order instantly.

Then we take them through an actual one-time offer where we offer something else that's related in the same marketplace. We happen to charge on our, for these prices or from the actual funnel that we put together recently. So, we did an OTO for \$12.99 and then to keep it really simple to offer a second OTO, we offered them the same product, it's right here for two to double it for just \$6.99. So basically, this is how it works. You have the offer, which is product one, free plus shipping, offered them another one of this same product, that's why we call it another product, one for the bump price. And then you have the OTO, which is product number two that you would select and then offer them another product too for the \$6.99. So that's one way that you're going to be able to generate money. When people opt in thank you page, they have the free plus shipping offer, they can bump OTO, OTO. So literally you have one,

two, three, four ways to generate revenue just by someone opting in. Now you can also generate money from this funnel by sending out daily emails. Everybody's going to say, okay, who are the winners? Did I win a prize? So, every day you're going to send an email out, and in that email, we're going to, we have three different areas that we look at here. The main party that we have is normally we usually do these five to seven days. During the main party, you're going to send an email to your winners' page. You never tell anybody in an email who the winner is. You always make them come back to your site and there's a reason because on the winners page we offer them, hey, did you miss this free plus shipping offer that we were giving away?

If they happen to miss it, they can go ahead and grab it right there and then, and then we can then take them down the same funnel again. So now this same funnel that was working up here is working on your winners' page. It's right in front of them. They have the opportunities to grab it again. Then at the end of the main party, we have what we call a blowout sale. So, during the blow out sell, we have another sales page, they can claim any of the offers throughout the party. Once again, we do free plus shipping. We do a bump, we do OTO, so you guys can see we basically replicate these funnels throughout the entire process. And then at the end of the entire Party we like to do a signature sale and works the same thing where you have an offer. The one we recently did that we're gonna talk about, we did a package deal for \$68 we had a bump for \$4.99 and then we had an OTO for \$19.99. Alright, so the only reason we wanted to shoot this and give you this high-level overview is to show you all the different touch points inside of this system that you can potentially generate revenue with. Because at the end of the day, this is obviously great that you're getting opt ins. You're building an email list which could lead to, you know, residual passive income each time you send out an email. But we also wanted to show you how you could generate revenue directly from running one of these parties and see how you could make that money instantly as you drive traffic to your party system.

John: I want to point a couple of things out. I've actually got four points that I want to make. I'll make them very quick and they'll sink right in. The first is that we are absolutely writing the ecommerce trend. In other words, selling physical products online. You're taking advantage of this very hot trend. It's going to continue being hot so you're in the right place at the right time. The second thing, and Keith has pointed this out, is that despite how many boxes that you see here, it's very, very simple. These are basic pieces. I want you to be thinking simple. Do not complicate this. Do not try to do more than what we're showing you here and what we'll demonstrate in just a moment. As well, this is what makes The Party System so powerful and so unique is that this is truly an event.

There is a lot of excitement around The Party System. There was a lot of excitement. It's like a buying frenzy. People talk about this, they get involved, they share the news with their friends, they look forward to the emails that are being sent out and beyond. And you're going to see this and you're going to see why in the training, in the future here that you'll see. The last thing I want to point out is that it is a multi-day activity. It's not a onetime thing. It's a multi-day activity. It's not a one-day deal. It's multiple days. And you normally don't see that with the e-commerce. Typically, with e-commerce it's one item or one thing maybe with a couple of order bumps or OTO's. But usually it's one thing with The Party System, it is a multi-day party, a multi-day event and the touchpoints are friendly. There is news you're providing. Keith had pointed out that the winners' page, who doesn't want to know who won, everyone wants to know that. So, when you send the email out, the emails get opened and people click through

like crazy. So, a lot of ways that The Party System is unique, a lot of ways that The Party System works for you.

Keith: And another important thing that John kind of talked about with it being an event and with the ecommerce, you know, platform being so popular and people, you know, jumping into this, you know, just from an example, a lot of times I'll use Facebook to get traffic. Whether it be using my groups or my pages or potentially running paid traffic. And one of the things that Facebook has been cracking down on, is free plus shipping offers. We've seen people get their accounts locked and things like that. So, by doing an event like this, by using, The Party Method or in this manner, you're not selling direct e-commerce products on Facebook, right? You're not selling anything on Facebook. So, if you do decide that happens to be one of the ways you want to generate some traffic to this, this funnel to this system, you're basically sending people to a prize page right now.

You obviously want to check your rules and all that for your state and regulations like that you have to adhere to, but make sure you're following the terms and conditions of Facebook. But for the most part, you're not selling anything. You know, you're not selling a free play or you're not doing a free plus shipping. You're only saying, hey, we're giving away these prizes. Give us your email, right? So, it kind of lowers the barrier that you're going to have potentially an issues. Not saying you couldn't, but it lowers that barrier cause you're not actually doing, are selling a product. You're hosting a party, you know, it's an event, and Facebook actually honestly likes events. They like goodwill, they like their users to be engaged. So, if you can engage their user and they have good interactions with your ads and stuff you're going to potentially have a really great campaign. Alright, so with that said though, we wanted to just give you that quick overview of The Party Method and break down the funnel. Now in the next video, we're gonna move into step number one and start to show you exactly how you can break this down and set it up for yourself. We'll see you in the next video.