

"IT'S BRILLIANT!" - MARLON SANDERS



A DEFINITIVE GUIDE TO  
**LONG-TERM  
INCOME**

*from*   
**WEEKEND WORKSHOPS**

**David Perdew**

## **Fast Profit Case Studies**

# A Definitive Guide to Long-Term Income from Weekend Workshops

---

David Perdeu

## Testimonials for Fast Profit Case Studies

"Case Study my @\$#! This is a roadmap to riches doing your own workshops. If you ever thought about putting on a digital workshop this is a profitable way to do it. Forget everything else and follow each step they laid out to make a nice pile of cold hard cash for yourself! This is a perfect example of how to turn \$1 into \$20,000 in just 7 days, then into a whopping \$123,270 shortly after."

**—Matt Bacak**

EPCInstitute.com

"Do this and soon everyday can become your pay day..."

"What a refreshing change to see what to do and the how to do it in one well written handy guide. What's amazing is that anyone can simply COPY THIS IDEA verbatim and hit the ground running. Why continue work in a job your hate for the rest of your life... Waiting for a payday that only comes once or twice a month... When instead you can do this... and soon everyday can become your pay day... Sounds like a no brainer to me!"

**—Nick James**

Nick-James.com

"This book is ABSOLUTE GOLD! You lay out a real marketing and business plan that anyone can follow! The hardest part is just following the plan. I can tell you these methods work incredibly well. If you want a proven income stream...follow this one!"

## —Paul Counts

Co-Founder Marketing Counts

“This is one of the most transparent and clear case studies I have ever read. It's well written and explains the details and the ‘whys’ that are left out of most case studies. Excellent work David!”

## —Art Remnet

The Strategic Marketing Group

"I just finished reading the case study and wow, I'm truly impressed. This is easily one of the most detailed and thorough reports of a real, working case study I've ever had the privilege to enjoy. What strikes me most is how transparent you were with every step of the process. You really left nothing out. It's much more than just a 'case study'.

This is a complete, step-by-step profit model that anyone can implement quickly. Very refreshing amid the sea of shiny objects out there."

## —Jeremy Kennedy

Kennedy Collab LLC

“This *Fast Profit Case Study* is a must-read for anyone considering putting on an event or workshop. His deep and transparent dive into the pricing and financials of his own event could easily make the difference between profit and failure for your next event! Definitely wish I had had this before our last event!”

## —Melody Wigdahl

PLRoftheMonth.club

Page 4 of 63

“This is a case study demonstrating sheer brilliance. The folks over at NAMS have officially knocked it out of the park. They take a simple case study demonstrating how they just wanted to help people during a crisis and shows how their good will resulted in tons of pure profit on an evergreen basis, utilizing proven systems and strategies. Textbook perfection. Job well done.”

**—George Nieves**

Digital Renegade

“The case study shows the potential of making money when you just want to help people. The tools training is an unexpected win and shows there's lots of potential when the training is from a trusted source that uses it in their own business. An eye opener...”

**—Manmohan Ghatora**

Table of Contents

FORWARD .....8

FIFTY AND OUT: HOW DID WE GET HERE? .....11

WHY SHOULD YOU PAY ATTENTION TO US? .....16

CAN BUSINESSES REALLY HELP PEOPLE? .....18

RESPONDING TO THE SITUATION.....21

*Twenty-two months and \$123,270 later...* .....23

*Can you really get the same results?*.....24

OPPORTUNITY .....25

*What can we contribute to our community?*.....26

*How do we help without appearing to take advantage of people?* .....27

*Why \$1 and not free?* .....27

*And the praise was quickly followed by rebellion!* .....28

RESULTS FIRST, THEN LET’S SEE HOW WE DID IT .....30

*We started with a simple test: Is the market there?* .....31

*The response was amazing immediately...* .....32

*Early numbers*.....33

*That was serious money and serious commitment* .....34

DELIVERY AND LOGISTICS FOR THE EVENT .....35

*This would require specific processes to keep everyone on track*.....35

*The 30-Day Income Stream Challenge*.....39

PLANNING .....40

*It’s called “tunneling” and it’s uncomfortable as hell*.....40

*But there’s another, more methodical, way to work*.....42

*Assigning homework was a stroke of genius*.....43

*We’re always monetizing!* .....44

*With this data, we had a roadmap to success!* .....46

*The schedule and curriculum were easy now*.....47

EVERYTHING WAS COMING TOGETHER .....50

*Then, everything changed...* .....50

*What to do when the wheels fall off?* .....50

*Assess and adapt!*.....51

*Real tools, real results, real money*.....52

USING THE 4 MAGIC NUMBERS.....54

*Annual Revenue Goal* .....55

*Clicks*.....55

*Price*.....56

*Conversion* .....56

CASH REVENUE GENERATED DURING THE WEEKEND .....57

*AOV = Average Oder Value*.....57

*What's next?* .....58

ADDING ANOTHER \$100,000 .....59

*The ongoing results* .....59

*But the real genius is this* .....61

*Keys to Success!*.....62

*Finally...* .....63

# Forward

In this book, you're going to discover how one weekend workshop for a \$1 seminar brought in \$123,270.

In other words, in one weekend, he created \$123,270 of income that came in over 22 months.

That translates into money every month.

Like clockwork.

Stated differently, he created \$20,000 in 48 hours. And the rest of the money came in each month.

It sounds crazy.

Insane.

Ridiculous.

Yet, this isn't hype.

I've been doing this gig of online marketing full time since 1997. So, I've been around the block.

David Perdew is the real deal.

So, unlike most products that promise the moon and deliver a bag of dirt with the word "moon" on the label, David is actually going to deliver.

Instead of a bag of dirt, you get a bag of gems. In the form of a detailed, step-by-step case study on how to spin your own weekend workshop into long term recurring billing income.



I'm printing out this bad boy even as we speak. So, I can easily refer to it over and over. So, I can mark it up. So, it can be my guidebook.

And I suggest you do the same.

See, David covers every nook and cranny of this method.

Most people would write a book that simply sells you a product. David didn't do that.

He wrote a highly detailed book with everything you need to know.

Here's some facts from the event David will explain to you:

The funnel converted at 9%. And...

- 592 people signed up for the workshop.
- 30% of them took the Workshop with Replay Option.
- 33 new Insiders Club members on recurring membership
- 50% of revenue was from upsell opportunities with good deals on fundamental business tools and membership

What I'm trying to say is, if you were so inclined, you could do this ONE TIME and then sit pretty for the rest of the year!

Here are a few of the takeaways I got from the book:

- In a survey of customers, you won't believe what people said was their biggest problem! (See the answer on Page 42)
- The clever technique he uses to eliminate any doubt about having enough buyers for a product (Page 31)
- The 30-day income stream challenge (Follow this 4-step formula to see what you can do)
- How many people bought for \$397 vs. a payment plan? (Page 36)
- The easy-peasy "plugin" he uses to easily track, replace, or add marketing whiz-bang to each video

- The software he uses to automatically remove um's and ah's from your recording! (What a massive time saver this is. I'd never heard of it)
- The first rule of ANY sales opportunity (Page 43)
- The simple twist that got him 51% more revenue
- How many paid \$99 for the first year? (Page 43)
- The hub and spoke traffic and content plan (Page 45)
- What to do when the wheels fall off (Page 47)
- How to use the 4 magic numbers (Page 51)
- How he added another \$100,000 (Page 56)

Not only does David cover every little detail, but he also has included awesome charts throughout as you'll see which are fantastic for your visual understanding.

You're really fortunate to run across this book by David. Virtually no one breaks down events like this.

You'll feel like you're Dorothy as the curtain was pulled back and she saw how the Wizard of Oz actually worked his magic.

You're in for a real treat.

Best wishes,

Marlon Sanders

## Fifty And Out: How Did We Get Here?

We were like Zombies walking the halls with that empty expression moving from meeting to meeting in a massive glass high-rise just north of Atlanta. Occasionally, I'd stop to gaze out the windows overlooking I-285, the 64-mile long, 8-lane interstate that circled the city. And I'd wonder if there was any way to escape that loop.

In my head, I continued the mantra that I'd adopted just a year earlier on my 48<sup>th</sup> birthday.

