

Keith: Hello everybody. Keith Dougherty here, and welcome back to The Party Method of course, still joined by my partner in this project, Mr. John S. Rhodes. And now we're actually going to go into step number one. So, this is actually where we start to get into the core of setting up the party method. So, the first thing we want to take a look at, because I think this is pretty important, is the niche or event selection. You know, how are we going to put this in a box so that we can potentially start generating revenue from this system. So, one of the things that John and I like to look at is, you know, can we put this into an occupational box, right? And there are events throughout the year. John and I are both really big in the nurse niche. And a lot of people know that once a year the nurses have a huge event. They have a nurses week. So every year they celebrate an entire week to where they appreciate nurses. So that's like a built-in party already sitting there for people to potentially look at. The occupation is great because you can easily classify people. Why is that important? Well, because let's say you do want to get traffic from potentially Facebook or another source that lets you target by occupation. You can easily do that. You could target, you know, nurses or lawyers or doctors or secretaries or teachers, right? Because they're within a group. They're an occupation. Also, other classifications, you know, if people are associated with things like if they're vegans, right? Or if they're potentially in the CrossFit or if they're into, you know, animals, you know, cat lovers, dog lovers, anything like that. So, the easier we can classify them because if you call them out by their occupation or their classification, they're going to be more readily to be interested in, right? If somebody said to me, I played tennis about two to three times a week. So, if somebody was doing some big tennis party event and I saw that ad come across my newsfeed, I would be inclined to look at it because I'm highly interested in that event, in that classification. So that's the first thing we'd like to look at is the occupation and the classification of the person. So, we can easily put them into some type of box where we could target them.

Now the next thing we'd like to look at is there's a reason. What's the reason people like to look? You know, what's the reason for the event? Now it could be a regional base. Let's say you have a local CrossFit thing. So you could use, you know, like Miami CrossFit. So maybe you could be doing some Miami CrossFit event, that specific, you know, that is specific to that area. It's based on the region. So another thing is seasonal based. You can easily use seasons for anything, right? You could pick an occupation, let's say nurses, and you could say we're doing the nurses spring fling, right? So, it's spring. We could do the nurses winter spectacular. We can do the nurses summer extravaganza. We could do the nurses fall fest. Right. You see I just created four events that don't exist.

I mean they may be somewhere out there, but by giving it the occupation or classification, then tap into something like seasonal base. It's a reason for the event people. It's the old justification and why are you doing this? I don't understand. Why would somebody be having an event? So, you're giving people the reason like, hey, we want to appreciate nurses and it's summer, so it's the nurses' summer spectacular. It's fall, it's the nurses fall fest, right? And people know, hey, it's fall. It makes sense. Just like when you see circulars that come out from your local stores and stuff. They do own based upon these things. They have winter sales and spring sales and summer sales and fall sales and also other type of a holiday thing. You know, you have Halloween and Christmas and every month there's pretty much some type of holiday that you could tap into.

You got new year's and 4th of July and St Patrick's Day. And you know, as I go through the months, Mother's Day, Father's Day, all those are reasons to potentially have an event to have a party, right? So by doing that, it helps justify it in somebody's mind when they see the nurses fall fest, they understand, okay it's for nurses, it's in the fall. That's why they're doing it. It's the fall time, right? It gives people a reason around it. So, another quick example of that, like we just threw in here, you know, firefighter appreciation week, that's really basic. We didn't even tap into that. We could actually make that, you know, we're in the fall, the fall firefighter appreciation week, right? We could simply do that to where we tapped into the season, we have the occupation and we're telling them it's an appreciation week cause we're appreciating firefighters. So, we quickly could create an event by doing that.

