

Hello everybody, Keith Dougherty here, and welcome back to The Party Method. Of course, I'm joined with my partner on this project, Mr. John S. Rhodes. In this video, we're going to walk you through step number two, which is about product selection. So, in the first step we talked about niche and event selection, laying it out, choosing our event, and then the reasons behind it. And this step, we want to talk about selecting the products that have the right criteria. They're going to make the event successful so we can generate the most potential revenue from our party. So, the first thing we need to look at from a product selection standpoint is the party gifts. What are we going to give away, right? What are we going to do as our prizes? What do people want, right? So, what you give away each and every day. So, what we do is we simply go over to AliExpress and we never touch these products.

We drop ship these products. So, they're ordered directly from AliExpress. We don't put our hands on them. This method isn't about, you know, buying a whole bunch of products and having it in your garage and then trying to ship it and process it and all that stuff. It's just, it's too much work. You can drop ship it directly from Ali Express, they'll ship it directly to the consumer and we use tracking numbers. So, everything's coded so that we can make sure everything gets delivered and more protected from any, you know, charge backs or anything like that. So, well, here's the criteria we like to look at. We look to look that the product itself and it is less than \$2, and that the actual total is less than \$4 for the total, right? Because there's a thing called shipping, obviously and it's called epacket shipping. So, one of the things you need to learn, if you've never used AliExpress is they have many different shipping methods and they have a lot of them. Their products, you can buy a product really cheap and they have free shipping. The problem is, if you don't use epacket.

It basically will come through the United States postal service and they have an actual tracking number associated with it. So that gives you a lot of protection, especially if your customer says, you know, I never got this item, where is it? You can drop the tracking number in the USP's tracking system and it'll show you exactly, oh, the package was delivered on the third or the fourth or whatever day, right? So that gives you protection. If you use PayPal and they give you a charge back, you can say, well, here's the tracking number. It was delivered, so then you would win that dispute. So, it gives you protection. The other thing it does, and I think this is even more important than the protection, is that when you use epacket shipping, it normally gets to the customer in the United States from China in 10 to 12 days. So, in 10 to 12 days, it's normally in their hands. So that's a pretty reasonable amount of time.

It's, you know, the people understand that, you know, the part of the party, there's a lot of orders going on, so that's reasonable. If you use the free shipping built into Ali Express, sometimes it can take up to six weeks now, then you can see people getting a little frustrated and a little upset. Now the reason I know this for the fact is because I went through this when I first started doing orders free plus shipping and party methods. Actually, it was like, I think it was almost over two years ago, maybe a year and a half to close to two years when I first did. I end up doing this and I generated 1300 orders within a few days and I just did the free shipping. I didn't know any different. I didn't, nobody had told me because this was on like the cutting edge of ecommerce before people were really talking about it.

And so I had people, you know, six weeks, they're waiting and waiting and waiting. And I had no way to track the orders. It was just a mess. I mean granted we still made a significant amount of money but there was still a lot of, you know, carnage from the whole thing because you know we had people didn't

get their products and this and that and it was just a nightmare. But I learned the hard way about epacket and shipping and all that. So, I want to pass that onto you that, that you know, don't try to save that \$1.52 in the packet. It's a protection standpoint and it's going to keep your people happy cause the quicker that people get your stuff, if you have them on your email list, right? Cause you still build an email list. If you offer them other things in the future, they're going to be like, oh yeah that's right.

They have a good experience with you, versus if they waited six weeks for a product they're probably not going to be too happy and they may not order from you again in the future is something you'd want to keep in mind. Now I'm going to jump over here really quick cause this isn't about doing all the research in that, but I want to show you really quickly what that looks like on AliExpress. So you go to [aliexpress.com](https://www.aliexpress.com). You can go for example, a category that works extremely well is jewelry. And we do a lot of stuff with jewelry because jewelry has a higher perceived value to people, right? They look at it and they're like, wow, that jewelry, that's nice. Like perfect example. Well here, let me show you how to do the price search. So, if we want to just look at, or I just happened to be in a jewelry and accessories, necklaces and pendants there's, you know, there's 317,000 products available.