*"Fifty and out. Fifty and out. Fifty and out."*

I repeated it daily. As an independent consultant contracted to a massive firm that supplied about half of the workforce for the telecom industry, I was only fooling myself when I imagined that I had escaped the 9-5 daily grind because I received a 1099 instead of an employee's W-2. But I knew that my life wasn't really my own. I had just traded my mythical independence for a job with no benefits.

Just keep saying it, I thought...

*"Fifty and out. Fifty and out. Fifty and out."*

The money was good. The 27-mile, 95-minute, 20-mile-an-hour commute horrendous. The job? It was okay.

But I lived in a cubicle with a hundred or more cubicles like mine all around me. When I stood up to stretch my legs, all I could see was the top of the cubes to the far end of the floor. And if you stayed long enough, and rose through the ranks, finally becoming an employee, you might get a cube beside the window so you could stare at the Interstate to at least daydream about what it would be like to be in control of your own life.

Me? My cube was on the inside near the elevator far from any windows. And there was no chance of getting one of those cubes. The walls – and my daydreams – were covered in battleship gray.

*“Fifty and out. Fifty and out. Fifty and out.”*

Maybe you’ve had the same obsession at some point. It’s common one shared by a lot of folks.

Nearly everyone wanted out of corporate America. Most could only dream of it. The shackles of daily living in the form of a big mortgage, kid’s braces, and ever-mounting debt slowly buried the dreams of escape until most people just continue living that life of quiet desperation.

Maybe they didn’t have a mantra, or the determination, or the luck...

Fortunately for me, I kept my dream alive. And eventually, my obsession became helping other people take the leap into the unknown.

I didn’t have the courage or the knowledge to do it at first.

Then one day, seven months before my 50<sup>th</sup> birthday, the consulting firm called an emergency meeting. Everyone needed to be at the headquarters office at 10 AM. That’s when the area supervisor announced that the firm was closing the area office and no longer pursuing work in this industry sector. There were 40 to 50 of us stunned, looking at each other.

Anyone who did not have a contract with their client would clean out their desk and be escorted out of the building... within the hour.

*“The company thanks you for your service.”*

My contract had been renewed two weeks earlier for six more months, so I would be one of the few to continue working for a while. Essentially, I was given just over five months to find another way to make money.

But here's the interesting thing that sticks with me to this day. My contract would end two months before... wait for it... my 50<sup>th</sup> birthday.

*"Fifty and out. Fifty and out. Fifty and out."*

Yep. I had no idea how to escape, but it turns out I didn't have to know. The decision to go was made for me. And it was the best thing that ever happened to me.

Call it God.

Call it serendipity.

Call it the decline of corporate America.

Whatever it was, I knew what I had to do.

This was Spring of 2002. The Internet had become a real thing. And everyone knew the future was staring us in the face. So, there were many exciting new options. My mind was racing with possibilities. By the time I got home that day, I'd already made my decision.

Of course, I had to break the news to my wife – gently. For years, she'd been talking about moving closer to her elderly mother to be with her toward the end of her life. So, that's what we did. We sold everything we owned except the essentials that fit in a 10x15 storage shed and moved into my wife's childhood bedroom in her mother's house.

Within a couple of months, other dreams started falling into place.

Years earlier, we had set an intention to live in a log house in the wilderness that we built ourselves. And then, the perfect property at a great price dropped into our lap.

Over the next year, I built a 2200 square foot cabin on a hillside overlooking a stream in the middle of 95 acres of forest with 3 more streams and a 60-foot waterfall – all on our property.

In the evenings, after stacking logs, cutting doors and windows, and putting the roof on the structure, I studied Corey Rudl's Internet Marketing Course. For two years, I was in learning mode. After spending more than \$22,000 on \$7 to \$97 courses, I still hadn't made any money online.

And then I met a man who *was* making money online – and lots of it. Mark Hendricks. He was the first of many coaches over the years that helped me conquer the online business world.

Of course, to be in business meant that you must be a salesperson. I hated selling. But I loved helping people. Mark taught me to approach sales as a service opportunity with a higher calling. Demonstrate valuable solutions to their problem, no selling was involved. Once you presented the solution in a clear way with integrity, the result was he called "order taking." And there's nothing better than order taking. At that point, you're not selling, but exchanging a solution people have requested for their money.

Find people with a desperate problem, create a solution to a problem, offer those people the solution, and take the orders. But it only works that way if you're genuinely helping people.

Following his lead, I created a company that was specifically about helping people to escape the drudgery of the 9-5 cubicle prisons by becoming better businesspeople and successfully selling products that helped other people solve their problems.

That company is NAMS, Inc. Novice to Advanced Marketing System. And we've been doing this now more than 15 years. We've conducted 14 live in-person workshops with between 200-400 people learning to build or improve their businesses. In more than 200 live virtual workshops, we've tackled specific problems businessowners encounter every day. In our ongoing membership group, we meet weekly with members and review their business issues as well as discuss what's working for us in our own business.

In the NAMS Community, we focus on building real businesses that solve real problems with real solutions.

NAMS stands for Novice to Advanced Marketing Systems.

We create business income streams for the long haul. Longevity is the name of the game. You'll never see us jumping up and down about the latest "hack" or "loophole" or "trend".

We're more interested what works today and will work forever. The key to everything is:

***"Do the work once and get paid forever!"***

That's been our guiding principle for many years.

## Why Should You Pay Attention to Us?

The complaint we hear from nearly everyone who walks through our virtual doors is the same.

If you're like most people, you want "The Secret."

You want the steps. Do this. Do that next. Put a buy button on it. And let the dollars roll in.

Unfortunately, there are hundreds, maybe thousands, of so-called Internet Gurus who will gladly tell you that you can make 6 figures by lunch tomorrow if you just buy this course and push this button.

THAT is incredibly attractive.

But it's also complete garbage.

Running a business is much like building a house. You start with the foundation. And if you've ever built a house, you'll know the foundation, the structure that supports the weight of the whole house, must be top notch. Skimping on that will cause the entire structure to collapse once the weight is applied.

But create a solid foundation and you can build a massive enterprise on top.

All it takes at that point is a blueprint.

Our case studies are blueprints. We share what works, what doesn't work, and how to follow the process to duplicate what we've done.

Our philosophy is that sharing the good, the bad, and the ugly only empowers our community to be even more successful in record time.

That's why we've adopted an over-the-shoulder approach to all aspects of online business. Frankly, if we didn't share so much, hid our successes and failures, and



only let you see glowing (even if somewhat fictitious) accounts of a world where you can do no wrong, we'd make a lot more money.

But I wouldn't be able to sleep at night.

We've been doing this a long time. Like I said, more than 15 years.

People seem to like the way we teach, and we think you'll love this case study that reveals the inner workings of this project.

Thousands of students like you have validated that by leaving comments like these about our training community:

*"NAMS is a faithful and reliable roadmap for my online business. Every time I reach a fork in the road, I turn to NAMS and find the answers I'm looking for."* David Baer, Baer on Marketing

*"Insiders has everything I need. I get all the training that moves my business forward. I do it step-by-step. I don't need anything else. I've let go of so many other programs."* Cathy Chapman, Author

*"Having a resource that I can go to and get technical questions answered any time of day is invaluable for my business. Then there's the inspiration and genuine care that pervades the community. I found NAMS and the connections there to be invaluable when I first started my company; as its grown, I still consider NAMS to be essential."* Linda Stirling, The Publishing Circle

Listen, it's no accident that many of our students and members have been with us for 10 years or more. We've helped them grow their businesses from scratch and watched many of them go from desperation to prosperity.

## Can Businesses Really Help People?

By definition, a business **MUST** help people. After all, businesses are problem-solvers. That's particularly true for small businesses.

Imagine you owned a dry-cleaning business. How are you helping people?

Right away, we can easily say that a good dry cleaner that provides quality work for a fair price is saving men and women time by taking that laundry task off their hands.

But do you realize they help you make more money at work? Sure, they do. If you showed up to work with wrinkly, unkempt clothes, you wouldn't have gotten that last promotion. Thank your dry cleaner.

If you didn't look nice with freshly pressed, crisp shirts or blouses when you looked in the mirror, your self-esteem would suffer greatly, so a good dry-cleaning business improves your self-esteem.

Washing those dry-clean only clothes could be a disaster resulting in sweaters, suits, and trousers that now fit your adolescent self. So, your dry cleaner is saving you money by giving your wardrobe the right attention.

And what if you've expanded around the waist a bit, or lost weight with your new diet, your dry cleaner probably has a recommendation for an excellent seamstress to modify your current wardrobe to save you even more money.

