

## Continuity Live Workshop

### [Get FREE Access to The Entire Continuity Live Workshop](#)

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less

Lee: Thank you, everyone. To get a feel for the room, who's been to a previous workshop? Who's here for the first time ever? Who's been to a workshop again? Who's been to two workshops? Does someone want to volunteer why they've come to one of my previous workshops?

Daniel: First of all, you teach different stuff every time and we see that your business just quite a few steps ahead of what we try to do. So we just come here, take whatever we can and put it in our own business and it makes us money every time so I would be foolish not to be here.

Lee: Thanks you very much. I appreciate that.

Daniel: Also, meeting other guys. It's great to see the same people come again and we build relationships out of that and joint ventures. It's definitely a great place to be.

Lee: Dean, would you mind sharing for a couple of moments what you learned from the second workshop and any kind of results you might have achieved from that? I know you're looking a bit worse for wear there at the back of the room.

Dean: Yes, basically I took [off right away] and actually I've started my own continuity from what you taught last time. So now within just a space of a couple of months, we're doing five figures online, literally swiping what you taught and just making it my own.

Lee: What's been the best month in terms of revenue so far of the continuity program you built with the last workshop?

Dean: Just last month, the second month, it's grown month by month, so 13,500.

Lee: Thank you, Dean. I appreciate that.

The last workshop we taught about profit maximization. One of the strategies that I focused on for just one session was how to build a continuity program that could really dramatically increase the profits in your business. We focused on that for just one session. Because I know that so many people who attended that workshop achieved tremendous and dramatic results as a result of that one session, I decided to dedicate eight sessions to how to set up a continuity program.

During the next two days, we're going to cover eight steps. Each session is going to be a different step. So we're going to start off by really getting an understanding of what continuity is, why it's important for your business and how

© [Get More Momentum](#) Page 1

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less you can quickly and easily implement it in your business for dramatic and substantial results.

As we go through the workshop, we're going to continue by looking at the

different constituent components. We're going to look at how you need to set up your selling system really fast. A lot of people in this room have seen my different continuity offers, and we've had more than 10 over the last two years. What a lot of people don't know is that the sales videos that we use in our business probably take me less than two hours to create.

In fact, when we did our recent "Point-and-Click Coaching" launch we built \$100,000 per month business that will gross more than \$1.5 million this year on current trends and the sales video for that continuity program took less than two hours. That's not hype! In fact, James and I actually went for some drinks one day in Jesmond in Newcastle and James will tell you this story.

We were talking about our current continuity program and we were having a few beers and a good laugh. We sat down and thought, "What if we created a new continuity program that catered to a different segment of our audience?" James works at the support desk or used to work at the support desk all the time. So I sat down and said to James, "James, on the basis of the conversations that you have on the support desk, what kind of continuity program do you think we should create?"

James and I hammered it out, got a notepad out, a pen and paper and we brainstormed it. We came up with a plan. We executed that plan and about two weeks later we sat down and within five days we had "Point-and-Click Coaching" created and we generated more than 1,000 members paying \$97 a month. Who thinks that's the kind of stuff they want to learn about this weekend?

I should say that's on top of our current continuity program, the "Gold Program," which was also generating us \$100,000 per month. Just to give you a little bit of insight into the kind of mind set I have in my business before I go back to the topic area. Last night we became aware that we were going to have a microphone problem this morning and we knew there was going to be a massive issue. We knew we weren't going to have a proper mic. We knew they were running late. We knew that we made a mistake, basically, and we hold our hands up to the company, "We'd made a mistake."

Rather than looking at that as this massive problem and getting in a huge panic, what did we do? We just thought, "What can we do to fix the problem? How can we overcome that hurdle?" That's a really good lesson because when we run our continuity program we have all kinds of problems that you can't imagine. Who's heard about the recent crackdown from PowerPay in particular in terms of the Visa and MasterCard?