In the price box right here, I put \$2 and I hit OK. And it's only showing me products that are listed under \$2. So, you can see all these different products I can get that are under \$2. So that's the first thing I do is I lock it down here. So, then I say, okay, maybe I want to offer this vintage long silver, a simple feather necklace. So, then I would open that product. And the one thing you want to look for, remember we talked about each packet right here where it says shipping. You're going to drop this down and make sure now, I already selected here. Now see, you can see how they have free shipping. You know, their shipping method, their ordinary posts. See how they say 20 to 38 days, here. These usually take well over 30 days. But where you can see down here where e-pack, it's just 12 to 20 days.

Normally, like I said in the US most places get it in 10 to 12 days. So it hit OK. So out the door this thing would cost me \$2.31. So, what, roughly just under \$3 or \$2.98 cents I guess, to get this. So this fits the criteria. Remember the criteria we're trying to look for a product overall. I look for products under two and my overall total. So, if you found your overall total under four, you're pretty safe. Anywhere from \$4 to \$5. We try to stay under four from the sake of, you know, trying to keep everything just, you know, even across the board. So, the first thing we need to do is pick our party gifts. Now if we're having seven days, like, you know, we recommend you would have to pick seven of these party gifts.

So, what we normally do, and I'll show you this spreadsheet really quick, we take a spreadsheet and there's a bunch of other stuff on here. So, we take the spreadsheet and now let me just make this so you can kind of see what's going on here. So, we, so you can see, we take day one through seven. So, these are products we pick for a, a recent, uh, thing, uh, a party that we had. So, we had seven days of giveaway and then we had a grand prize that we decided to do, we come up with an MSRP of what we feel that the item is valued at. We write down our costs, you can see the cost right here. So, you can see these don't cost us anything. We stayed under \$2 our epacket, it was all \$1.96. So, here's our total out the door.

And then we decided during our party that we had, we were giving away 10 prizes a day and then we're giving away 35 grand prizes. So, we decided we were giving away 105 prizes. And then you can see here,

so our costs, total cost out the door was \$374. So those are our actual prizes. And then the MSRP on these products actually added up to over \$10,952.95. And then we put a link to the actual product. So, we do this. So, we can quickly go in and say, okay, this is our day one product, here's a link to the product. And then this is how we calculate our, we're having the event, we're giving away over 10,000, \$958 worth of jewelry during this party. Now you can do this with anything, but this is how we basically map it out so we can see the number of prizes. You don't have to give away 10 a day. We were doing a really big event so you could easily do where you do one or two prizes, but at \$3.72 you can easily afford to give away a one or two of these a day. Even if you did one of these a day. I mean, you know for seven days, you're looking at like you know, under \$28 right. I want to point something out right here that in terms of the value, the MSRP, we actually reached out into the market and spoke with a few people just to make sure that the perceived value, the value that they saw for in this case, the earrings, the necklaces and so forth, that they were worth that much. We didn't just pull them out of the hat. This was based on some research and you can do the exact same thing. What do you think this would go for? How much do you think this would sell for? How much would you pay? So, we actually got real data from the market and you can even just ask friends and family, you don't have to do any extensive research. But that's really powerful because look at the dollars the MSRP and look at that. When it adds up to nearly \$11,000, we're able to say that and we're able to multiply the low cost for us, and it still only adds up to a few hundred dollars for a massive, massive event. It's very powerful.

So that was our party gift selection. So, we decided to do seven days and then actually, you know, we give the seventh day and we did a grand prize, which we gave away more than. So, you know, we decided that we were going to offer more than one item per day. If you did one item per day, you saw with our criteria that you'd be looking at, you know, about \$28 out the door in cost for your actual party. So that's the actual party gifts that you have to select. The next product you have to pick is the special free plus shipping. So, when we talked about people would opt in and then go to your thank you page, we offered them a free gift right there. And then, so we do right here we say it's a giveaway.