Here's my point.

Any business that you frequent is solving one of your problems which helps you.

Unfortunately, we often think businesses are all about the money, and getting as much of that as possible. And frankly, some are – especially in corporate America. But if customer support fails, or the product or service quality drops, customers

slide away. If businesses don't adapt and bring better solutions to existing problems, they go the way of K-Mart.

Small business owners can't afford to let that happen.

Major corporations with stockholder support can get away with it for a while but even they pay the price if they lose sight of why they're in business. By the way, stockholders don't really care. All they care about is the dividend or the stock price.

A small businessperson doesn't have a huge cashflow cushion usually. So, they must deliver superior service and outstanding products that build massive customer loyalty.

I mentioned Mark Hendricks earlier.

Early on, I attended all of Mark's Internet Marketing Workshops. During one weekend event, a gentleman from Australia stood up to explain why he flew several thousand miles to attend Mark's workshop in Orlando.

*He said, "I bought a piece of software from Mark. It needed to be installed on my server, but I'm not a technical guy. The price of this little script was only about \$25. But I was stuck and couldn't figure out how to install it. Mark got on the phone and walked me through the process. The phone call alone cost him more than the \$25 I spent. And it was 3AM in Mark's time zone. Anyone who went out of their way to help me that much was someone I wanted to do business with. So, here I am at his \$1000 weekend conference."*

That made an impression on me.

Mark was a big teddy bear disguised sometimes as a gruff, no-nonsense grouch who never turned down an opportunity to help someone.

Ever.

Helping is why I love to teach. Doing something well (or having a big, fat flop) is a great reason to help as many people as I can be as successful or avoid the failure if they can. That's why we do a lot of case studies, especially in-depth, detailed case studies like this one.

In this book, we'll reveal every step we took along the way with as much detail and transparency as we can to demonstrate why the \$1 entry fee to the Fast Business Startup workshop turned into \$123,270 revenue stream over 22 months.

Now, instead of just bragging about this success story, we are sharing what we learned to help you create your own 6-figure income stream from a single product that pays you for many years.

This is from our direct experience with real results with proof. We reveal our strategy, the process, the thinking, and the step-by-step tactics we used to create \$20,000 in profit in just 48 hours. Next, how we were able to plan and execute this income stream in just two weeks. And why the 48-hour result was so important, because, frankly, it was risky as hell.

And then, in this updated Case Study, we'll reveal how that 48-hours stretched into 22 months—and beyond—to continue driving cash into our accounts.

In this Case Study, we'll discuss:

- Opportunity
- Planning
- Adapting when the plan goes awry (as it always does)
- Communication with the community
- Targeted Traffic
- Pricing for growth
- Delivering the product fast using a system PRIOR to the event

And creating a continuous improvement and marketing plan

So, if you're ready, let's jump in...

## Responding to the situation...

Covid changed everything.

The fear that rushed through our online community was palpable. Everyone was talking about it. As soon as there was talk of shutting down businesses and turning our cities into ghost towns, the small businesspeople in our community became paralyzed with uncertainty. And frankly we were just as nervous about the future as they were. What's going to become of our training business. And how will we be able to continue without sales.

But as with any business calamity, and there is always one around the corner, you adapt or die.

Our community consisted of more than 50,000 people at varying stages of business. Some had great experience and had built thriving online businesses. Others were just dipping their toes in the entrepreneurial waters. But by March 15<sup>th</sup>, 2020, nearly all of them were frightened.

The one thing that "FEAR" loathes is action. And to take the right action, you must ask the right question. Our question was simple: How can we help our community?

My daughter, Jen Perdew-Houlik, is the operations manager for NAMS. She and I talk every morning to keep the company pointed forward with the tasks on the horizon. With CNN screaming the bad news in the background, she and I began talking about what we could do to ease the panic among our colleagues.



We knew that the world would never be the same, and big changes were upon us, but we didn't predict what came to be known as the Great Resignation.

We did guess that thousands of people would look for additional ways to make money because the security of a J-O-B had just been revealed for what it was—a fragile illusion that would disappear when the going got tough.

There would be a lot of people turned out on the street who were looking for a way to make money AND get control their lives with real security that comes from working for yourself.

That was the problem.

People were hungry for a way to provide for themselves and their families in good times and bad. And for those people who had always wanted to step into the entrepreneurial world, but hesitant because of the paycheck—also known as the

golden handcuff, now was the time. They had no choice. Life was dealing them an opportunity.

We wanted to be there to support those people with the right tools and methods for starting a business and making money fast. And frankly, we didn't really care about the money. It was an opportunity to help as many people as possible as fast as possible solve that problem.

Our solution?

Put together a fast, but thorough workshop/masterclass that helped people create their first successful business online.

In this case study, we'll follow the timeline over the past 2 years.

Our focus was NOT on creating another income stream. In fact, we didn't even plan to record the workshop or create a product. All we wanted to do was provide the live training to help our colleagues get through the coming trauma.

But the students, the community, begged for recordings, transcripts, and video access to study the material over time.

Twenty-two months and \$123,270 later...

In the original case study produced a couple of weeks after the live workshop, we were delighted to demonstrate how the \$1 weekend workshop into \$20,000 in just 48 hours.

And that was, indeed, very exciting. But as of this writing 22 months later, that \$20,000 has turned into \$123,270 without a ton of promotion. And we plan to reveal exactly how that happened in this updated Case Study so that anyone can follow our exact steps to produce this same result.

## Can you really get the same results?

You may be able to get bigger and better results depending on the niche you've chosen and your willingness to do what's necessary. But let's be clear: While we reveal the steps WE took; this case study is about the opportunity before YOU to replicate our results. You must put in the effort and step out into the unknown.

We hope that you see the opportunities for your business and the steps required to be successful along the way. But don't worry, we'll be there to help you find your way.



# Opportunity

Even the word “opportunity” feels manipulative when you’re responding to people in pain, but there are multiple kinds of opportunities.

So, the opportunity in the beginning of the Coronavirus/Covid 19 pandemic was to do something helpful for our members first.

First, let’s talk about the NAMS guiding philosophy. It’s called Enlightened Self-Interest. This is not my original idea. It’s an old Greek philosophy, or at least that’s what my ex-wife, the Greek mythology major, said when she explained it to me.

Essentially, it means *“what’s good for you is good for me.”*

In the early days of the pandemic when our government was just beginning to talk about lockdowns and closing non-essential businesses, all our friends, members and colleagues were scared.

Scared about their health, their family, and their businesses.

We didn’t want to see anyone in our community (either those who pay a membership fee or those who participate at no charge) suffer from financial insecurity beyond their control.

But we knew we had an opportunity for people to create new income streams for themselves online to eliminate—or at least start to eliminate—the financial fear.

We’ve been in online business for a long time, so we were uniquely positioned to help people transition to a new way of making money.

## What can we contribute to our community?

I got together with my daughter, Jen Perdew-Houlik, our director of sales and operations, and at almost the same moment we said out loud, *“How can we help our folks?”*

We discussed the options. We followed the news. And we read about what was happening in other countries before it hit the U.S.

Here’s what we suspected would happen...

- Once the pandemic got a foothold in American, it would spread quickly, and our government would be forced to react with a near-total shutdown.
- Stock markets would plunge.
- People would lose their jobs.
- And relief efforts would stem the tide for a few of those people.
- Everyone would be scared for their future.
- And life as we knew it would come a screeching halt for a few months.
- That had already played out in a few other countries, so our predictions were based on what we were seeing elsewhere.

Of course, all that happened.

In the beginning of the spread, we had our weekly meeting with our Insiders Club Mastermind group and discussed the issue. The first indication of a worldwide change was that Zoom conference calling software was completely overwhelmed.

There were two issues that our community would be facing:

- 1) Personal fear
- 2) Financial insecurity

We could help with the second, which would ease the first for many people. And for those who lost jobs and lost income, it would just reinforce the need to get busy taking more control of their lives by creating additional income streams. So,

at this point our opportunity was to help—not only our members in the United States, but around the world—but *how* to do that wasn't clear to us yet.

## How do we help without appearing to take advantage of people?

Remember, our concern at this point was not to make money, but to help our community . . . and anyone else who'd been sitting on the fence about creating their online income streams.

Fortunately, Jen and I had been kicking around an idea for a few weeks of doing a live weekend virtual workshop, but we really hadn't settled on a topic.