© [Get More Momentum](#) Page 2

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
One of the things you'll learn during this workshop is that we actually got placed on a 100% reserve for four weeks. Just put that into context. When you consider that our reserve topped \$210,000 at one point, about a fortnight ago, who thinks that's going to be quite a stressful situation? We had nearly a quarter of a million dollars in reserve with PowerPay. That's a lot of money.

Bearing in mind, we're paying our affiliates \$30,000 every month as well so that really tested our reserves and our bank. It was a massive problem but we

overcame it and we had the mindset that no matter what the problem was we were going to overcome it and work really hard to do that. James will tell you the story about when we first launched our first continuity program and we were trying to get our first merchant account.

It took us weeks and weeks. Who's ever had a problem trying to get a merchant account? It's a painful experience, especially if you're in the UK. What most people would do is just think, "You know what? That's just too hard. I can't be bothered with that. It's just too much of an obstacle," and they'll quit. The kind of problems we've had organizing this workshop have been very similar. We've had all kinds of problems that you can't even imagine but we look at them as opportunities to overcome.

We were talking about continuity programs and how it had a massive and dramatic impact on my business. James and I sat down in a pub one day and we brainstormed this new "Point-and-Click Coaching" program. I said to James, "Look, what kind of program should we create for our customers?" He told me, "The most common question at the Help Desk is how to set up your website, how register a domain, how to set up your autoresponder."

We realized that our current continuity program, our current "Gold Program," didn't really cater for those needs. In the back of that conversation, we brainstormed the new continuity program and then, bang! We implemented it really quickly. From start to finish, we had this whole launch organized in five days and then executed as well.

It wasn't a perfect launch by any stretch of the imagination. In fact, we didn't even contact our best affiliates to promote it for us, which obviously isn't ideal. There are affiliates in this room who I know would have promoted it if I had contacted them but we never did. We, literally, just created this program, we got it out there in the wide world, we had integrated our marketing and developed some evergreen traffic strategies and very soon we had 1,000 active members paying us \$97 a month. Who would like to learn those kinds of strategies?

On the screen now, I want to show you some of the results from implementing continuity in our business. When I first started Lee-McIntyre.com in August, 2007, we were kind of generating initially about \$7,000 to \$8,000 in monthly

© [Get More Momentum](#) Page 3

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less revenues. Pretty quickly, we got to about \$20,000. Around March, 2009, we introduced what was our latest continuity program called the "Gold Program." Can anyone see a dramatic and sudden increase in our business revenues about that time? That was September, 2009. Can anyone tell me why you think I introduced another continuity program in November of 2009? Why would I have done that?

Participant: Because you were already getting something going so you used the momentum of it.

Lee: I was already getting something going and I could use the momentum. Look at the dramatic and substantial results we had when we introduced continuity in our business in September. It was

dramatic. So we introduced another continuity program. Who thinks our revenues went up as a result of the second continuity program?

Who think they went down? Who thinks we might want to introduce another continuity program in the next few months?

Who thinks we might want to introduce three or four in different markets by the end of this year? Absolutely.

What I've learned over the last two years is that selling information products is by far and away the best way to make money online. If your focus in terms of making money online is selling e-books for \$27 in ClickBank and that's it, then really you're very limited in terms of the potential you can achieve with your business.

The big breakthrough for me was when I realized that selling \$27 e-books on ClickBank is a really good way to make a part-time income, maybe make a fulltime income and maybe make a few thousand dollars a month. The massive and substantial breakthrough that I experienced was when I really understood that implementing continuity into my business could triple, quadruple and multiply my income by a factor of 10 comfortably.

When I also started understanding concepts like front end of my business and back end of my business and when we started more aggressively selling backend items and continuity programs, our business skyrocketed and we never looked back. That's really what I'll share with you during this workshop. Here's what you can expect:

During the two days, we're going to have eight sessions and each session will be a step. During this first session, all I want to try to achieve is for you to understand the power of continuity and why you should implement it in your business. Then

© [Get More Momentum](#) Page 4

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less we're going to go through it sequentially. We're going to look at what you need to do first. Then we're going to look at what you need to do second, et cetera.