So we give away, we charge shipping and handling. So same criteria there. We look for it. It's all the same criteria. We look for product that's usually under \$2 and it's about \$4 total out the door epacket. And then we offer a bump. So the bump on this when they go to order this, and like I said, we're going to show you the pages here in step three so you can kind of, we're going to unfold the whole entire funnel so you can see exactly how it's set up. The bump is on the sales page when they say, yeah, I want this item, right? We happen to do a ring on ours. We said, hey, thanks for joining the party because you joined the party. We want to give you this ring. And then they've just paid shipping and handling.

Now on the order page when they said, yeah, I want that free ring, I'll pay the shipping and handling. We could say, oh, hey, do you want to add a second ring? And I think we charged, and we'll see it for sure. I think we charged \$4.99 and we call it a bump. They could just check a little box and they could double their orders. So they'd get two rings and they added an additional \$4.99 so we basically collected, seven and five. So, \$12 and I think it cost us out the door with joint shipping on that thing like \$3 or \$4. So, we easily had some good profit. A lot of people took the bump because it was just like, wow, I can double, I can grow, add an extra ring for five bucks. Five bucks wasn't anything to people to think about or like, oh yeah, sure, five bucks. So, that's the special free plus shipping offers. You have to pick that. So, make it related to your party gifts but make it unique enough that the people may want to get, you know,

because that comes through your funnel to see that on the thank you page. So that's important to try to pick a gift that's highly related to the niche that could be, you know, that they would want and it has a high perceived value and you can get it within that \$4 price range.

Now the next thing we need to look at is our one time offer. So, as they come in and claim now you remember our funnel up here and I'll see if I can bring it down to where you can kind of just see how we're doing this so we can add these together. So, the offer, right? And then the free. So, let me collapse all this. So, we have the offer, which is our free plus shipping. So that was our ring. And then we did a bump and then we offered a one-time offer for \$12.99. So that's what we're picking right now in the product selection. What can we offer that's related? We decided to our free plus shipping was a ring. The bump was another ring. The OTO that we did was a bracelet, right? It's related is jewelry. So, you have a ring.

Now we're offering you a really cool bracelet. So, the OTO is a, there's a small fee, right? So, it's \$12. Now we're actually selling this item. We're not doing free plus shipping. So, we're selling this item and you choose your profit levels. So, we found a bracelet. I think we paid, let me see, let me move this over here and I'll check and see if it's on this sheet. The bracelet that we paid \$3.99 out the door for, we paid \$1.99 for the bracelet. So, we paid \$4 for the bracelet and we sold it for \$13 so we had a \$9 profit level built into the bracelet and the bump was just, hey, for an extra \$7, mind you the bracelet costs us \$4. So, we actually picked up an extra \$3 by somebody adding on a second bracelet.

That's why, and John mentioned this earlier, but offering them more of the same. And even the exact same thing is one of the easiest onetime offers you can ever make because it just, they already purchased the item, right? So, they already like it. So, if they can double it, you think about infomercials and things like that, like they do that or like, hey, just double your orders, separate, you know, shipping and handling or processing. So basically, all you're doing here, you know that you're bumping, you're letting them bump a double your order for a small fee.

So, I hope that makes sense to everybody. And this is the basic product selection for the regular straight funnel that we're talking about. So, let me back this up. So now, so what we do is we've already picked our party gifts. So, whether it's five days, seven days, we have those gifts. We have our free plus shipping offer, and then we have our OTO that we built in there. Now the blow out sale is all we do with that. There's nothing to pick here. It's already done for you. So, there was a reason we picked these under \$4. What we do is we then offer people, hey, you didn't win day number one or two or three. Maybe they didn't win any of the days. Maybe they didn't. They weren't a winner, right?