Because of the need and the feedback from our community, the idea for the [Fast Business Startup Virtual Workshop](#) was born.

We had been talking about doing a workshop in the \$497 to \$997 price range.

But because of the circumstances and the current need, we decided to do the workshop for \$1. Period. No replays. Just \$1 and attend live. And this was just for our community.

## Why \$1 and not free?

Simply two reasons:

1. The \$1 price removed a lot of people who just lurk.
2. Our GoToWebinar account was limited to 1000. We didn't want people signing up if they wouldn't attend. They would be taking a seat from someone who REALLY needed this help.
3. Although the financial commitment was only \$1, it was nevertheless a commitment. It also meant the people who signed up trusted us enough already to buy something.

4. And probably most importantly, everyone was scared. Since this was the beginning of the Coronavirus pandemic, we wanted to calm the seas a bit and show as many people as possible how to still prosper.
5. We planned to do this workshop “live” only, without a replay.

We floated that idea to our community in an email on March 13th, 2021.

Immediately, we had more than 100 people sign up.

### And the praise was quickly followed by rebellion!

Even though the signups came in fast (we had almost 600 by the time the workshop started), we were getting inundated with comments revealing two big issues:

- 1) People wanted to share the workshop with their friends
- 2) Not having replays wouldn't work

If people wanted to share, we wanted them to get credit for it, so we'd have to set the workshop up on an affiliate platform. We chose WarriorPlus because we have other products set up there and our people are used to it.

Our international members (and we have a substantial number) couldn't attend live, and they wanted access to replays. We quickly realized we'd have to rethink the “no replays” idea.

### Something simple had gotten more complex

So, to be of most value to our community, we decided to give them the opportunity to sign up for the \$1 Live Training and a low-cost version of the replay and PDF package with transcripts.

We announced that change on March 16th.

The rest of this Case Study will dig into why it worked so well, how we responded to the community, and why doing something good—requiring only \$1 to attend—

was good for us and the community, while earning more than \$20,000 in that first weekend.

## Results First, Then Let's See How We Did It

Results come in many forms.

Remember our goal was not to make money on this but to provide a valuable service to our community. But we did not want to lose money, either. That was key.

So, our results were fine. Our intention was never to create a 6-figure launch, but to solidify our reputation and relationship with the community by teaching *AND* having them act at the same time using our simplified methods.

I was delighted with the financial results we got, but I was even happier with the impact this workshop had on our community. Here are a few of the comments on Facebook during and after the workshop.

*"This was The BEST Training Ever! I actually got so much more value than I expected and in just a short two-day period you covered all the essential points and lots more."* —**Robert Pantin**

*"No matter how many workshops and bootcamps I attend with David and Jen, I never fail to learn something new and incredibly valuable. This weekend is yet again another of those occasions!"* —**Amy Bair**

*"Today was amazing as it always is—so much valuable information covered in such a short amount of time. The sequence of topics covered also flowed well! Thanks again!"* —**Karen Ferrante**

*"I just finished the Fast Business Startup Program. Thank you to Jennifer and David for sharing an elegant roadmap for creating an online business. The weekend Bootcamp distilled complex business-building ideas into a simple and digestible process. I had many 'ah-ha moments' over the course of the training. I finally have a concrete system I can utilize to determine where to*

*start, as well as where to go next when I'm feeling uncertain."* —**Camilla McKinney**

*"Thank you so much! In just a day of training you have helped me get further than I have in the past six years. You break it all down and make it easy to understand and implement."* - **Deeva Richmond Massey**

*"You're an amazing team of mentors that consistently deliver exceptional content and who show how everyday folks can build online businesses that will positively impact our lives."* —**Gail Thomas Brisco**

*"WOW! A biz in 8 hours yesterday with some jaw dropping inexpensive tools to help me market, promote and setup my earning system more easily. So glad I bought the replays. Absolutely worth it."* —**Whitefire Felkner**

Obviously, with that many people (and many more) excited about our training, we did a good job of accomplishing the first goal—solidifying our reputation and demonstrating why we are different from other training companies.

My favorite comment came from one of our new clients on a follow-up call. I'm paraphrasing what she said:

I felt like I've been wandering in the wilderness for 6 years until I found this training, and now I finally understand how to put any business together.

That's gratifying.

We started with a simple test: **Is the market there?**

While we were confident in our ability to teach this workshop, we didn't want to create the workshop and invest our weekend in a product no one wanted.

So, like any good marketer, we tested the market first.

**In other words, we were selling a concept, not a completed course.**

It takes real cojones to sell something you don't have, only to produce it after the demand is confirmed. But it's one of the best ways to ensure you'll be profitable from the get-go.

By the way, this approach drives my very conservative daughter crazy. She always wants to make sure we have our product in place before selling.

I, on the other hand, love pre-selling workshops, training, and products because my track record tells me we can always deliver what we promise. The key is setting expectations and keeping people informed.

### The response was amazing immediately...

As soon as we announced the workshop, set a date, and put up a buy button, the subscribers began rolling in. With every product like this, you need to establish a Go/No-Go decision point.

In our case, we wanted 100 subscribers before we decided it was worth our time.

We had more than 100 subscribers in 24 hours.

At that point, we were committed. And we knew we would have to deliver this workshop quickly. The pandemic crisis was at hand and the fear among the population was real. So, we felt like we needed to get this up and running as fast as possible.

It was just 3 weeks from the first announcement to the workshop date. That seemed like plenty of time. Frankly, we were pretty relaxed about the delivery of the workshop...

But we had no idea what was ahead and how quickly we'd have to pivot.



## Early numbers

Below is the final funnel for the [Fast Business Startup Virtual Workshop](#). These numbers represent the first few days before the workshop. And the first thing you'll notice is that it is by no means a six-figure launch. That's not what we were after, remember?

Fast Business Start Up Virtual Workshop	7187	643	9%	\$2.10	\$23.46	\$15,085.00	7
» Fast Business Start Up Virtual Workshop Course	-	175	2%	\$1.40	\$57.57	\$10,075.00	3
» MyNAMS Insiders Club Special \$99	-	27	0%	\$0.37	\$99.00	\$2,673.00	0
» MyNAMS Profit Planner Reseller	-	3	0%	\$0.21	\$497.00	\$1,491.00	0
» Fast Business Start Up Virtual Workshop Live Event	-	417	6%	\$0.06	\$1.00	\$417.00	3
» MyNAMS Insiders Club Anniversary Monthly	-	6	0%	\$0.02	\$29.00	\$174.00	1
» Blogging Like A Pro: From Post To Profit	-	10	0%	\$0.02	\$17.00	\$170.00	0
» How To Create Simple Sales Funnels Using Tools You	-	5	0%	\$0.01	\$17.00	\$85.00	0

But we realized early on that we had an idea with legs and \$15,085 on a sales funnel that started with a \$1 sales offer.

All that was in the first couple of days of the promotion from the initial email to test the market to see if they truly would respond to this kind of training.

After the first round of people signed up for a \$1 workshop, we were inundated with questions about replays. And it was a very vocal majority of the subscribers who wanted to make sure they could get access to the replays.

Replays are easy to set up but replays without transcripts are underwhelming. Transcripts aren't that easy. Of course, you can put up raw, unedited transcripts, but getting good quality transcripts is expensive – about \$1.25 a minute of recording time.

And we had 6 to 7 hours of recordings. EACH day.

So, we added a second option to get the replays at a highly reduced rate.

**Just \$1**

**Attend Live**

powered by WarriorPlus.com

VISA MasterCard AMERICAN EXPRESS DISCOVER PayPal

Regular Price: \$297 **Today: \$47**

**Attend Live and Replays**

powered by WarriorPlus.com

VISA MasterCard AMERICAN EXPRESS DISCOVER PayPal

The results of the funnel were significant. We were still helping people by offering them more fundamental training at a highly reduced rate.

- The funnel converted at 9%.
- 592 people signed up for the workshop.
- 30% of them took the Workshop with Replay Option.
- 33 new Insiders Club members on recurring membership
- 50% of revenue was from upsell opportunities with good deals on fundamental business courses and membership

That was serious money and serious commitment

Even though we sold the workshop over a 3-week period, all of our sales had to be delivered in that 48-hour window. If not, we'd have to refund it all.

The pressure was on.