I'm going to show you how we create sales videos in two hours or less, and that's not hype. Who saw my recent "497" offer, my coaching call offer this week that I sent out to my list? Does anyone want to share how long they thought it took me to make that sales video?

Participant: About 14 minutes.

Lee: The video was 14 minutes. It took 25 minutes to make the PowerPoint, no joke. It was one take. I made the video and clicked "Save," uploaded, wrote the e-mail and then my team sorted the rest out.

I'm going to show you how you can make sales videos like that. The "Point-and-Click" launch, which has put 1,000 people into the continuity program, we have a 15-part prospect autoresponder sequence. How long do you think it took me to write that? Two months?

Participant: Hour and a half.

Lee: Probably about two and half hours to write that sequence. I'm not joking.

How many here think we've been pretty prolific with our product development? Who here thinks we have a lot of products? You can see them all at the desk. If you speak to James, I'm sure you can buy some as well.

We make a lot of products and we work fast. I really want to get that across to you during this workshop. This session I want you to understand the importance of continuity and why you really need it. Then I'm going to show you how you can implement it fast. That's the thing. If you have this kind of crazy mindset where you think to yourself, "Do you know what? I really want to succeed online and I'm going to spend a year writing my e-book and then I'm going to spend six months writing my sales page," then leave because you're wasting your time and my time.

If you have the mindset where you're prepared to do things really fast and achieve tremendous results, then stay, listen and take action. Everything we do in our business is so quick. James and I had a great time. We ordered a bacon double cheeseburger, we had two pints of lager, maybe three and then some and we mapped out this program and implemented it like that.

That's really what I want you to do. Let me tell you about my timeline so you can understand where I'm coming from. I'm aware that most people in the room know who I am but not everybody. In July, 2002, I finished university in Newcastle, in © [Get More Momentum](#) Page 5

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less this city, and I did a law degree. What do you think my family wanted me to do with my life? They wanted me to be a lawyer. Do you think they were disappointed when I went and worked at Enterprise Rent-a-Car instead?

Yes, very much. The first day I washed cars. It was fantastic. Can anyone guess what I did on my second day? I washed cars. I had a law degree and I washed cars. I had to ring up my granddad and say, "Granddad, I know you're really proud that I have a degree but today I washed cars." Has anyone ever had that kind of experience?

About August, 2002, I decided that washing cars wasn't the career move I wanted so I decided to become an accountant. I remember lying in bed at night with a careers book thinking, "What am I going to do with my life?" I'm not joking. I flicked through this book and I was looking at all these different career options and I was like, "Doctor? Nah. Lawyer? Definitely not. Consultant," and I flicked on accountant and thought, "That's interesting."

I read it about it and thought, "I'm going to be an accountant." I'm not joking. I opened up my laptop, applied for a job via an agency, they rang me back the next morning and I arranged an interview the same day. I drove from Newcastle to Crewe the same day, had an interview and started the next day. How many people think that was a considered and thoughtful career choice? How many think I didn't end up being an accountant?

I drove down, moved to Chester and commuted to Crewe. It was a great lifestyle. I got the train every morning from Chester to Crewe. It was fantastic. The train broke down every day. I was late every day. My boss said unless I got to work on time I would be fired. I said, "I can't because the train just doesn't come on time."

He said, "I don't care," and he swore.

So I bought a car. It was a V Reg Fiesta. Have you seen the picture of my V Reg Fiesta in one of my videos? I bought a Fiesta for about 800 pounds and I drove to work. I lasted three months. During that three-month spell, I nearly got fired about eight times. I nearly quit twice. I went into the office and said, "I'm leaving unless you give me a pay raise," and they said, "Goodbye" and that was that.

I started there in December, 2002 and then in June, 2003, I moved to another company as a trainee accountant again because I had it figured out, guys. It was totally figured out. It was in the bag. Accountancy was for me but, actually, it was just that place was just crap and I needed to go somewhere else so I did. I went to work for a company called Tetra Pak in Manchester who made the cartons as a trainee accountant. Can anyone guess how long I stayed there?

