Hello everybody. Keith Dougherty here, and welcome back to the party method. Of course, John, my partner in this project, Mr. John S. Rhodes. And now we're moving up to step number three. And this is actually where we're going to break down and set up each and every one of our pages, right? This is the actual, you know, when the rubber meets the road, we've done our niche selection, we've named our event, we found all our products, we got everything ready to roll. Now we need to set up the actual pages and we're going to walk you through exactly how we did this. Now there's five different things we have to look at. We have our party price pages and we're gonna start with this. So, , I'm going to cover the basic elements here just real quickly and then we're going to move over and show you the actual page of one.

We did have an actual party method that we use So, that you can see it, right? A lot of times, visually it makes a lot more sense than just covering you, you know, covering the base basic things. So, obviously a banner is important. A banner is the identity, right? If you're not a graphic designer, go to Fiverr and get a banner done of your event. So, that has its own identity, right? People look at that. There are two reasons for one the, if it's a professional looking banner and everything else is set up the way we're going to show your event's going to show a professional nature. Now, if somebody comes to your page and they don't know you, if they're, you know, if it's cold traffic, they're going to look for all these things they're going to look for, you know, does this look professional?

Does it look trustworthy? Do they have, does it look like a normal website? Does it have links to, and we're going to talk about like the legal pages and all that, right? They're going to look to all that before they even decided to give you their email address. Cause if they don't trust the page, they may opt in with So, me phone, email address, right? They might just say, I'm going to use my throw away email. How many of you have a throwaway email? Think about it. Do you have a throwaway email that you might opt in for a, you know, I want to see how this works, but I'm just going to, I don't really check this email. I kind of just use it to top into things. You don't want people using that. You want them to use their actual emails So, that you can, you know, potentially email them down the road, email them the winners, email them in the future, and generate revenue from your list as well.

So, the more professional your page looks the more trustworthy it could potentially be. And we're going to show you certain elements throughout the entire process that adds to that trust and helps people want to do business with you and give you their email address as well as place product orders. So, we're going to have the banner, we're going gonna have a headline which talks about the event. We're going to have an event description, you know, why are you doing it? Right? This is a quick little paragraph that's going to justify the event, right? So, people just want, why are they doing this? Why is this party happening while the party's happening? Because it's John's birthday and it's his 40th birthday and we're having a surprise party for him. Okay. That's why it's happening. That's why people are going to, it's the firefighter's fall appreciation because firefighters risked their life every day going into burning buildings for us.

And we want to show our appreciation for the men and women that do this for us. Okay. That makes sense. It's fall. We're appreciating firefighters for their sacrifice they make every day for everybody else. Right. So, that just explains it. It gives people a why and it in their head, they're like, oh, okay, that

makes sense. Right there. It justifies the event and it makes it okay. Like, all right, that's cool. That's, that's why they're doing this. A countdown to the event term, right? Scarcity, right? This is an event. This is a party. The party ends the party. We wish it could go on forever. And so, me of ours are type evergreen where we can relaunch them. But for the most part, you're gonna run these on a countdown because it's going to probably be seven days is the actual party.

The blow out is going to be two days to signature. Sales is going to be two days. So, those all have timers because they end at a certain exact time and they don't extend past it. This isn't fake scarcity. The party does end when the timer expires. Obviously, we're gonna have an opt in box. Right? That just makes sense. We collect email only on ours. We show the prize items for each day, right? Hey, why am I opting in? Because you can win one of these prizes for the next seven days. Legal page is very important. You know, obviously you want a privacy policy, terms and conditions. Talk about everything that helps protect you. You're going to on a contact page, an event rules page as well. It's important to have all these and I believe we even have an anti-spam on our thing too, which when we get to the page, we'll take a look at that.

Now this page, the party prize page, right, is a lead getting page. It's a pre-selling page. This page, the only job of this page to do is to convince people that you're having an actual party, which you are, that you, they can trust you and they're going to give you their email address. That's all that's happening on this page. There is no revenue generation. It's all about lead getting and pre-selling people to opt in and join the party. So, I'm going to bring the actual page up over here. So, the one that John and I recently ran was like we told you we were in the nurse's niche. So, we ran a nurse's appreciation week party. So, where you can see there's our classification by occupation. We're telling them we're appreciating them, and we did it for a week long party. And remember we showed you when we pick the products that we had $10,958 So, over $10,958 given away with a hundred chances to win an, actually I think we had over a hundred but So, we used a hundred there.

So, we took a few shots of our products which show, you know, necklace and So, immediately we're, we're introducing So, me of the prizes right in. This is our head or graphic by, if I grabbed this, this whole thing from this box up here, this is the header graphic that that sets our branding. Okay, So, nurses appreciation week party, we have a couple of the pieces of jewelry. They're like, okay, those are cool. Simply we tell them what to do. You know, how, how can I have a chance to win part of this $10,000 simply enter your name and email below. That's it. We tell them what to do and then we tell them, here's the justification, right? Nurses appreciation week we'll be picking 70 winners. And that's actually, I think we, this is one of the other ones before we updated it actually would, well no, this is right.

I'm Sorry. We'll be picking 70 winners throughout the entire week. It was 10 a day and then we had a grand prize of 35, So, I'm sorry this was right. So, we were giving away 105 prizes. 35 at the end of the party. Make sure you check your email. So, now we're also, telling them, you know, make sure you check your email every day because you could be a winner. Now all you have to do is enter your, So, we tell them again, right? What do we want them to do? Enter your name and email. What do we tell them again? And your name and your email. We want to make sure people know what to do and guess what we tell them here. Simply enter your name and email address below for a chance to win. Now we, you know, we didn't just, you know, we, we have it as a headline.

We have it as part of our text. And then this box stands out, So, they know where to opt in and your first name and your email submit your entering or entry. You know, we value your privacy by sitting you agree by, by submitting. And then we have a link to our official contest rules, right? Cause you want to have that right in there So, it's all clear. Hey, we're doing everything by the book here. We can keep it professional. We tell them what's going on, we let them know the prize and now the prizes are below. They can still scroll, which you're going to see. But above the fold we want it to get all this in. And then we have nurse's appreciation week party event ends. And obviously the timer is expired at this point because the event did end. But that would be ticking down to the end of the actual week party event.