We offer them to go back and they can claim for either day one, two, three or all seven days and they just have to pay a shipping and handling. So, we do free plus shipping. So, it's like, alright, we're going to give these away from everybody, but we can't afford to ship them to everybody, right? Because we have thousands of people in our party. So, we bet that's how we justify it to them. Say, you know what, we want to give you these items. We set it up to where we're giving you these, but we can't afford to ship them to everybody. So just help us cover shipping and handling. And you can claim as many days as you want. So that's all you're doing during that two day sale is offering those. And like I said, in step three, we're going to break down the pages and you're going to see exactly how this flows right in line and how

this all makes sense. So, in the blow out, so you don't even have to pick new products. It's already done for you. You're offering the party gifts each and every day and a bundle. So, we'll show you, we did that. We offer day one through seven and then we offered a bundle. Say, hey, you wanna just claim all seven here, claim all seven and you can just pay one fee.

I'll, jump here as well to point something out that is obvious but maybe it's still didn't come to mind, and that's quite reasonable. It goes like this. Someone might not jump in and buy on day one or two or three or four or five. And in terms of them landing on the thank you page, seeing the offers because they think I might win, I might win, I might win. And yet they've been somewhat indoctrinated, right? Cause they've seen the value, they've seen the price, they've in effect have been sold to multiple times in a pretty friendly way. The blowout sale provides relief. The sale is an opportunity for them to in effect get the same dealer or a very, very similar deal to someone who one for free. They feel that good about it. It's a great feeling that you get to know, hey, I'm getting this for a fantastic price. It's fair, it makes sense. And there's this buildup and guess what? There's this release that's one reason why we call it the blowout sale because it works so well in terms of sales and it also works so well in terms of the psychology of the individual who's been involved as part of this party.

It's the same party gifts. There's nothing to do here other than set up the pages, which we're going to get to in step number three. So that leads us to the special sales. So, this is where you will need to pick more product. So, the special sale, we actually call it the special sale. A term that we like to use for it too is the, and you've seen it use it here before and the other steps or signature sale. Because that makes it sound unique. It's different while it's the signature sale. So, it's a unique bundle of different products. So, it's within the same niche. So, what we did is we offered jewelry here. We offered a ring and a bracelet throughout the rest of our funnel for the OTO's in this.

But then our signature sale was a bundle. It was a bundle of all the jewelry. I think we did, let me see here. Let me count how many we had in here. We had 10 pieces of jewelry. So, we had 10 pieces of jewelry that we found. It costs us for that bundle, and we offered them as a bundle, all 10 pieces. It was \$43.93 cents, which was epacket for that entire bundle. And we sold it. We decided to just do it for \$68.23, so...I'm sorry, the total out the door was \$24.88. I'm looking at my numbers here, but I'll bring them over for you. So, this is what we did. We found these 10 different sets of jewelry. It was our signature sale. We had our MSRP, so it was an \$800 value. Our cost was \$25 out the door.

We sold these for \$68.23. So the margins there you can see are great. You can do it more. I mean for that, for an \$800 value. We thought about doing it at \$99 or \$89 we said, you know what, we just wanted to see, you know, putting this out there, let's see what happens. And we converted. We didn't convert as many, obviously as the others, cause you talking about a \$68 package, but we sold quite a few of them and it was just extra revenue on top of the overall system. So, you know, think about that with your special signature sale. Offering some type of unique package of related items that you could sell for a bundle, nice type price.

It's unique and yet at the same time it's more of the same. The only summarizing comment that I have for step number two, because I've jumped in a couple of times here, is that you really don't want to mess with what's been set up here. It just works. It's plug and play. It's very straight forward in terms of

the framework that you'll follow. There's not a whole lot to think about. You just find your products and you put them in at the right place, the criteria you have, they're very straightforward. You don't need to overthink this. Keep it simple, keep it basic and just execute on it and you'll be all set.

Alright, so that wraps up step number two, this is all about product selection and step number three, we're actually going to break down each and every page, and we're going to walk you through them so you know exactly how to set them up, what's expected to be on the page, and all the psychology and then sales process behind each and one of the pages. So, we'll see you back here in step number three.