It was about three or four months. They tried to fire me a few times, I tried to quit a few times and we eventually our separate ways. Then I went and worked for another accountant company because it's okay. I was born to be an accountant.

© [Get More Momentum](#) Page 6

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
Actually, that place we no good. I moved to the new accountant company and can anyone guess how long I stayed there for? About two, three, four months or something like that.

Every time I moved jobs, I felt massively self-satisfied. I thought, "Yes, I've made it." I remember speaking to my girlfriend at the time saying, "I'm so lucky. I've found a career that I love and feel passionate about." After about a week, I was bored and fed up and I changed jobs again. Who's had that kind of experience in their life?

When I speak to a lot of the people I work with online who are successful marketers, they tell me similar stories. They tell me they were an entrepreneur and they went from one job to another job to another job and they could never make any of it work. Maybe they were good at some of them or maybe they got fired, but really they just didn't like working for other people. Who feels like they just don't like working for other people?

I'm glad none of my staff in the back put their hand up. That would be a problem. I just didn't want to work for other people. I decided that wasn't for me. I was changing jobs all the time. Eventually, I decided to train to be a teacher. I quit my job as an accountant. I had \$140,000 mortgage. I quit my job as a trainee accountant to apply for a PGC training course with no guarantee of getting on that course.

I got on the course and they paid me a 6,000 pound bursary, not very much. I managed to pay the mortgage, eat tins of beans and that was that. I trained to be a teacher and I loved it but I didn't like the politics involved. I didn't like all the paperwork involved. That's where I met Mark. We were good friends on that course.

I decided it wasn't for me. I had a massive row with my boss. She came in one day and we went at it and then I decided, "Look, this isn't for me. I want to start something different." On the back of that row, I felt the lowest I've ever felt in my

professional career. I was at rock bottom. I can't really emphasize enough I was fed up. I was frustrated. I was working so hard. I felt I was the best teacher in the department but she wanted me to do all this extra paperwork and I didn't want to. I didn't see the point. Who's ever felt like that?

We had a massive argument and as a result of that I started my eBay business and my eBay business was selling teaching resources on the Internet. They were selling them for one or two pounds at a time and making some really good pocket money. I did that for about a year. I figured out some stuff in our marketplace. By the way, in our marketplace selling teaching resources, nobody had ever heard of digital delivery.

© [Get More Momentum](#) Page 7

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less

Who knows what it means to deliver a product digitally online? In that marketplace, nobody had. When we started delivering products digitally, people thought we were wizards. They thought, "How can we compete with these guys? They have all this technology at their fingertips?" When we started using autoresponders, people were like, "Wow! It's like magic."

We did that for a while and we started Lee-McIntyre.com in July of 2007. You can see the results. You can see the revenue. The real key breakthrough for us was setting up a continuity program. Let me just tell you a little bit about some of the thoughts that went through my head before I set up a continuity program. It's very important I emphasize this to you.

I thought in my head that continuity programs were bad. I thought in my head that aggressive selling was bad. I had the mindset that really selling really hard was something that I didn't want to do. When I had those kinds of limiting beliefs, I used to make about \$15,000 to \$20,000 a month. When I actually sat down and thought about how I could use a continuity program to deliver tremendous value and I got my mind around the concept of selling and how I started to feel that if I was selling something of value and giving people things with value, then there was absolutely nothing wrong with selling.

When I started to understand that it was okay to do that aggressively and ethically, then my revenues skyrocketed. There's going to be some things I'm going to talk to you about today in terms of continuity programs that you might immediately recoil back against. You might have the mindset or you might think, "That's okay but I don't really want to run a continuity program." You might feel like that because maybe some other people in marketplaces have run continuity programs unethically.

Who have seen people who hide the small print, don't disclose the charges, et cetera? We've all seen that. That doesn't mean that having a continuity program needs to be like that. I can tell you now that Terry Dean is somebody who I admire. I've paid him for coaching in the past and he runs a continuity program. I actually spoke to him about this issue.

I said, "Would running a continuity program be unethical?" He said, "No, only if you do it unethically and you deliver it unethically." I agree. As long as you're giving tremendous value and the customer knows about what's happening, then a

continuity program should be the cornerstone of your business. That's something that I've really learned over the last two years.