We jumped into planning mode. Creating a great training plan was first. Of course, it would be live. So, we'd have to adjust...

Then life happened and we had to postpone by moving the workshop back a week. More about that later.

But first, let's dig into the process.

## Delivery And Logistics for The Event

As with any major project there was a ton to do. We essentially broke the process down into 4 phases. I'll talk about those in-depth below. But first, we had to make sure all the essential elements were completed such as:

- Pre-event Homework (*which is essential for workshop engagement*)
- Adjustments made to the schedule and timeline (*based on attendee data*)
- Bonus tools package training done (*to add value*)
- Delivery processes complete (*as fast as possible to maintain momentum*)

Even though we had not yet recorded the workshop, the delivery process was outlined. And since we committed to replays, transcripts, PDFs of the slides, and mp3 audios, delivering those in a timely fashion would do three things:

1. Reduce support tickets and refunds
2. Create trust
3. Get the value of the course in people's hands as fast as possible.

This would require specific processes to keep everyone on track

The first thing you do when building processes is break them down into major buckets of activity. In this case, we focused on the chronological aspect of the project:

- Phase 1: Pre-event setup
- Phase 2: Post-event editing
- Phase 3: Post-event delivery
- Phase 4: Post-event improvement (the real income stream is created here)

Find more detail on each of these with bullet point-type checklists and explanations where necessary.

### Pre-event setup

- *Event Schedule*

After years of doing workshops, we've learned to focus on implementation more than training. Learning without doing is a waste of time and money as far as we're concerned.

So, in addition to the training sessions, we had multiple activity breaks where people could implement the work. Essentially, we adopt a Show-and-Do approach to teaching. We show, then you do.

During those times, Jen and I would be available to talk with individuals about specific issues where they are stuck. These workshops would be real workshops.

- *Choose technology*

We used GoToWebinar as the primary teaching system and Zoom for our breakout sessions since we could have them both running at once.

The content would be housed behind our paywall in the MyNAMS.com membership site. People would have to log in there so we could point them to the bonus training, any free resources needed, and specific training they could add (and pay for) if needed.

For editing, we decided to use Camtasia, run the finished file through TimeBolt to eliminate pauses, HandBrake to optimize the file size for faster delivery, Amazon S3 to host our video files, and Rev.com to create the transcripts. More on this next.

- *Distribute pre-event content*

The pre-event content was the homework. We'll discuss this more in-depth later and how we used automation to respond specifically to people based on their survey responses.

### Post-event editing

- *Video capture*

**GoToWebinar** is a standard tool for us. We recorded more than 12 hours of video over the two-day workshop.

While we left the recording running, we used Break Slides between sessions to help with editing sections after the workshop to break it up into modules.

- *Optimization*

Video optimization can be a real pain, but extremely important to improve site delivery speed as well as to reduce storage costs. So, our process is intense, and time consuming, but the result is optimized videos that perform very well.

**Timebolt** was new to us. Fellow marketer Reed Floren messaged us during the event to tell us about this tool that removes “Um”, “Uh” and dead space from your recording. Jen used it before editing the recordings and it helped.

Then, each recording was run through **Handbrake**, a free video compression tool, to reduce the size of each video by about 80 percent.

- *Transcripts*

**Rev.com** is the industry standard, but expensive if you choose the high-quality transcriptions at about \$1.25 per recorded minute.

Our 8 hours of finished video would have cost us about \$600. Not much if you're building a foundational course, but we work with a lot of people from our NAMS community and we struck a deal for about half that price with one of those to clean up and format the transcriptions using our templates and covers for each transcription.

We used Rev.com but chose the automated transcription for just \$.25 per minute which costs a total of \$120. Then our person took those and finished them quickly.

## Post-event delivery

- *Amazon S3*

We generally use Amazon S3 or YouTube to host our videos, sometimes both. If it's a course that we want complete control over, we'll put it on S3. Amazon S3 is inexpensive and great tool for data storage and access.

- *Learning Center*

We NEVER provide video downloads of our content. We sell access to the content. That access is in our Learning Center. We do that for several reasons.

First is that we want to protect the content as much as possible.

Second, we want people in the Learning Center to poke around and find other courses and material to purchase.

That's why our free lead magnets must be downloaded usually from the Learning Center as well in the free membership.

We make a lot of sales that way.

- *SVMS plugin*

We have a proprietary video player and management system that acts as the central hub for all our video content, no matter where it's hosted. It's called [Simple Video Management System](#). We can easily track, replace, or add marketing whiz-bang to each video. We have more than 4,000 videos running through this system. With this tool, we can easily organize the videos into course groups.

## Post-event Improvement

No marketer worth their salt leaves a client without an opportunity to continue working with them. We don't either. Or at least try not to.

The goal at the end of the workshop was to get people into a deeper implementation training so they would continue having success. Nothing is worse than getting a lot of information, but doing nothing with it, so we decided to offer something special.

## The 30-Day Income Stream Challenge

The goal of this 30-Day followup was fourfold:

1. Require purchase of the replays (the course) prior to getting into the challenge (more course sales, better commitment from the student.)
2. Sell the challenge with the express goal of implementing a new income stream.
3. Turning this into a \$100k automated sales funnel with a \$397 challenge on the backend.
4. Immediately continue the momentum established by the 2-day workshop.

We sold 19 of those 30-Day Income Stream Challenges at either \$397 or 3 payments of \$150. Half took the payment plan. That was another \$8000 or so.

## Planning

We quickly realized we had to create a real plan with real course guidelines and a real curriculum that would deliver results for our students. “Quickly” was the operative phase because we wanted to move fast to provide as much relief and help in our community as fast as possible. We got to work. Our approach is not one I recommend unless you can handle high stress. I can, and it works for me.

It’s called “tunneling” and it’s uncomfortable as hell...

I worked in the newspaper and magazine business from 1975 to 1995 as an editor. As much as a news editor plans his day and his publication’s coverage, the day’s events dictate when (not *if*) the plan goes out the window.

And plans do go out the window. A deadline-driven project creates a lot of stress. The process goes like this...





**Tunneling** is a term I learned from a book called *Scarcity: Why having too little means so much*. It's not procrastination (I keep telling myself) but working toward the right information executed the right way after gathering all the info (*at the last minute!*).

And it's highly creative.

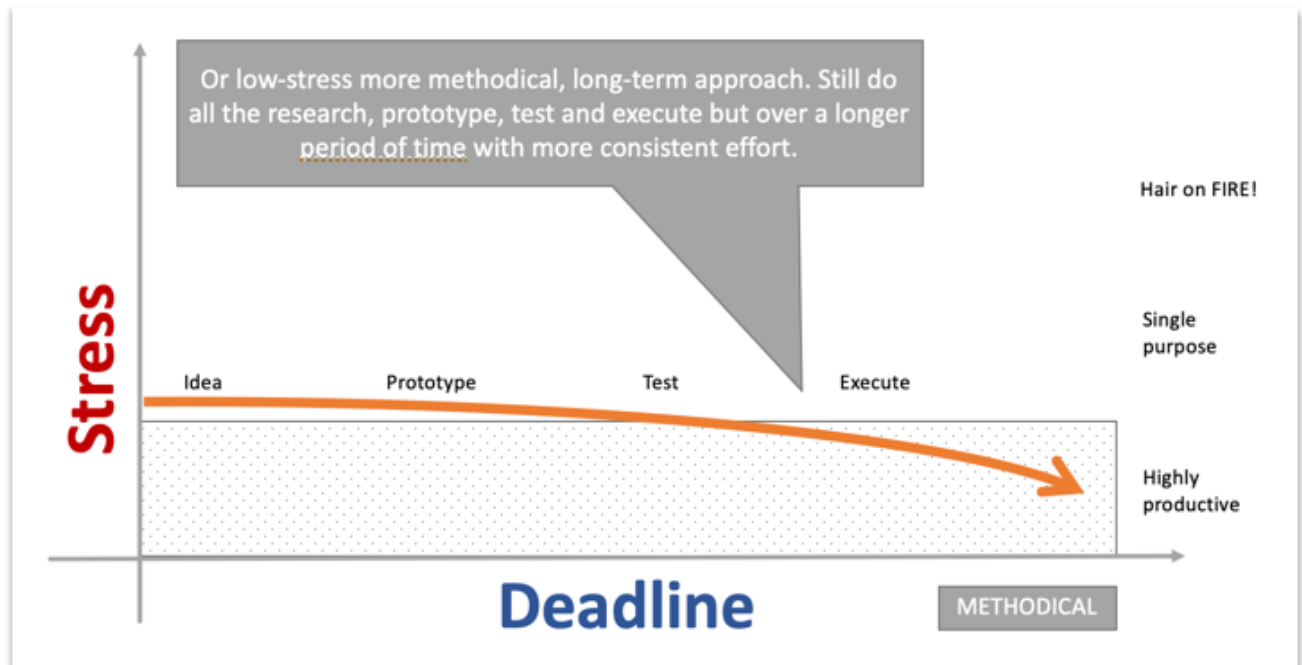
But it is incredibly stressful. Some people (like me) perform well under pressure with “tunneling” as my work mode. And “tunneling” is a great concept to understand as a marketing motivator. The closer a promotion is to the cart closing, the more sales at the end of the process. That's why many marketers like myself report double and triple sales on the last day of a promotion.