One of the things I do want to point out just before Keith scrolls down here is the extreme clarity. It's unbelievably clear what's going on here. Nurses Appreciation Week Party, right? How much has given away how many chances to win, exactly what to do and exactly what happens next. You see that all and it's all as, as Keith said, it's all above the fold. Meaning it's all right there on the screen. You don't have to figure anything out. It's in your face. And there it is. So, you can imagine someone coming from an email list or from paid traffic, Facebook or otherwise, they land on this page and you tell them exactly what's going on. You show them and they know exactly what to do. The clarity, that's the operative word here. Clarity. Super Clear.

Now as we continue down the page, we obviously have the time or now we show them the prizes, right? We each, we take a block, seven days of daily prizes include, and we tell them day one, there's 10 of these. So, we're giving away 10 of these, a Austrian pink crystal heart pendant necklace and earrings set, and then we tell them, you know, the MSRP. So, we show them this is a $74 value. And then we kind of give them, you know, four bullet points of what the item is, you know, a quick little breakdown made from Blah, blah blah. Right? You guys get the general idea there, but you can see we break down each day, you know, day one, day two, day three excuse me, day four, day five, six, seven. So, pretty straight template a standard. They're great and these pictures were all just taken from AliExpress.

We didn't do anything fancy, order the products and do our own photo shoot. We found products that had high, you know, high quality, high perceived value, right? That because people would go to the store and they would pay upward of, you know, potentially $84 for this, you know, this set, right? Because it was a necklace and earring set. So, we try to, we try to really have items that had that high perceived value. So, these weren't just like a necklace or thing that we, we went for the sets where it had, you know, they're getting more than one item. And then the grand prize, we gave away this set, which was, you know, a MSRP of one 49 where they got the necklace, the bracelet and the earrings, right? And then of course again, because in case they scroll, we had another chance to opt in right down here.

And again, we just copied the same box. Now if you have this template was done in click funnels, if you do have click funnels, we will have the templates, made available as well. So, and then you can see, you know, we have our copyright all rights reserved. And then here's everything we talked about anti-spam terms and conditions, contest, official rules and a privacy policy. All legitimate, all the ways that they can find out what are the rules, you know, because they're, this is the same link to the rules and this is all stuff that, you know, gives that credibility, to us and makes it realize, okay, and it's read by an actual company. This is one of the companies we have. So, the events, the nursesweekparty.com you can see

it's an incorporated, it's an actual company, as well as we have links to all of our relevant legal pages.

I really, really think it's important to keep in mind, again, that you don't want to mess with the formula. The top is super clear. The value is built as the user, as the individuals scrolls down the page. Value is building, value is building, value is building. We keep things short and simple. We've got bullet points. The value is being added as they go. It's being calculated in their mind. And then they're right at the bottom. Keith was just there a moment ago. You could see right there. That is what we ultimately want, which is the opt-in. The number one thing that we want people to do here and really experience is opting in because there's no money on this page. Remember, there's no money here. It's only after they opt in. So, the number one goal of this page is to get that opt in. All of the moneymaking happens after this. So, that's what we're trying to get people to do, trying to build that value, have them understand and so forth. But that number one objective is get them on that email list for now and into the future by the way as well. We'll talk more about that.

Alright, going back to recap, this was our party prize page. So, like John said, and just to reiterate again the, that this page, So, le purpose is lead getting and pre-selling. You're gonna pre-sell all the, the, the items to get them to give you their email, their name and email. And then, you know, we walk through all the elements on that page. So, that's the first page that you're going to set up in your party method system. Now the next page, this is where we actually can start generating revenue. People would think, well, thank you page. That's where we just tell people, oh great, you opted in. You're your inner right. No, this is it's time to do that. Yes. But, in this page, we have the banner once again, which is the same from the party page. So, like I said, if you're not a graphic designer, go to five or get a banner made, make that professional.

You're going to use the same banner on the thank you page. We're going to walk them through some steps. Okay. This is important. You're going to see the page here in a minute because people like to follow a routine. They like to not leave things uncompleted, right? So, it basically on the page says, well, we've received your email, but you have to, do these other things, right? So, we're going to show you that here. They're gonna claim their free item. So, we're going to show you how to set that up. We want them to potentially share the event. And once again, note that this is a money page. Now there's potentially revenue that can be generated from this page. So, let's go ahead and look at the actual page and we'll break that page down. So, when they opt in, what we do here, and we actually revise the steps thing, I think.

I think that was part of what we were, we were looking at here, but we basically kept it simple. This was basically logo nurse's appreciation. We've part of this was the logo throughout the entire process and we basically tell them, congratulations, right? We tell them, hey, congratulations. We have received your request to join the nurse's appreciation week party. You now have a chance to win one of the 100 prizes we are giving away during the party. So, we let them know that, hey, you registered, you completed the first step. The next thing you need to do is w and we put this purposely in pink to stand out. It's claim your free gift. Or like what I just entered, I already entered. What do you mean claim my free gift? So, now we tell them, look, you've already won.

You know, as a way to say thank you to all nurses participating in the nurse appreciation, we, you can

claim your free genuine sparkling Zurich on adjustable white gold-plated ring picture below to claim your free ring. Click here. So, now they could immediately click there, or we created a mini little sales page where we have a headline, we have an MSRP and we have So, me bullet points. I think about it. There's still, you still want to sell this, right? Because it's a free plus shipping item. So, there still is going to be money that changes hands. So, we need to justify that free plus shipping price before they get over there. And we're doing this right here. [inaudible] you know it's an extreme sparkle, German Polish, unique square, adjustable white gold-plated ring, right? It's got an MSRP. So, it's a $40 value. More product shots right down here we're getting into high shine.

These are all pictures I took right from Ali Express. I can make graphics. I didn't do anything special to these real gold, electroplating, eco-friendly nickel and lead free. So, we let them know, hey, these are So, me more elements, So, me nice shine, this is nice looking ring and this. Now when they're ready to go click here to claim, it's going to take them to the actual order page. So, once again, this has all our copyright, all our, our footers, the same. And then we have our banner at the top to stay, you know, consistent with the theme of our actual party.

Powerful stuff. There's one thing I want to point out, it's small, but it shows you the power of doing the little things right? If you scroll down, Keith, just a little bit and then you hover over the images, right? So, if you hover over the images, you'll see that they become links. So, these links are the same as clicking here to claim your free link. Very important. Like I said, don't mess with success. Don't mess with the proven formula by turning everything into a link. Boom, click order, boom, click order. So, in every single case you're giving people the opportunity to buy.