If you're sitting there today and you're thinking, "I'm not really sure. I'm kind of uneasy about it," then don't worry because my job during the next two days is to educate you. Number one, continuity programs will give you the breakthrough your business needs today. Number two, there's absolutely nothing wrong with selling your products and services aggressively as long as the customer knows

© [Get More Momentum](#) Page 8

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less exactly what they're getting and they believe they're getting more value than the money they're giving you.

If I have a DVD course at the back of the room called the "Internet Automation Plan," and it's \$997 on sale, if I said to you today, "I really wholeheartedly believe in the value of that course," and put into context that when I produced that course I stayed up night after night giving my best information, giving everything I could.

I've given that course to people and they've made tremendous amounts of money. Should I feel bad selling that to somebody for \$997 knowing that if they take action they could make more money as a result? If you give people value, then there's absolutely nothing wrong with taking more money from them in return. It's an even exchange. It's giving value.

That's really what I want people to think about. When you run your continuity program, as long as you're completely ethical, honest and upfront with your billing, then there's absolutely nothing to be afraid of. During these two sessions I'm going to show you exactly what I mean by that. One of the things I really want to address because a lot of people were talking to me about this last night is the recent change that PowerPay has introduced to continuity programs and some of the Visa/MasterCard regulations as well.

A lot of people have mentioned this on the board. How many people are aware of this? Let me give you a bit of an oversight and fill you into what we're going to talk about today. A couple of weeks ago, PowerPay, who is one of the acquiring banks in the U.S., so they process through a merchant bank and then process credit cards. They issued PowerPay guidance that said, "If you're running certain kinds of business practices, then that's to be discouraged and you're not going to be allowed to do it anymore."

Has anyone seen the document that PowerPay issued? It clamped down a lot of Internet marketers. A lot of people had their accounts closed. Some people had their accounts frozen. We were placed on 100% reserve until we made some changes. A lot of people panicked in the marketplace and said that these changes were going to dramatically and substantially change the way the industry operates.

Did anyone see any of the posts by some of the gurus out there where they were really scare mongering? I've spoken to a lot of people on the inside of PowerPay and I've spoken to a lot of people who I respect greatly and it's not a game changer at all. I have to be careful what I talk about because I don't want to get

people into trouble.

I don't want to accuse people of being sensationalists but it's not a game changer. In my opinion, and it's just my opinion and I'm not a lawyer, PowerPay was sat

© [Get More Momentum](#) Page 9

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less on by Visa/MasterCard and they were hit hard in a sense that they had a lot of accounts where the chargebacks were too high and they were being too unethical with their marketing.

Visa/MasterCard went to PowerPay and said, "Look, we don't like the chargeback percentage you have. We don't like the percentage of complaints at the Better Business Bureau and as a result we're going to close you down, unless you clean up your act." PowerPay reacted immediately by closing down some massive Internet marketers and freezing some accounts.

Has anyone been given guidance and clarification from PayPal regarding continuity billing? Has anyone received an e-mail? No? Maybe one? From ClickBank or any acquiring bank with Visa/MasterCard regarding continuity billing? Has anyone received clarification from any other merchant banks you might have? No.

PowerPay was under tremendous pressure from Visa/MasterCard and they issued this guide. A lot of people took it as official regulation from Visa/MasterCard. What Visa/MasterCard were basically saying to PowerPay is, "You can only process credit cards if you're being completely upfront and clear and transparent." PowerPay had a lot of accounts that weren't doing that.

They were placed under tremendous pressure. We have merchant accounts with different providers and we never received any kind of clarification. I'm not a lawyer but some advice to you today is you can still run continuity programs and you can still run trial offers. Nothing has changed except the thing you should have been doing from day one, which is making sure that your offer was open, honest, ethical and transparent.

As long as it is honest, open, ethical and transparent, then you will not have a problem or you shouldn't have a problem if you're using the right merchant bank. With PowerPay a lot of people were using the free DVD offer, as an example, and they weren't using it honestly. Remember, this is not official advice. This is my opinion.