And it's also why in today's internet offers you see price increases on products daily during promotions – sometimes on an hourly basis. Today's online promoters are using the “tunneling” concept (whether they know it or not) to make people act before they lose out. In a deadline world, tunneling works well.

But in a long-term, sustainable, and productive world, this concept can be difficult, especially with your colleagues. The *hair-on-fire* stress level means everyone's stress level is cranked up beyond tilt.

And people can only do that so long.

But there's another, more methodical, way to work.



Notice how easy the stress level seems when working in a methodical manner? This is the “Ready, Aim, Fire” approach to doing business.

Low-stress, more productive and highly effective.

Most people like this approach. (I am married to someone who does, and my daughter, who runs the day-to-day activities of the business, loves this approach.)

But it requires time. Lots of it.

This approach requires research, designing, testing, and execution to get it right. You can't spend a lot of time doing this and get it wrong. Then, your investment in the process is a waste of money. So, the pressure is on doing it right and sometimes dragging it out. Often, people using this approach can't quite pull the trigger because they know it must be “right.” That's when analysis-paralysis sets in . . . and that can be deadly.

I heard someone say at the very first workshop I ever attended, “*Money Loves Speed!*” With the implementation plan that uses the tunneling concept, speed, and the ability to be flexible, is key.

And sometimes, because of the project, you can back yourself into a corner with no other alternative. We did that.

Remember, this started as a simple idea that took off

We weren’t really prepared to go big with this.

So, the minimal plan we had was reflected in the minimal schedule posted on our sales page.

There wasn’t much pressure to be detailed with each session because it was going to be an informal gathering with our community. The session schedule was more of an idea than a blueprint. But we knew the subject well, so I wasn’t too worried about delivering the material. And because we’d done 14 live workshops and more than 200 virtual events, I wasn’t worried. We always deliver.

Assigning homework was a stroke of genius

No one likes homework.

Busywork doesn’t do anyone any good. So, we devised a very special homework structure starting with a free Google Form survey to determine the student’s experience level and place them in the right sequence. We built automation into the homework assignments so that the student only received the homework they told us they needed. This was the process:

**In-take Survey.** Everyone got this assignment. To proceed to the homework, registrants had to complete the survey. Nearly two-thirds of the students did. And those that didn’t, ask how to access the homework during the workshop since we referred back to it multiple times.

We used that information to send students to the right homework assignments based on their response. If responses to specific questions were negative, they were funneled to the appropriate homework assignment PRIOR to the live workshop.

Each piece of homework was a special 20- to 70-minute training on those homework topics (and tools) with instruction on how to complete that task. The topics included:

- **Homework #1** – Finding Your Niche (Niche market research)
- **Homework #2** – Do You Have a Domain? (How to get the right domain / hosting)
- **Homework #3** – Do You Have an Autoresponder? (Get an Autoresponder)
- **Homework #4** – Do You Have a Blog? (Installing WordPress)

If you answered the survey questions positively, you bypassed the homework and went straight to some special training on Hub, Spoke and Wheel traffic systems, content planning, and completing an Asset Inventory.

### We're always monetizing!

Before the workshop even started, we're making affiliate sales from:

- Niche market research tools
- Domain and hosting registration
- Autoresponder recommendations
- WordPress plugin tools

But the valuable information was in the answers to the last three questions:

- If you have a website URL already, please input it here. Just your main site.
- What's the biggest issue that's been holding you back?
- How much money would you like to make in the next year with your online business?

We gathered all that data in a Google Sheet and analyzed for common words, phrases, and pain points.

### THIS WAS GOLD!

The response was overwhelming. Nearly 400 people responded with detailed information. As the data piled up, we paid attention to the most common phrases. Then we used that specific language on the sales page. That confirmed that we listened, understood their issue, and confirmed they were not the only ones experiencing the issue.

People sitting alone in their offices struggling with concepts and techniques often think they just don't have what it takes to be successful. With the data in hand, we made this workshop a safe space to reveal their issues, and that we would address their exact issues while teaching them a solid foundation for building an income stream.

This is the copy below from our sales page that confirmed their issues were real:

We asked all our workshop attendees: What's the biggest issue that's holding you back?

Frankly, we knew the answer before they answered but we wanted THEM to know the answer. Here's what we got:

- 55 people said time was an issue
- 48 said they don't know where to start
- 42 said they didn't know enough
- 33 said technology scared them
- 31 said they couldn't focus
- 28 said not enough traffic
- 24 said they didn't have a niche
- 22 said they didn't have the money
- 21 said they didn't have a product

- 20 said they were overwhelmed by all the information
- 18 said they didn't have a list

Not one person said, *"I don't know how to sell online,"* or *"I don't understand marketing."*

With this data, we had a roadmap to success!

The data and the language helped us in so many ways. We used the registrants' exact words to:

1. Design a deeper funnel that would offer strategic standalone training
2. Flesh out a more accurate curriculum for the 2-day workshop that would solve their basic problems and address their issues.
3. Create compelling sales page copy
4. Build a real community of people with similar problems

The first rule of any sales opportunity is to *"give people what they want and smuggle in what they need,"* according to Alex Mandossian.

After so many complaints from many people who couldn't attend live (but paid their \$1 fee), we added replays and the transcripts as an option on the front-end to cover our costs. That was the turning point to creating a real course.

Based on the responses to the surveys, we added additional products for more related standalone training. The first option was the Insiders Club on an annual special offer where they got all those courses included or buy the courses individually as the downsell.

We sold 27 Insiders Club specials at \$99 for the first year for an immediate gain of almost \$2700. But when it renews in a year, the normal price of \$297 annual will kick in and we'll keep at least half of those members. That will be another \$4100 in recurring. The upsells and downsells generated a 51% increase in revenue.



The schedule and curriculum were easy now.

Following the information provided by the survey responses, we now had a real teaching guide with a complete understanding of how to drive the weekend.

### Session 1: Overview

Get started fast with the key elements of your business. Set the proper expectations for the workshop to ease the overwhelming pressure on you and reveal the structure of the training. Get comfortable. We've got you with this. In this session, we'll give you a tool that helps you identify exactly what must happen to achieve your goal.

### Session 2: Customer Avatar

Your biggest success happens when you target the right audience. And there are two elements to that process. The first is identifying your

customers and learning their language. You must know them so well you live inside their head. After this session, you'll complete the customer avatar research and worksheet using our proprietary template and training.

### Session 3: Keyword Research

Building your business foundation on solid footing requires in-depth keyword research. A lot of lazy marketers bypass this process. I should know. I was one of those for years. And I missed out on a ton of FREE organic traffic because I didn't create content with solid keywords. Keywords and the customer avatar and it will drive your targeted content and traffic plan forever simplifying your profitable plan.

### Session 4: Hub and Spoke Traffic and Content Plan

This is a simple process that flows from the customer avatar and the keyword research to essentially spit out the topics that you focus on to drive strategic content. When people see this simple concept, the light bulb moments flash, and they understand suddenly how simple content can drive massive organic traffic.

At the end of this session, you'll do the keyword research to build your hub and spoke traffic plan.

### Session 5: Critical Content Creation

Anchor posts, webinars, course material, supporting content for your primary hub. These are all important pieces of the puzzle and in this session, you'll discover how to create content with a purpose that drives your entire business to build more ongoing profit.

### Session 6: Using Your Infrastructure

Build and schedule email campaigns that work forever. Create WordPress pages and Social Media posts to deliver content on a regular basis. Never



create one-and-done content and campaigns again. Focus on the sales mechanism that drives continuous sales.