Alright, and we actually, we're missing our order page in here because there's really not much to it other than, but we're going to look at it. So, when they click on this, click here to claim your free ring. We're going to look at that. So, then they get an actual order page. So, once again, we have our logo, which this is not anything fancy with this one. Ladies and gentlemen, this is merely a, a, a pink box with text on it. So, I didn't even get that creative with this basic logo banner that's this following us around throughout this entire funnel. So, we actually put a timer on this. We get a 10-minute timer to try to make people just take action, right? It was a 10-minute timer. Some people might say, well, you know, can you use that with Facebook and all that?

And I'll keep in mind you're not sending people directly from Facebook to this order page. So, Facebook, only thing Facebook would see you sending people to your opt in page. They never see any of this backend stuff. So, if you want to put a timer here, you can make this timer actually blow up. We just had it. We were trying to get people to take action the age, you know, claim your gift, you know, it was a 10-minute timer that would activate a in order to claim this gift. Now there's So, me other elements here that I think are very important. We tell them that their product, So, this is more trust. We're still building trust because they haven't gives us their credit card information yet. We haven't, they haven't purchased anything. So, we're still building that trust.

So, what we do is we say, hey, this item is USPS's track chipping the United States but, and we put their logo cause these items comes via the USPS via track numbers. So, we tell them full tracking provided upon shipping items will arrive via USPS tracked. Now because of the extreme demand for this product,

the current estimated delivery time is two to three weeks. Now what are we doing here? We're setting more trusts saying we're putting a logo that they know; they know what the United States Postal Service logo is. Most people do and they're going to see and say, okay, I trust that they already know the government. They may not trust the government, right? But they know that the mail is pretty trustworthy. There's somebody ships them something and then they have a tracking number. They're comfortable. It's normal to them, right?

So, you're padding that trust in the normalcy that they would expect from any purchase. Right? Then we're also telling them, we're setting the expectation that look, this event is big, right? We're having this big party; we're getting these orders processed. It's going to still take, even though we know that the, the normal orders are going to get there and 10 to 12 days, we still set the expectation that hey, because of the demand, because we had all these people coming into the party that , you know, it could take two to three weeks for you to receive your item. We're just setting the expectation there. We're pushing it out and giving us, sell some cushion because of the amount of volume of orders that could come in for your party. So, now we tell them, we walk them through what to do.

Claim your free gift. Once again, MSRP. We put it in there. Say, hey, this thing is $39. Now this thing doesn't show right now. It's because this is actually looking inside our click funnels funnel, but this would just say $6.99 So, it says dynamically updated. So, it would actually show the actual product on the actual page. But I got you inside of our click funnels actual funnel So, you could see all the steps. So, this would say $6.99 and see we say shipping and handling, we don't say the cost of the item or anything, the gift being claimed. So, it would say the ring, right? And then it would say shipping and handling of this price. So, we do that on purpose cause we're not charging a fee for the ring. We're charging shipping and handling because the item is free and we're offering shipping and handling.

They just cover shipping and handling. So, they put their contact information. Now here's the, where the first bump comes in, right? We told you this is really easy to do these bumps because it's just offering the same product. Hey, get us second ring for just $4.99 So, they check this box and then the price will update and they can add a second ring for just $4.99 So, it'd be $6.99 and $4.99 and we tell them this is a onetime offer exclusive special for nurses only you have already paid for shipping. Why not add another ring to your package for you, a friend or a coworker for $4.99. So, we give them, we're, we're planting the seed of, well, somebody might think, well, why would I need two rings even though for just $5, we're giving them reason to think about, well yeah, for $5 for a friend, coworker or me.

I mean So, me people are like, yeah, I want two rings. Or somebody might think of friend or coworker. So, we're just giving them ideas of what they could do with this. Like, yeah, I could get this extra ring for five bucks and I could give it to one of my friends. I could use it as a present. I could do this out of the other, So, we're just giving them reasons to justify spending four 99 more. Right, very straightforward. Shipping and handling card number. So, me other quick elements we, obviously these are all standard credit card logos, but that they add trust because people, they know what a Visa, MasterCard, American Express, discover logo are and then we added in So, me of these other ones. Best price has free returns, fast shipping satisfaction, just more comfort and trust type logos and then we finish it with this same photo that's on all of our other pages. This does never change. It's consistent. It's the same thing. They expect to see it. It's what a normal page would look like.

They give it the one-minute summary on that, and I've got five things written down that I want to go through. First is the steps are really clear. There are only three steps. The steps are written out. They're not screaming and you're screaming in your face, but they are nevertheless there. Step one, step two, step three. There's nothing mysterious there at all. Second of all, definitely we've got trust identifiers. The trust is built right in US Postal Service, their credit cards and the other trust icons are there as well. The next thing is very, very clear language. There's no extra language there. Every single word has a purpose. For example, under the order bump, the extra ring for you, for a friend or a coworker, right? That's very deliberate and you can use that language as well. Don't mess with that or tweak it for your particular market or niche, but that totally works.

The next thing is, is the opportunity, and you can see it because it's flashing and there's an arrow. It stands out. It's an opportunity to get more or to get something faster. That's what that does, and everyone loves that. They love to get one up on someone else. They love to be, you know, the fastest, the brightest, the best, and they're willing to pay for it. This is not something you're squeezing them over. It's an opportunity for them to beloved that like, hey, how do I get the advantage? That's how, and then that reason why is right there. It is a onetime offer. There is scarcity. There's a countdown. So, there is very much a reason why to do it right now. And I guess I'd add one more thing too, is it's yes, ship it now. So, we're actually, we're not asking them in that. It's a command. Go do it. People need that little extra nudge, a push them off and they'll appreciate it with the quality that you're providing and what you deliver.

Alright, So, now we've walked through the party page, the thank you page, which then obviously takes people. So, once they order, right? So, once they actually come in, we're gonna walk through the rest of the, of the funnel, right? So, once they say yes, ship it now, now they get it. Now this is where we present them with our, our one time offers. So, what we do is now we, once again, logo comes across. You can see the same as the order form, the black bar. We stay consistent. We just center it cause there's no timer. But we do bring in this order processing status. So, now we basically tell them, hey your orders in process. So, that makes them think that I have to finish this order. It's not quite complete yet. Order processing status, they're 50% complete. And we tell them, hey hang on a second.