PowerPay came down and they were in a panic and they said, "Look, everyone using a free DVD offer, you have to stop now." But you can still use a free DVD offer and there are thousands of people out there who are still doing that but you have to be honest and ethical. Has anyone seen those "flogs," fake blogs, where they sell supplements? Does anyone think the charges on there are very clear? You take a free DVD or a free supplement and then they bill you for life and they don't even tell you about it apart from in the small print. Also in the small print they say things like, "The testimonials on this page are false. The stories on this page are false. This page is false. Oh, by the way, you're going to be charged \$49.97 for the rest of your life. Thanks."

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
Many people were being far too aggressive with their continuity programs. They had auto page bumps so when you were buying a continuity program they had a tick box where you could tick that and you go into another continuity program. How many people have seen those before? Why do you think people did that? It led to an increase in revenue.

It also led to an increase in chargebacks and complaints. Many people were doing that with PowerPay as their bank and that caused problems. What a lot of people were also doing, and I've seen other marketers teach this, is you were buying a product and there was an auto page tick box for another continuity program. How many have seen that?

They were making sure that when you ticked that box the continuity program that you subscribed to was actually with a different company a lot of the times with a different descriptor on your credit card. Let's talk about Jeff. Jeff comes to my site, he ticks a box, he comes and gets a free DVD and he goes into the \$97 continuity. Then there's a tick box where if he ticks that box he goes into a \$47 continuity. We've all seen offers like that. Or maybe it's a \$4.97 offer, a really low amount. They make that tick box with a different company and a different descriptor. Now Jeff comes and says, "Cancel my continuity." The support desk cancels the \$97 continuity and what then happens to the tick box continuity? It keeps going and it's billed for a different company. A lot of people did that. People also had upsells with continuity in there, which was poorly disclosed.

In fact, there are a lot of marketers, particularly in the supplement industry, where they would do a free supplement offer, they'd bury their continuity in the terms, and they'd have an auto page tick box for another continuity of another company so now you have to file two support requests to get cancelled. Then they have a series of three up-sells.

If you tick those boxes, you go into another three series of continuity with another three companies and now to cancel you have to submit five support tickets and you don't know what the hell is going on. Has anyone seen offers like that? It's crazy. I could stand here today and I could give you all these continuity strategies that would allow you to be really unethical and really aggressive, because we've all seen it, and make a lot more money.

What I prefer to do is show you how you can create value that your subscribers want in exchange for monthly revenue that they're fully aware of. I can show you how to optimize that process to that you make as much money as we do but while doing it so ethically that you can sleep at night and so ethically that your customers will like you.

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
I need to tell you about this. There are going to be people who complain when

you run a continuity program. We're actually going to devote step seven to building strategies to deal with those complaints. No matter how upfront you are and how honest you are, some people are going to complain. Dean's nodding his head because I know Dean has had that kind of problem.

No matter how upfront you are, you're going to get those complaints. In one of these sessions, we're actually going to talk about strategies to deal with that. In fact, the first strategy is just to adjust your mindset and to develop a thick skin. It's something you're going to have to be prepared for. How many people here would feel comfortable developing a continuity offer that made them \$100,000 per month and changed their life forever and that was so honest and ethical that you showed it to your merchant provider and they agreed and said, "Yes, the disclosure is fantastic?"

Would you still feel comfortable if you knew that you were going to get a percentage of complaints from people who said they didn't know they were going to be charged and they called you a scammer even though you look at it and you say, "Man alive! How can they not know? Are they blind?" Listen, this is a conversation you're going to have to have with yourself.

I'm telling you right now, if you want to make \$100,000 per month with a continuity program even if you put it in big, bold letters that you're going to be charged in 14 days, even if you come round to their house and tattoo it on their head, even if you send them a parcel in the post with a gold, ceramic date to put on the frig for their bill date, even if they name their newborn child after the date, it's 14 days later, even then some people are going to say, "Scam! You scammed me!"