### Session 7: Implementation Checklist with End Goal

Complete your personal checklist based on your business and your goals to create a repeatable process that becomes the blueprint for multiple streams of income. After all the training that has come before this, you'll be able to crank out potential income streams fast using your own checklist.

### Session 8: Continuous Improvement

Your job is simple. Measure your progress, tweak your conversion points, and continue to create long-term growth without working yourself to death.

## Everything Was Coming Together

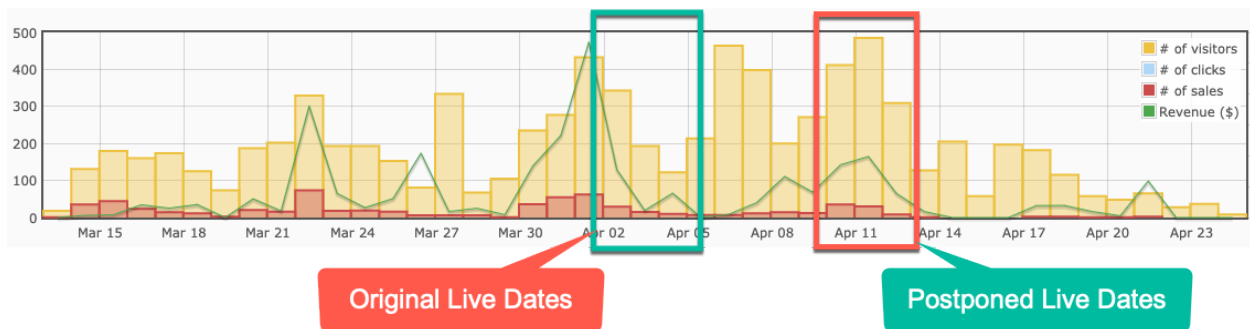
Dates were set.

Curriculum was set.

Our data-driven sales page was ready.

Everything was in place.

Then, everything changed...



### What to do when the wheels fall off?

The benefit of working fast and driving results is that you get good at adapting to changing circumstances and being very flexible.

Remember, we had nearly 600 people registered for a live workshop on Saturday, April 4. We'd been leading up to it for nearly 20 days.

Much of the workshop was dependent on my daughter Jen. She's the operations, automation, and behind-the-scenes person who makes it all happen.

On Friday, April 3<sup>rd</sup>, the day before the Workshop kickoff, her husband called me from the hospital to tell me she was having emergency surgery for appendicitis.

She would not be able to attend the workshop on Saturday, and she was freaked out because she couldn't do her part of the training.

*"What do we do,"* she muttered through a morphine haze later that afternoon. *"Next week is Easter Sunday."* I got this, I told her. Just get better.

Immediately, I sent an email to everyone telling them what had happened. Then posted the email in the Facebook group we'd setup specifically for these folks.

Being able to communicate through as many different channels as possible was essential. I was so glad we'd decided to add a Facebook group as part of the homework process.

Nearly everyone was kind and understanding and sent Jen well-wishes. Of course, the only people disappointed were those who had purchased the live ticket only and planned to be on the call all weekend.

## Assess and adapt!

Even though we had sent emails and posted in the Facebook group, many folks would still show up for our first session unaware of the change, I was sure. So, being on the call on Saturday morning as scheduled to kick off a little different training seemed to be the right thing to do. And as a continuation of the homework, I could do a little training session some of the tools we use in our business.

Training on half a dozen tools should be enough, I thought. And my plan was to do a 2-hour session.

The session lasted nearly 5 hours and we looked at 16 different tools including a few of our proprietary software tools. That was a huge bonus for all our members whether they paid just \$1 or bought the replay package as well.

But more importantly, I'd created a little goldmine that continues to pay us forever. You see, all the tools were all backed by affiliate links or our own

products. We had just created training videos for all 16 tools and multiple sales opportunities.

And yes, folks could purchase through our links on each of those bonus videos.

Real tools, real results, real money...

The first that we needed was the keyword research tool that we loved – [Long Tail Pro](#). But when I got my affiliate link, I discovered that they had changed the pricing model from one-time (I paid \$47) to at least that much each month.

We'd need another keyword tool. I searched for half a day and found Dave Guindon's [Keyword Atlas](#). Although I'd never met Dave, I already owned several of his other products and knew the quality and support was fantastic.

I bought it, tested it, and loved it for our people.



[Keyword Atlas](#) became our go-to recommendation for the keyword research. We did about \$6,000 in sales for that tool over the next few days.

I now know Dave Guindon and we have personal pages and special NAMS deals for all his products.

Other tools generated another \$3,000 to \$4,000 in affiliate or product sales.

***Lemons. Meet lemonade.***

## Using The 4 Magic Numbers

As you'll see in the update that follows this section, the 2-day event was the impetus for the 6-figure income stream that resulted from the ongoing sales of both our products and the affiliate products.

This Case Study actually highlights much of what we taught in the course.

Any income stream is based on 4 numbers.

1. Annual Revenue Goal
2. Clicks
3. Price
4. Conversion

Once we settled on the fundamentals of numbers, we needed to start the training with a very basic concept that would drive the entire workshop and bring congruency and consistency to everything we were teaching.

So, we decided to use a proprietary tool that we developed called the NAMS Income Stream Calculator.

It's a simple (yet, tightly programmed) Google Sheet to focus on 4 numbers to build any income stream.

Weekly Front End Sales and Marketing Plan								Total Annual Gross: \$200,009		
Clicks	635	Conversion Rate	5%	Fee	5%	Savings	10%	Weekly New Sales	Operating Profit after 52 Weeks	Total Savings after 52 weeks
Product Sales %	Units	Product Name	Price	Gross	Fees	Saving \$	Total Outgoing	Operating Profit	Operating Profit	Total Savings
100%	31.8	Product 1	\$97	\$3,080	\$154	\$308	\$462	\$2,618	\$136,125	\$16,015
10%	3.2	Product 2	\$199	\$632	\$32	\$63	\$95	\$537	\$27,927	\$3,285
4%	1.3	Product 3	\$17	\$22	\$1	\$2	\$3	\$18	\$954	\$112
2%	0.6	Product 4	\$497	\$316	\$16	\$32	\$47	\$268	\$13,949	\$1,641
<b>Total</b>	<b>36.8</b>			<b>\$4,049</b>	<b>\$202</b>	<b>\$405</b>	<b>\$607</b>	<b>\$3,441</b>	<b>\$178,955</b>	<b>\$21,054</b>

In the [Fast Business Startup Workshop](#), we go into specific training about using this tool and managing the key numbers.

By focusing on these numbers and how to achieve those numbers, our students finally saw how they could build any income stream in any niche. The rest is details.

The first hour kicked off with this tool and understanding it. With that established, we referred to it all weekend.

## Annual Revenue Goal

How much money do you need? That's the question. Once we understand that answer, putting together a plan to get that money with this tool is simple.

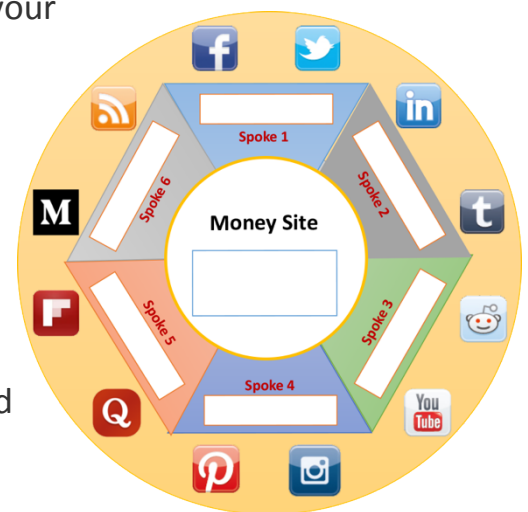
After all, it's just numbers. Whether you want an extra \$500 per month or \$50,000 per month, this tool tells you what you must do.

## Clicks

Traffic is important, but clicks are essential to selling your product. Clicks represents the entire traffic-getting process. Traffic without clicks is a waste of time and money.

Using social media, email, search engine results, paid advertising—or your favorite traffic source not mentioned, we focused on driving traffic back to your money site. That's the Hub in the Hub, Spoke and Wheel traffic system with our templates.