Wait. You know, how would you like to have a 2.0 carrot genuine zirconium bracelet to wear with your new ring? We ask them a question So, they can, So, it stops them with the weight and then we ask the question. So, the answer like how would you like this? And I'm like, okay. And then we tell them, you're not close this page, your order has not been processed. So, we want a quick reminder, hey, don't just exit out. You've got to finish this. You've got to finish your order. If you want to make sure you get your free ring that you just claimed him in indigo. So, once again, we do a quick little overview what we have a, a product shot. You know, we talk about what it is, just makes the perfect accent piece free. So, we tell them again, why would I want to have this?

Well, it makes the perfect accent piece for my new ring. So, we tied it back to the other product. So, it's related. It's not just like, Oh, you've got your free ring and now you can buy this a book right there. Like what the ring in a book. It doesn't, but the ring is that this is a perfect accent piece. It's got the nice crystal and the ring. It's got the same, you know, the silver plating. And this is the same thing, same kind

of crystals, same kind of plating. So, it almost would look like a set. So, it's the perfect accent piece. So, when they're wearing their new free ring, they can wear their genuine zirconium roam bracelet, a silver plated hidden, you know, extreme sparkle. And we tell them there's no extra charge for shipping on this.

So, they're actually going to purchase this, and this is a One Click Upsell. So, we did use click funnels to do this. So, it was all integrated and basically all they have to do is we show them a retail price of what it's worth. We crossed that out and tell them their prices. $12.99 and then we, then they're saying, yes, upgrade my order. We want them to say that, yes, upgrade my order and then we'd let them know, right. We don't, I don't like that. You know where you hide this, where it's, you know they have to reenter stuff. You know, by clicking here, you will be charged $12.99 for the bracelet and it will be added to your order. So, we're just telling them what's gonna happen when they click yes. Now they can also, say, no, no thank you. I don't want to save 84% on the genuine Zurich coin bracelet to match my new ring. So, we kind of plant the seed. Again, you don't want to save money. You don't want a matching bracelet that goes to your ring. That's okay. Once again, the footer, all the same, it all carries across.

So, you can see that this is merely So, they can say yes or no, right? So, when they can, they would do that. Then what we'd like to offer them, you know, if they say yes, we like once people show that they like something, same thing with the ring. Hey, I want the ring, give him more of the ring. Right? If they ordered the bracelet, give them more of the bracelet. So, that's all we did. We did this, this is not complicated where John and I went out and like we got to figure how all these products integrate and all these special upsells and all this. We didn't try to do that. We just said, well they liked the bracelet. Why not give them another bracelet? So, now their order is 90% complete. So, we're like, hey, hang on a second. Your orders, 90% complete.

Same thing. We got the header, everything exclusive nurse special at a second bracelet for just $6.99 for a friend or coworker a do not close this page, your order. So, we tell them again, all we did was copy that other page and changed the headline and made this 90%, that 50%, and you say, yes, I want a second bracelet. And by clicking here you're going to, So, they can add a second bracelet for basically just a little over half the price of what they just paid for the previous bracelet. So, just offer them more of the same at a discount as all we did. Everything else is the same. It's the same page. Once they click yes. That's basically it. They hit yes and then they go to the, the order complete, which this will then show a receipt of everything they ordered.

Then we also added in So, me other social elements here where we say, tell your nurse friends and coworkers about the giveaway So, they can share the giveaway on Facebook, Twitter and Google. We also have a private Facebook group. We run and then we leave. We let them know again. Okay. You want to plant the expectation of what to expect now that the orders are normally be processed in 24 to 48 hours and we're telling them this a, you should receive your package in 15 to 20 business days, right? Due to the popularity of the nurse's appreciation, your order may take longer to arrive. If you have any questions, we have a support email and your credit card, we're telling them because of the name of the company that we processed the orders through a is called Zeta style.

So, the charges are going to go through that company. So, when they see a chart, we don't get somebody like, oh, why did you charge back? Why I didn't know that was the nurse's event, right? So,

we just, we give them the information. So, there's, we, we now trust that we learned a lot of this stuff from getting fueled that we've screwed up in the past. Right? We've all made mistakes, but you know, So, we learned a lot of this stuff. So, set people's expectations up. Here's when to expect it. If you have any problems, oh, by the way, it's going to show this, so, don't be alarmed when you see this company name on your credit card and then that just, that just helps share the information so they understand exactly how everything works out.

Yeah, the details do matter and they are cumulative. They add up. One thing adds to the next, adds to the next, and it looks professional from beginning to end in as someone who's going through the funnel, they're getting more and more stability. They're getting more confidence as they go. They see it, they feel it. The other thing I want to point out is from page to page, we're not holding people up. We're not holding them hostage. We're not slowing them down. These are very, very fast pages that you're seeing here. Hey, do you want another one of these? Here's the reason why that might make sense. Here's an easy way to do it. Oh, here's another product that goes along really well with that. And it's almost like we're waving our hands a little bit. Like, hey, hey, just in, just in case you want to add, just in case you'd like to be even more of what you are and get more of what you're getting your hands on and so forth. We're just giving them more of the same in effect. We've been saying that throughout, there is a very little to be thinking about here. The person that is on any one of these pages, it doesn't have to figure anything out. The simplicity matters, the confidence matters and all that adds up to speed and, and really fast income for you.

Alright, so let's take a look. So, we've walked you through the, the party prize page and the thank you page, which leads into the entire funnel. So, you saw the funnel, how the Oto one, two and all the bumps and everything that's integrated, which kicks off the thank you page. So, now we, we, we need to look at, I'm going to close this down. So, now we need to look at the winner's page. How, how was the winners page set up? How was that, you know, constructed? So, basically the same thing. We have the same banner. We remind them about claiming the, the free giveaway item, and then we have our daily winners on there and there's a note on this one too that this is also a money page. So, let me go ahead and find the winners page, which I think we have right here.

Okay. So, once again, this is, you know, consistent with the, the original opt-in page. If we go back here, the original opt-in page had this big banner on the top. So, for the winner's page, we stayed consistent with that as they were coming back to the site. And we clearly identify this as the winner's announcement page. We will post the winners here on a daily basis. Make sure you watch your emails. So, we're telling them, pay attention to your email. Cause when we send out these messages, you know, you got to, you check it and make sure he'd come to the page to see if you won. Now again, right in their face, why do we want them to come back to this page? We could very easily in the emails say, the winner is John Doe, right? We could do that. But the goal is to get people coming back to your page.