You'll go back to them and say, "Look, you signed up on this website, you ticked this box, you signed the papers, you faxed it across to us, and we had a court appearance where you swore in front of a judge that you knew you were going to be charged in 14 days. Your mom came down, your dad came down, we had a party, we discussed it as a group," and they said, "No, you scammed me." Has anyone had that kind of experience who sells products?

When James and I did the "Point-and-Click" program, we were loving it. We were a bit smug with ourselves, a bit self-satisfied. We were having a beer like, "Come on! We're on the ball. High five." We made the program, we made all this great content, we're dead happy with it and all these testimonials came in—hundreds of them.

"Lee, I love it." "Lee, it's the best thing ever." "Lee, we never want to cancel." By the way, we're going to focus heavily on "Point-and-Click Coaching" this weekend because people love it. People know they're being billed and they love it. We're getting all these testimonials. Then one day something came up in

© [Get More Momentum](#) Page 12

Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
Google Alerts from some person called us a scam. Of all those hundreds of positive testimonials, which post do you think we focused on?

Which post do you think really bothered me when I went to bed at night? This person called us a scam. They called Infusionsoft a scam. They said they knew we

were a scam because we were using a known scam company—Infusionsoft. Now when people search for my name that comes up because I'm using Infusionsoft. It gets worse.

I was using a tracking link, a known scam tactic. It's true. And I had hidden my domain name. I used Domain Guard, another known scam tactic. Finally, this was the icing on the cake, the nail in the coffin. On my sales page, I used big, red letters—a known scam tactic. James had a support ticket the same day from the same customer saying, "I can't figure out how to submit a support ticket and cancel," and that was in the support ticket.

What I'm saying is if you're going to do \$100,000 per month, even if you make them name their firstborn after the date of their bill date, how many accept that you're going to get some people complaining? You have to now have a conversation with yourself today where you say, "Look, am I prepared? Do I feel comfortable making \$100,000 per month?"

"Do I feel comfortable making loads of people happy? Do I feel comfortable giving all this value? Do I feel comfortable with all of that even if one person accuses you of being a scam when you know that you're not?" Are you comfortable with that? Some people aren't and that's why I'm mentioning it. You have to make that decision and that distinction. Does anyone have any feedback they want to add to that?

Daniel: I have had some experience and it's very frustrating because your attention goes naturally on the few percent of people who are complaining.

We're very disappointed because people call us scammers. It's the same thing. We have big disclaimers because we copy everything from you. It's shocking.

It really upset me for a few nights. I didn't sleep and thought I'm doing a bad job but as you say, it doesn't matter how big you put it in your... You have to overcome that. Even if you have hundreds of happy members, the one or two to give you a bad name is very frustrating. You can't change that. It has nothing to do with me or how I do business.

Lee: It is frustrating.

Robert: Just to stick my two cents in, if you're going to do this then the first thing you need to do is get yourself a support person and a

© [Get More Momentum](#) Page 13

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less support desk and let them deal with that negativity. I never see the negative remarks. They know the rules. They deal with it and then it never affects you.

Lee: Yes. Thank you, Robert. I appreciate that.

What Robert is saying there is a really good point. First of all, have a support person to deal with the bulk of it. That's a very important point. The second point that Robert is saying there is, "Don't look at it." I've cycled between the two. I might speak to Robert about his experiences with that. I've gone through never wanting to look at it.

When I look at it, it takes so much negative energy away from me. Then I also feel like I need to have a snapshot of where the complaints are falling. What we used to do is tabulate the kinds of complaints we were getting. Rather than me reading the complaints, I was saying to James, “How many people, as a percentage, are complaining that they didn’t know they were being charged? “How many were demanding a refund? How many were unhappy about the DVD being shipped late?” So rather than look at it, exactly what Robert’s saying, the support person was looking at it and I was just getting feedback every day about the numbers so I could quantify it and improve my business. That was one of our key metrics that we tracked.