John: Hey Keith. So I'll jump in for a moment here and point out that it's actually a really great thing that there are wacky and wild holidays. Even if they're made up, for example, left-handers' day. That's an actual day there. There's a calendar out there, actually multiple calendars that are out there that show these different wild, wacky, crazy days or events or weeks that you can piggyback on. Or you know, another wild, wacky, crazy example is "talk like a pirate day". Literally "talk like a pirate day". And I hope you're laughing at that because it is so ridiculous. People love that kind of stuff. People absolutely love it. And then you just combine that left-handers day or "talk like a pirate day" with whatever and occupation or some sort of classification and you're off to the races at that point.

Keith: Now, what are the other things we like to look at is, you know, what's the time frame? How do we choose a timeframe? How do we set this event up? How do we plan the party? How do we do all this? So, we actually set the timeframe here and this is what we typically follow. So, you got to think about when you have a party, normally most people, and I say most, some people are very spontaneous and they might just say, hey, let's have a party today. And maybe they can do, you know, call other friends and do a blast on Facebook and get everybody to show up. But for the most part, when you decide to have a party, you normally set the date in the future, right? It's going to be next week or next month or even next year, right? And think about planning a big party.

It takes time. So, what we'd like to do is we'd like to set the date for the party and then we have what we call the pre-party. So, we normally like to do about three days leading up to the actual event, to the actual party. We'll start promoting the event. So hey, you know, we would start, today is the third, let's say our event started on the seven. So, we'd say, you know, on the seventh we're having the fall firefighter appreciation week, you know, sign up today for a chance to win, right? So, we would start that normally and you can start more than three days. We find three days to be a good benchmark to start where people start signing up. Now here's the thing, as you start promoting this pre-party, people are opting in. Now remember back to when we talked about in the funnel, as people opt in, they hit your thank you page.

Remember we're doing free plus shipping offer. So as soon as you start promoting your party, you can potentially start generating revenue that day, right? Because all the offers, everything's in place and we're going to get to how to pick those and set those up in step two and three. But the pre party, it's not just like sending out invitations, which it's kind of like that, but you're actually sending out invitations and people come in and RSVP to the party, right? They're potentially seeing offers that they can buy from you and claim free plus shipping offers and you can start generating money right out of the box.

So, it's not like we're saying, hey, you got to spend three days and gear up and try to get things going. We want you to be able to generate revenue immediately as you start setting up the system.

So, we have the pre-party three days. Then what we like to do, this is what we found works extremely well for us. So, then we run the actual party, the actual event we look to do for seven days. Now think about this. If every day that you're running the party, you're potentially generating revenue, don't you think you want to keep the party going as long as possible, right? So, we got three days in the pre party, we run the actual party. So, this is perfect for this one. Fall firefighter appreciation week. Well a week is seven days. You could also do a week at five days if you wanted to, right? But we opt to normally do about seven days. So that's three days plus seven days. So now we have 10 days of potential selling. As we're inviting people into the party, as they opt in, they go into our funnel and then what we like to do, so the party's not over.

Some people might say that's great, 10 days of selling, that's you know, 30% of the month, right? So, you just generated revenue, potentially 30, over 33% of the month, but we don't stop there. So, then what we'd like to do is we'd like to have a blowout. So, at the end of the party we add on days where we do a blowout and basically during that blowout, and we're going to show you examples of exactly what these pages look like in the coming steps. But we basically sell all the products from the party. Now remember in the party and we're going to talk about that. And step two, select new products. We are actually giving away items that fit a certain criteria that also fit a free plus shipping criteria. So that means we can then essentially give away all the products from the party in a blowout sale.

But then under the free plus shipping methodology, right? So, we're basically saying, hey, we're going to give you these to cover free plus shipping. So, that's the blow out. So, we do that for two days. So, two more days of hardcore selling. So people, you're sending them emails, you got all these people that opted in and during the pre-party and the party now on, you know, so now you're in the date, you know, you got days 11 and 12 where you're just doing an all-out blow out, you know, it's like boom, boom, boom, boom, boom, where you're offering all these products to everybody. And then we followed that up with, then you think you're all done, right? You think all the blow out, that's it, right? It's like the grand finale, everything's done. But then we actually found a way to add what we kind of call our grand finale we call it the signature sale.