Why? Because this is a money page. There's, there's selling going on here. If they didn't claim their free gift, they can do it. That's the first thing. They have to scroll past this in order to get to the winners. And we do that intentionally because not everybody claims this on the front as that as they come in. But they may, So, me of them may have just missed it. They may have opt in and, and, and they got distracted. They got busy; they didn't see it. And we're just, it's another opportunity to put it in front of them. So,

it's the same thing off the thank you page. Hey, did you claim your free gift? We're asking them the question, maybe, maybe they missed it. And I'm like, what? I didn't even see this. Take So, me right down the same funnel again. Right. That's perfect.

You saw the funnels is we just broke it down and now then, then we just simply take our winners and our winners are listed below. Day One we had 10 prizes. So, the way we did it is we randomly selected email addresses. We posted them, we blurred out So, me of the emails. So, we didn't just expose everybody's email and, the winners would email our support email and say, hey, I'm, you know, Stacy, here's, you know, here's my full email. And we'd match it up. And then we would, you know, identify them as a winner and get their shipping information. And these would be the people that we would ship out the prizes to. So, that's all we did. So, we picked day one. We randomly just, when we use the random generation tool and we just picked numbers that had it, however many numbers were on our email list, we dropped it in and then we randomly pick the 10 winners.

And then we went inside of where the emails were. We just went down to number 10, number 25. We picked him and that was it. That's all we do to the winners. We don't do anything fancy. It's nothing complicated. You don't have to, you could just randomly go in and just, you know, bring up on a screen on a page and point to one. It doesn't have to be, you don't have to complicate this. It's a random generation type thing. Unless you want to use So, me type of specific system. We didn't try and get that complicated. We're like, hey, cause use random generation. Pick those and that's it. And we, you'd see all the days are here. These were all the actual winners that were posted for our event. Um, and then what we also did two in here, just in the middle of this.

We threw in a little ruffle, but almost a way to generate more revenue. We actually threw in a special, shirt in between day six and seven. So, when we announced the day seven winter, they had to scroll all the way down and they're like, whoa, wait a minute. And we actually offered a shirt in between all of this and I think we just ran this campaign on Teespring. So, we just ran a k a quick campaign on Teespring. We didn't get too carried away. We threw this in, and we sold the decent amount of these, I believe as well by just dropping them in between day six and seven. So, if you have another Shopify store or if you, you know, you could even use Teespring if you to add a simple product there. What is another way to increase revenue once sending people back to the winners page.

By the way, just a quick aside on this, this is pretty much the only pattern interrupt in the entire campaign, the entire Party. This is like the only pattern interrupt. So, everything else is, you know, very nice-looking jewelry. Everything else obviously is nurses and so forth. This is a nurse's product, but this is about as far as we straight. This is as far as we went away from it being, you know, nurses party jewelry. We still did nurses and party. Um, we happen to use a shirt here that, that's it, right? So, in terms of pattern interrupts, you can be pretty subtle. You don't need to go crazy and say, hey, here's So, me book, here's So, me random book. This is highly related, and this worked really, really well for us. And then you can see we are at day seven, and we had a grand prize. So, we lifted all 35 and let me go back here to take a look at this. Alright, so let me actually see. So, we went through the party prize, the thank you page. We went to the winner's page, which you can see the ultimate goal there is to direct people back through the free plus shipping through the thank you type page. We always want to get them back into that funnel. That's, that's the ultimate goal is to get people back into the funnel where they're

claiming the prizes, but there's no way to buy anything other than towards the later days we added in like the T-shirt that one day It was directly related to the nurses, but it wasn't the typical jewelry.

So, we just threw that in to try to do something a little bit different for that one. The one thing I did want to point out because the question I think comes up with people, the emails that go out, right? The emails that go out somebody's like, well what, what do we say? You know, what do we send out to people? And I don't have the email in front of me here, but I'm actually going to show you. I'll actually just take it right here. So, this is all we did, right? This is, and I'll break it down for you. The email, all we did for the subject line is we put a day one winner. That's it. So, what do you think the subject line was for day two? Right? You guys can figure it out and then, and the actual body of the email was a, we have selected the day one winner go here to see if you won, right? And then we had a link, right? We just had a link that went to the winner's page, which we showed you. This is the same email we sent out every day and we signed it, you know, whatever nurse's event, right? This is it that, that's the email you don't have to get, people are looking for the email every day. It's that said you could, if the subject, if you wanted to say, you know, nurses week party, if you wanted to, you know, specifically what they're getting, you know, and then you could put something like that where it stood out. That's, but that's basically all we do. What is the subject? Hey, day one, one or the day, two winter. Literally, once you write that first email, you just copy that email for day two, three, four, five, six, seven and that's it. We have selected, they want to go here, and we just copied it and we had a link, they'd go to the winner's page.

That's it. Don't complicate this. You don't have to get in. They don't care. They're not, they just want to be reminded. All we're doing here is reminding them to go to our winner's page. Why? Because that winners page is where there's potentially money being made if they didn't claim the ring. If we have any other offers there, like we did on days between day six and seven, we threw in that shirt. Things like that can kind of make things, you know, stand out. So, that's it. Don't complicate this. This is the, the straightforward simple email that has to go out for all seven days of the actual a winner email announcements. And they're going to be expecting this. Cause we told me, watch your email to see if you want.

Okay. So, the next thing, if we go back up here to the timeframe, right? We had the pre party, we had the party. So, the party's over now, right? We've done our seven days, we sent our emails, the party's over. Now it's time for the two days of the block. So, what we're going to do now is we're going to look at the blowup page and basically a banner. Same thing. We created a banner for the blowout. We have a headline, we have claim any of the items. And then once again, note this is a money page. So, let me bring up this page because I have this two to do 48 hour one. Okay. So, let me go over here and bring this over here. Okay? So, all we did is we changed our pink, remember this was pink, right?