Even though this is an old concept, we don't teach it as it has been taught in the past. We use this as an ongoing, evergreen essential process to



drive consistent organic traffic. That's still the major source of all traffic for most people.

With this technique, we also built out a complete traffic plan with keyword research and multiple traffic sources.

### Price

Price doesn't really matter except as a revenue lever.

You can easily manipulate your revenue by testing your price. Often, you'll find doubling your price doesn't affect anything except your revenue, but that impact would be a 100% increase your income.

The only way to know this is to test it.

We looked at products and techniques to get better prices to increase revenue.

### Conversion

This is the big boy. Tons of traffic and no conversions still equals ZERO revenue.

So, traffic doesn't matter if your conversions are terrible.

But when you've got conversions nailed, **Price** and **Traffic** are the keys to scaling your revenue exponentially as you bring in paid advertising.

In Fast Business Startup workshop, we focused on conversion techniques and ways to measure them. That requires testing email (or other source) clicks to the sales page to products sales keeping in mind refund impact to the bottom line.

All of those points—including all 17 that we identified—affect conversions.



## Cash Revenue Generated During The Weekend

Let's look. The simple \$1 weekend workshop generated a more than \$20,000 in the first weekend. And then, using what we taught, it kept growing until it added another \$100,000 to the total revenue.

Here's why this worked great for us.

<u>Product</u>	<u>Net Profit</u>
<b>\$1 Live Workshop</b>	\$417
<b>Live Workshop with Course</b>	\$10,075
<b>Funnel Sales</b>	\$4,593
<b>Keyword Atlas (Commission Only)</b>	\$3000
<b>Other Tool Affiliate Sales (Commission Only)</b>	\$3000
<b>30-Day Income Stream Challenge</b>	\$7500
<b>Total Net Profit</b>	<b>\$ 28,585</b>

Analyze the numbers:

**AOV = Average Order Value**

We had 417 paying customers on the front. Those 417 people generated \$28,585 on that first weekend. (Of course, that included the lead-in marketing in the 3 weeks prior and affiliate sales.)

$\$28,585 / 417 = \$68.55$  per customer

That is fantastic. We were over the moon with how much money we generated from a very simple concept that grew from our honest desire to help people.

What's next?

That was the obvious question.

The feedback was so good and the return on our investment so rewarding, that we decided to leverage this training as much as possible.

In the next section, we'll show you how we extended this promotion and turned it into an ongoing, long-term, evergreen income stream.

## Adding Another \$100,000

We had simple goals for this workshop, and we crushed them. If we look at that \$28k plus as a successful product test, the next step was turning the test into an evergreen income stream instead of a one-and-done launch.

That's what this update section is all about.

First, let's look at our three primary goals. As we experienced success, we created a couple more, but these were the three.

### 1) Help students understand how to create an income stream

During this workshop, we demonstrated that we practiced what we preach. And that anyone could create a quick business by following the steps we were introducing. We shared the \$28k plus success we had as a way to provide proof that they could do it too.

### 2) Secure our reputation as great trainers with a new audience

Almost 200 people attended the live workshop each day and the testimonials just kept rolling in.

### 3) We did not want to lose money

Remember, making money wasn't our goal. Doing good in a time of crisis was our focus. But we adhered to our philosophy of Enlightened Self-Interest: *What's good for you is good for us.*

## The ongoing results

We measured those results in two ways:

## A DEFINITIVE GUIDE TO LONG-TERM INCOME FROM WEEKEND WORKSHOPS

**First**, how much did we earn from selling our own products that were a direct result of creating, executing, and selling the workshop?

Our Products	Revenue
Live Event (\$1 registration fee)	\$420
Replay (included evergreen course)	\$14,664
Bootcamp Weekend intensive - Sold on the live event	\$9,092
Workshops Bundle ( First 2 Workshops sold together)	\$1,358
NAMS Accelerator Workshop Package	\$12,377
MyNAMS Insiders Club \$99 Special - (this includes rebills for the past 2 years)	\$31,625
NAMS One Year Bootcamp Coaching Program - 4 people came as a direct result of the FBSU workshop, then the Bootcamp Weekend and then upgraded to coaching.	\$30,000
<b>Product Total Sales</b>	<b>\$99,536</b>

**Second**, by adding the ongoing bonus section to our free membership area, how much extra revenue did we generate?

Affiliate Commissions	Revenue
Keyword Atlas	\$9,526
Meetvio	\$1,670
Postblazer	\$5,327
Vidnami	\$6,000
Video Dashboard	\$145
Designrr	\$1,066
<b>Affiliate Commissions Total</b>	<b>\$23,734</b>

And with the total of both, we're up to...

<b>Total Revenue</b>	<b>\$123,270</b>
----------------------	------------------

Since the original workshop, we've promoted this very lightly without any special fanfare. But here are a few key points:

- The replays as a course continue to sell well. We include this as an *upsell in several different funnels* that start with lower-cost products.
- The Workshop Bundle. We did a second workshop on another topic and *bundled the two together*. We have not promoted it anywhere else except to the people who purchased the second workshop.
- Based on the experience of the first two workshops, we offered a *series of 6 NAMS Accelerators in a pre-workshop package deal* for \$297. That did well. And we have not continued to promote it consistently.
- Our main goal of the workshop was to *drive as many people in to the MyNAMS Insiders Club as possible* because that's where we can do the most good. With a \$99 introductory special and an annual rebill of \$297 after that, we've generated a pretty good chunk of recurring cash.
- And of course, *because the training was so good*, we moved a few people into our high-end annual bootcamp coaching program.

But the real genius is this

When we created the bonus tool videos (by accident really), we stumbled on an opportunity to do quick demos for some of our favorite tools. And pulling those videos out of our protected membership area (where only members could see them) and putting them into our free membership area (where anyone could watch them) boosted our affiliate sales tremendously.

You'll notice that I talked about 16 tools we loved. A couple of those were free tools, so there would be no affiliate commission from them.

But not all tool reviews generated sales.

As we incorporated those tools into our training, sales happened organically. We didn't push hard. Instead, we just showed how we were using the tool.

These were huge hits:

- **Keyword Atlas:** Keyword tools can be very expensive. This tool was a single payment. It was a little clunkier than some of the other tools, but we demonstrated how to get around that very easily. And for people on a budget, it was great. That simple demo—less than 25 minutes—has generated more than \$9000 in direct commission to us.
- **Vidnami:** This was a video creation tool that we (and everyone else in the world) loved. And we sold a ton of it. We particularly loved it because it was a monthly recurring commission since it was a subscription tool. The affiliate program was great. Vidnami was purchased by GoDaddy and shelved. Luckily, another company called **Pictory** has picked up where they left off and created an even better and more affordable tool. We'll create additional demos of it.
- **PostBlazer:** This is an outstanding social media scheduling tool. We were one of the first to promote it and have stayed with it for a long time. And it's made us a lot of money. Adding it to this Bonus Tools section once again brought in a good amount. And continues to do so.
- **Designrr:** We have done extremely well with Designrr as an affiliate with more than \$40k in commissions. But in this Bonus Tools section, this was a less than stellar affiliate promotion. The only thing I can think of is that we promote it so often that many of our folks already have it and use it.

### Keys to Success!

- 1) **Test.** Everything is a test. When we created the Fast Business Startup Workshop, we were taking a risk. We did not know what the response would be. So, during the process, we were testing different elements:
  - a. interest in the concept
  - b. response to the structure
  - c. recordings vs. no recordings
  - d. the funnel

- e. monetization techniques
  - f. more...
- 2) **Adapt.** When the market tells you to do something, do it. Even though it may not be according to our plan, we listened and adapted to provide even more value.
  - 3) **Offer more value.** Before creating the product use homework/extra training to offer real value to improve engagement.
  - 4) **Evergreen.** To build a true income stream, make sure the product you create has a long shelf life and is not loaded with date-specific content or current flash-in-the-pan processes. Fundamental, foundational, and long-term principles will sell for a long time.

Finally...

I'm extremely happy with the outcome as are our students have become NAMS evangelists for life.

Have you enjoyed this case study? Have you learned a lot from it?

We hope so. If you join our [Friends of NAMS Facebook group](#) and post a comment, we'll send you access to our free NAMS Membership where you can get access to all our free tools and much more training.

And if you'd like more information about the [Fast Business Startup Workshop](#), check it out [here](#).

David Perdew / CEO NAMS, Inc.