So then for two more days, on the end of this entire funnel we sold related products but there were new, there weren't this, they were related. So, and you're going to see as we go through this example, they're related to the products that we had in the party and that we also gave away in the blowout sale, but they're new. So, the people have never seen these products. And we offer normally during the signature sale, we like to offer like a bundle type package where they get an entire bundle of these products for a very special price. So now you can see we got three days of pre partying, potential money generating, seven days of the party, potential money generating, two-day blowout once again, potential money generating and then two days signature sales. So now we went from a simple, maybe a five to seven-day party that people would do in the past like a giveaway.

And we've turned this thing into 14 days of potentially revenue generating. That's almost 50% of an entire month of you running this method. And it doesn't take a lot to run this once it's up and running.

You could run the same thing every month. Maybe you just rebrand it something different for the following month. But let's say for fall, fall lasts a lot more than one week. So, each week you could run the firefighters fall firefighter appreciation week. So, you could run that throughout the entire fall season for actually twice a month throughout until fall ended, right? So, it's really powerful and people don't, we haven't really received that many complaints from people. I don't think if anybody complained and said, why are you offering this? Why are you offering me these products for free? It doesn't make sense. Or why are you doing the signature show? We haven't had anybody complain and say, stop offering us these really cool things at these great prices. They enjoy and it's an appreciation, you know. It's about appreciating whoever they are that are part of the party. That's right. I want to cover two broad topics. I'll do it very quickly, so stick with me here. The first is that from a big picture point of view, the reason can be any reason, any reason why, any reason at all, as long as you give it a label and you stick with it and it's not totally wild and crazy outside the realm of, you know, reason of their thinking, you can get wild and crazy and fun, but you know, people just need that reason why. The important piece of that is stay positive and stay fun. It's not negative. It's something very positive. It's very energetic. People love being part of something, especially something bigger that they fit into, right? They're a piece of the puzzle. It's like fans, football fans, baseball fans, people like rooting for their team. Same thing for their occupation, for example. Another reason is you can think about us versus them. People like to be included. They like to think about their group, their tribe.

John: Okay, so again, almost any reason is going to work when you tie it to an affiliation or your tie it to a classification or occupation. As Keith as explained, very, very well. The second big picture thing I want to point out is about the timeframe. These are some key points. You've got momentum on your side. Again, this is not a one-time sale or a one-time opportunity. This is energy that actually snowballs, and it grows over time. You can use visuals, you can use, for example, calendars. You can show a calendar on pages if you'd like, or you can talk about a calendar and you know the timeline of certain events in your emails. You also want to encourage where it makes sense. Word of mouth and social sharing. Share this with your friends. Share this with, in the case of firefighters, your brothers and arms or with nurses, you know, your fellow nurses, that sort of thing.

Give people the opportunity to buy not just some, but all of what you're selling. And what I'm talking about here is the blowout piece of this specifically. You know, you can sell one at a time and say, hey, you might've missed this one product, but do not forget about bundling or selling the entire package. Okay? It's very, very important. We make a tremendous amount of money reoffering the individual products, but also bundling the products up intelligently and intelligently means just bundle them all up. And then the last thing I want to point out regarding the time frame is giving people more of the same is brilliant business. So, the signature sale is not genius. And from a point of view of we're trying to figure out something new, we're just giving people more of the same. It's a slight small twist. You'll see this in the other training that we've gotten here. Don't stray, don't get fancy. It's more of the same or more of the similar, and you're going to see that on these pages. It's all the same stuff. It's all in the same bucket because that's what they're interested in. And that's where the money is at, alright? So that wraps it up for step number one of the party method. And we're going to go ahead and conclude this video. And then in the next video, we're going to walk into step number two, where we're going to talk to you about product selection. We'll see you in the next video.