On all of our nurse's appreciation stuff. Remember we had pink. So, we changed this to blue because it was different. This, we wanted people to realize, hey, it's, it's different. The parties, the parties done. But we have something cool right now. This wasn't actually here the signature, when we first did the blowout, but this is the page that we had, and it's updated from when we did the signature. But this, just imagine this, this part is gone. So, we did nurses appreciation. We blow out party. We're giving away

everything for 48 hours. Okay? So, here's why we're telling them the blowout. Well that's, that says it's ended, but it normally would say, you know, for this, for the 48 hours, we have decided to offer all prizes from the entire week to everyone for a 48-hour period. Of course, you're saying, what's the catch?

We're already answering the question that's in their mind. There is no catch. The products are 100% free. We just ask that you help us cover the cost of shipping and handling with thousands of nurses participating in this event. We can't afford to send them out with free shipping to make sure you claim the ones you want before the blow out ends. So, what did we do? Just there? The question people are going to say, whenever I've done free plus shipping for the years, I've done it. People are like, this isn't really free. You're lying. You're trying to trick people. It's not free. The product is free, right? And we're telling them right there, we're giving you the product at no charge to help us cover the cost of shipping and handling, right shipping and handling. Now think about this. If So, me of you are still saying, well Keith, you're getting the product for, you know, four or five bucks, you're charging $6.99, there's still handling involved because you are running a company, you're running a business, you have a web hosting payment that you have to make that this hosting these pages.

You may have to order products from, you know, Fiverr and outsource. You may have to have an autoresponder account to collect all these emails. You may have to have Internet connection at your house. Those are our costs of doing business for your business. That to me is part of the handling piece of when you sell something. So, when we say shipping and handling, yes, we're charging $6.99, we may be getting it for $4. So, we're packing the packaging that all up as part of the shipping and handling, but we're justifying why and how we're doing it. We just asked you to help us cover and we're telling them why we, why can't we just send these out for free to everybody? Well, cause there's thousands of nurses or for your event you'd say whatever thousands of cross fitters, there's thousands of firefighters participating in this.

We can't afford to possibly send them out to everybody for free, but make sure, and then we tell them to claim. So, then all we do now the buttons are gone because this is actually an updated one. But we normally, we had a button on these where they could order these, you know, day one, day two, they could order them separately, and then we actually had it to, and then the grand prize, they could order a, the grand prize one there as well. So, let me actually, let me see something really quick. Just looking at my page here.

But what you could see there is, okay, this is it. Let me see this now. I'm just trying to see if I can bring you to actual, page. You can kind of see how the, okay, So, here's what we did. I'm going to show you this page. So, this will help make things a little clearer So, they could click any of the buttons and it all automatically took them to this. So, we have nurses' appreciation. We blow a party. This was actually a countdown to the entire blowout party. So, for the two, two days, this counted down that 48 hours when the 48 hours was up, this ended, same thing again, the, the, the, So, here's what they could do. Here's what they could do. This is what we got creative, right? They could order a day, one, two, three, four, five, six or seven.

They could order any amount of quantity they wanted. They could pick one, two, or three. We allowed

three of each and they would pay shipping and handling of $6.99 or this is what we decided to do. We would bundle the entire seven days and the grand prize gives for $34.28. So, they could pick a bundle so they could pick any one day through seven or they could pick a grand prize, or they could bundle it. So, we gave them all these options, during the two-day block sales. So, they had the, the, the ability to go back and pick any of the days, the grand prize or a bundle pack. And then you know, that this was all, and so the emails with this are, you know, we emailed and said, hey, you know, we're doing a special event, we're giving away everything for free.

And then on the second day of that, we send out three emails in the morning. We're like, hey, the blow it ends tonight than we normally do. Hey, six-hour warning. And then usually with about an hour left, we do a last call email. So, we normally send four emails with the blowout. So, we remind people like, hey, we're doing it. And then the day it's closing, it's closing tonight, six-hour warning, last call. Right? Those emails are at a bare minimum so that you let people know so, you can get them in and rush to the doors and close out your blowout sale.

Yeah, tremendous value here for the customers. They know it because they've seen the various products along the way, So, they know the value they're sold on the value. You're literally just giving them the opportunity to gobble it all up. And in step one, they're the brilliance is, is that they have the opportunity not just to buy, you know, one, but they can buy two, they can buy three. So, they can multiply. They're doing that. They're the ones that are, you know, bundling the bundles, so to speak. They're adding on that value. And of course, you benefit as the business owner and you're delivering value. There's very little selling. In other words, that is required at this point, they've already been sold, they're already interested. You already know that these are the right customers at the right time. So, there's just huge, huge value here. And the interface and the approach here just makes it easy for them to spend money.

Alright. So, then what we did, now I want to remind you, this is the blow-out page, right? We tell them and then what we do is at the end of the block we updated this page because people could still be clicking on the link to go to the blowout page because it is a separate length and then the other pages. So, we purposely updated this page and say, hey, it has ended, but you can still participate. So, now we push them into the signature collection, which is going to be our next one. So, then this would take them off to the signature collection, which I'm going to show you right here. So, that's actually what we'll go over here real quick. So, we did the blood sales page. Now we're going to talk about the, the special or the signature sales page.

Once again, banner headline, purchase bundle. And this is another money page, right? So, we go here and, now obviously this says this is over, but we normally say, hey, we have a, you know, a special 48 hour thing. We had another timer. I always have timers, especially when things like this, you know. So, then we did the nurses appreciation. We party. All we did is I took the same logo I had and put signature collection. We changed the color each and every time. So, that we talked about the branding. You know, when they saw this, they knew it was different than when they saw this, right? This was pink, this is blue. And this was black with gold, right? This was our, our signature collection. And we told them, you

know, with all the drew, we, we have been giving away and we spoke to our jeweler and we've been able to work out a deal for access to the signature collection.

So, we branded this as, it's unique, it's different, it's special. It's signature collection. This is a handpicked collection of the most wanted pieces in their entire collection. For a limited time, just under 48 hours, you can get the entire 10-piece collection on this page for an unbelievable price, right? So, we're setting the stage, it's all about verbiage. It's about using the right words. It's about setting the perception of this is the signature collection. While this is, this is the, they've handpicked it, which John and I did, we handpicked it. These would the supplier that we work with. So, we're not lying here. We're saying what happened? We handpicked this collection, and these were some of the bestselling items that they actually offer. So, then we go down and these are handpicked signature collection pieces. So, handpicked item, we're just reiterating what we've done, right? You continue and stay consistent with the brand. It's handpicked. Item one is this handpicked. Item two is this MSRP. We have all this handpicked and you know, So, we have all this entire package of everything that was handpicked in this entire bundle. And then there was a button that they could go ahead and it's out of there now because obviously you can't order it. Let me bring it up here and I'll bring you the page.

But it's consistent with all the other pages. So, we'll bring that here. So, here's what we did with this one. A time left. So, this was the end of the signature collection. So, we had signature collection up here. This is all the same. Nothing new to you and I'll have to explain that. So, we charged $68 and 23 cents for our 10 item package of our signature collection. This is something we did that was kind of creative on this. This was at the end of the event and these orders were, you know, all the orders are being processed and they are being submitted to Ali Express. So, we offer it on this. And it was actually a, I forget, I saw this somewhere and I said, John, let's try this out. And he said, you know what, let's try it out. So, instead of having a bump for like more product or whatever, we ordered a bump for rush processing.

Now it's not rush shipping. There's a difference. This is rush processing. So, we were normally, because we had a lot of orders coming in, we were pretty, you know, processing orders usually within 48 to 72 hours. But what we did with the signature, anybody that ordered signature, if they've paid $4.99, basically, look what we did here. Yes, add rush processing especial rescue for just four 99. We will process your order in 24 hours instead of 72 the normal time and we'll ship it. We'll ship out sooner. That means you should receive your signature package faster. We didn't promise, technically we'd take days off. It could save a day or two at the end. It was surprising. I don't have our actual numbers in front of us, but people did take this. A good percentage of the people actually took the rush processing. So, it was just an interesting little tactic. I saw it somewhere. We implemented it. It did work, it edited, you know, a few more dollars of revenue to the overall funnel. It wasn't like mind blowing like wow, it added all this. But it did and it was really nothing more than. So, as So, on as these orders come in with the, with the special, we just, we processed them, like we said, within 24 hours. So, do what you say you're going to do. Don't say something that you can't do. That's what we did. They're in a generated some more revenue inside the actual funnel.

The two things I want to point out, one is, is we've got the $68.23 that is very much a real price. When Keith and I added things up, we're like, whoa, it's $68.23 So, not only is that how you know, it's just extremely truthful. The number is one that you go, well, yeah, they must have added up the night. These are the numbers. It's just really transparent feeling and it really is transparent. 68 23 the other thing is that with that rush processing, any extra dollars here are extra dollars. I know Keith said that, but any extra dollars or extra dollars, it's just rearranging someone versus someone else, one customer versus another. So, it taps into the ego, taps into the Alpha dog that we all want to be. We all want to be at the front of the line, right? The velvet rope at the club.

We all want to be VIP. We all want that. One of the great reasons for this working in this place versus other places as that they're already spending, right? If they're here and they're going to go ahead with their investment, they're gonna actually buy the signature collection. The 10-item package, they're already spending $68 So, adding the rush processing for the $4.99 is in effect, trivial. Yet they feel like they get a big benefit out of it. We didn't use rush processing earlier on different pricings because it didn't really fit. But here it's like, oh yeah, it seems premium. It seems signature, it seems platinum level and so on and so forth. So, it's a much better fit here because the price is already higher. Rush processing as a great fit for signature collection, that higher price.

So, they would a same order, step one, two three. They would claim their package. Everything else is the same as all the other order forms. They would click, you know, yes, ship it now and then we actually, you're not gonna leave without an OTO. Right? So, this is part of the signature collection. So, we had to stay within that same realm of, hey, they just spent $68 same thing, order processing, 50% now we add Something that's more of a signature line, a higher end type thing. You know, wait, how would you like to have a genuine simulated pearl necklace, a bracelet, and an earring set to where to do not close this page. Once again, we tell them your order has not been processed. So, we give them information, genuine simulated. This'll make a statement whenever you wear it, right? So, we're giving plain in that ego of, wow, why would you want this?

Look at this. You could wear this thing as beautiful. You got all the different product shots, the 25-inch Pearl Necklace, seven-inch Pearl Bracelet Dangle Pearl earrings with AAA cubic zirconia. I mean, you just, you just, just, these are, these are, you know, benefits of what they were getting with these. And it's simply, you know, hey, it's retail prices. Your price in $19.99. Once again, upgrade my order by clicking here. You'd be charged $19.99. Or they could say no. Once again, they can say, no thank you. I don't want to save 80%, 84% on the genuine pearl necklace, a bracelet and earrings set. So, this is once again, you have them in the system, you have them in a funnel, especially with this, we're consistent with the logo and were consistent with a product that that would speak to signature collection.

So, it all in line. We might've been able to mark this up a little bit more, but these converted extremely well for us to, we just dropped it right into the same, the same format as all the other OTOs we did. All right. And at the end of that, they just went to the regular order confirmation page, just like the one you already saw. So, there's nothing more to see. We didn't offer them a second OTO or anything like that. We just figured, well, the signature collection was $68. The OTO was a simple one at $19.99 with a

potential bump in there, and that was pretty much it for the funnel. So, that that wraps up the entire system. Now we want you to really think about a look we said, and I go back here to bring it up because it's really about, you know, having, 14 days of running this party method, right?

It's not about, and I know John's mentioned and I've mentioned it a few times, where you could do one off type things where you send an email and like, hey, we have a free plus shipping product and you're running traffic to that. And it's just that one time. It's that one-time thing, you know, versus running this party method and collecting emails. So, now you're building an asset, you're building the ability to be able to generate passive income that you can send out emails to that list every day and potentially generate revenue. So, and on top of that, this event is a 14-day money machine. If you opted for a seven-day party and you copy all the other date, the times, like we show you a, it's an extremely effective way to generate revenue potentially for 14 entire days. And then you could turn around and run the same again for another 14 days.

Now you have an entire month where you could be running a party method and it's just extremely effective. So, it's building that list and it's also, bringing people in and generate revenue So, you're not bringing people in, you're not selling ecommerce products, you're doing the goodwill kind of cool stuff where you're giving stuff away where it really doesn't cost you that much. You saw we were giving away over $10,000 of the retail type products for just you know, $360 to $364 now is all it costs for us to, to actually deliver on that entire promise. Now you don't have to go big like we did and offer a $10,000 type party. You could have a party that you know has $1,000 and you don't even have to talk about the price. We, we intentionally drove it to that point and that's why we gave 10 prizes and then 35 we wanted to drive it up to where we were over 10,000 that was part of the method we wanted to use for that one party, but you don't have to go to that extremity.

You know, you don't have to have a $10,000 giveaway. You could make it and you don't even have to talk about price. It could be just hey, day one we're giving away this day two day, three, day four, day eight, day seven is these things. So, just keep that in mind so don't overcomplicate the process. We broke it down into three simple steps by picking the niche, selecting your products and then setting up your pages is really all it's about. And then obviously the next, you know, then you're ready to, you know, start pushing traffic to the, and you can do it any way you want. Like we talked about earlier, you could potentially use Facebook ads, Facebook groups if you have Facebook pages or you know if you could use, you know, you could buy potentially shout outs on Instagram. There are many different ways you can drive the people into this, but once you have the system set up, it will work and continue to work for you. You just have to pump the traffic into it on the front end.

Yeah, we, we really have eight secrets here that we've covered from top to bottom. Keith has touched on them and I have as well so I'll run through these very, very quickly. But we have eight secrets. First of all, simple, easy and basic wins. Although there appear to be many different pieces, lots of different moving parts, very, very basic components, visual products there on the screen. There's nothing fancy about the products, you know, they're not crazy moving parts. There's no electronics and you know, there's nothing nutty and crazy here they have to worry about in terms of the pages or the products or anything. Simple, easy and basic. Yet, when you put these things together the right way, it really is beautiful. The pages and the images are clean and simple. The language is straight forward. There's not

a lot of it, but when you combine it together, it's very powerful.

That's the first secret. The second secret is that this is a situation where you really truly have leverage. Most people don't explain leverage, but it goes like this one, one person, one day, one person landing on that page turns into 10 to 14 touch points or even more than that for that individual. So, they land on the page, you're grabbed their email. I'll talk about that in a moment, but you do indeed have those 10 to 14 days where you're able to reach out again and again and again. They can see products many times the exact same products they're seeing over and over again. They're getting exposed to, they're seeing new pieces and parts, the new bullets, the prices. They're able to look at the photos and really enjoy the process. So, again, one becomes 10 to 14 very, very quickly and very easily. So, think about your return on investment.

For any sort of advertising dollars that you're putting in. The third secret is email marketing. The power of building that asset, just as Keith had pointed out, but email marketing does something else for you as well. It's push button traffic. Once someone is on that email list of yours, you can send out an email and you are not a pest. You are a welcome guest. People are looking forward. The individual you're sending the email to, they're looking forward to your email to find out if they want. They're looking for that help, the reminder click. They land on a page you're selling. They are excited about this, so it's email marketing done right, because you're not hard selling, you're just exposing them to exactly what they want to be exposed to. The fourth secret is that you can do this over and over. Although it's a launch, you can continuously relaunch every month, every quarter, and definitely every year so, you can launch again and again.

Whatever your time period is that you want to operate within. You can do this over and over and over and that means money again and again with very little work. You might have to change a date, you might have to adjust a little bit of the language, but that's about it. Once you've got things in place, and it's not hard to do this, you can just run it again and again. The fifth secret is that this does indeed work in many different markets, many different niches. This is not, you know, totally zeroed in on just one opportunity. And I bring up an example of something like let's say maybe fidget spinners. Well, it's not just about the product anymore. This is about an occupation. It's about maybe a particular period of time. It's about So, me set of activities, right? So, it's a combination of the right factors.

You're not zeroed in or totally focused on just one particular fat or one product that might come and go. It's the, the, the process, the party method itself is evergreen. That's important. And that's why it works again and again in niche after niche market after market. That's profound. No one else offers that, but the party method does. The sixth secret is that this is friendly. It's nice, it's fun, it's positive energy. This isn't, you know, clubbing someone over the head. There's not any hard sales tactics. There's nothing you know, back alley or not knife fighting for every dollar you're putting the opportunity in front of someone who wants to know more about it and it's a great fit. And in fact, you're giving them multiple opportunities to get their hands on the goods and you're giving them multiple opportunities to see related goods. It's very important that you stay in this sort of the same you know, stream of things to maximize your money and make them maximally happy as well.

Secret number seven is that there is a viral component built right into the method itself. It's very easy to share the links with other people to share the offer, to share the front end. You can share and share and share again. And if you were to share this with someone else, they're gonna appreciate the fact that they're able to join the email list. They're going to appreciate that you did indeed put this, let's say on your Facebook timeline or you mentioned them or tag them in So, me way or that maybe you send an email out to four or five friends. When they see this, they're going to say, wow, I can get free stuff. I might, when it's a lottery or something, a lottery, like it's an opportunity to win and there's no obligation. Again, there's nothing unfriendly about this, So, the viral component, the viral nature of the word of mouth juice is built right into the party method.

And then secret number eight kind of brings it all together is that this is proven. It's proven, it's proven. This isn't something that is theoretical, it's practical. You've seen the overview, you've seen the architecture, and you've also, seen the pages. You see exactly how the pages go together, how they flow, where they go. It's very easy to figure out, oh, okay. That that's where this happens. Oh, okay. That's where I do this. Okay. That's the image I would need to update here. Pieces and parts that you can swap in and swap out the language that you can adjust. The main thing at the highest level is that it's proven the funnel or really the funnels. If you want to think about it, kind of branching out, it just plain work. So, you do this, and you make money. It doesn't take a whole lot to do this right now that you have the architecture.

Now the other framework and you know exactly how the pages are laid out and you know the philosophy and more importantly the psychology of the pages. You've actually gotten a master class in ecommerce, copywriting and minimalism. We're not trying to muck this up or gunk it up. It's very simple and at the same time you do have marketing language built in. You have marketing components built in and you've heard Keith many times as well. Explain how we put the pieces together, how we, let's say put together a particular banner. We're not trying to boil the ocean here. Simple parts, simple pieces, proven, do this and make money. So, congratulations on getting through the training with us. We appreciate you. Appreciate your time and remember, utilize all the secrets, utilize the method and play this, make money as a result of doing exactly this.

Excellent. And I just want to come in and just thank you, again, for coming in and going through the party method, party method, like John said, just to implement. Don't try to overthink and overcomplicate things. Walk through the steps, you know, obviously focused on the secrets that John talked about because they're really the core of what make up the entire party method and what makes it successful. So, with that said, we want to thank you again for coming in. Have a great day. We'll talk to y'all soon.