You really need to be prepared for the kind of negativity that might follow. What you have to do is have a steel determination where you know, “Look, I’m doing the right thing here.” How many people have seen the website PayPalSucks or eBaySucks or HSBsucks? Probably soon in light of the recent developments you’ll see, “PowerPaySucks.”

If you sell, you’re going to make people happy if you’re giving the more value than they’re giving to you but you’re also going to make some people unhappy. You have to have that kind of mindset. When we look at step seven in the continuity program, we’re going to look at developing your mindset and then strategies.

We have some really effective strategies in step seven that will help you. It will give you peace of mind and help you. One of them is having Google Alerts set up so you can manage your reputation fast. Another one is not fighting refund requests in any way. When we started with the “Gold Program,” and I have to be honest, we were saying, “You’re outside the refund period. You signed up for a trial. We offered you a 30-day money-back guarantee. It’s 90 days later and you can’t have it.”

Can anyone guess what might happen from those kinds of interactions? We got chargebacks, which was a real problem. We got reputation management issues

© [Get More Momentum](#) Page 14

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less and it takes negative energy from me and my team. What we do now is have a completely no quibble refund where I don’t even want to know about it. I’m just going to refund it. Our refunds went up.

We developed automated strategies to manage the refunds where we offer people product credit. If someone tries to refund \$97, we say, “Hang on! First of all, would you like five times that value in product,” so would you like a \$500 product instead?” Over the night, if people want a refund, they get a refund. It made our life a lot easier and it made it a lot easier to continue to sell.

Just going off on a tangent, I have to give you a little personal story from myself because it’s kind of related. James and I were working together on the “Gold Program,” we were doing some good stuff together, and I stopped promoting it. The business hit about \$100,000 a month and I stopped recruiting affiliates. I stopped driving traffic organically.

I stopped talking about it in my videos. Do you know the reason? The reason was

the volume of complaints wasn't massively high but I was focusing on them and on all the negativity. I think subconsciously, deep down, I was thinking to myself, "I don't want to promote this because promoting this leads to all of this pain."

You really need to have strategies to deal with that.

What I want to do now is give you an overview of our funnel so you have an understanding of how a continuity funnel will work. That's really going to inform my thinking for the next seven steps. By the end of this session, I really want you to understand why continuity is important, why it can dramatically increase your business.

I want you to understand that the Visa/MasterCard recent changes shouldn't affect you as long as you're being ethical and honest, which you should be doing anyway. I want you to really understand our funnel. Does someone want to shout out what the first point of our sales funnel? What do we have?

Participant: An opt-in page.

Lee: We have an opt-in page. Now I'm going to talk about our "Point-and-Click" funnel. Does someone want to tell us why we have an optin page, first of all? Why is that the most important part of our funnel?

Participant: [Build a list.]

Lee: Build our list.

Participant: Not everyone's going to buy the first time.

© [Get More Momentum](#) Page 15

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less

Lee: Not everyone's going to buy on the first contact. Do you know we have an autoresponder sequence in place and it doubles our conversion?

We're going to spend an entire step on writing your prospect autoresponder sequence. It doubles the conversion. What kind of content do we give away for our "Point-and-Click" funnel? Does anybody know? Has anybody seen our "Point-and-Click" funnel? What kind of content do we give away on our squeeze page?

Participant: High value, cheap content.

Lee: High value, cheap. We also give away an excerpt of what actually is in the continuity program. The "Point-and-Click" offer is people get my last workshop for free, if they pay shipping and handling, although we just changed it. Now they get it for \$2.95. People get a \$2.95 trial in to "Point-and-Click Coaching" and what basically happens is they get the recordings from my last workshop for \$2.95 and they get a 14-day trial in to "Point-and-Click Coaching."

So step one is the opt-in page. Step two is a video sales letter selling the "Inside-Out, Upside-down Workshop" for \$2.95. The content I give away in the opt-in page is an excerpt from this workshop. Can anyone tell me why that might be a smart idea?

Participant: It gets people used to you and feeling comfortable with what you're doing and used to hearing you.

Lee: It gets people used to me and people liking me. It gets people seeing what

they're going to get. What kind of section of that workshop gets people curious? What kind of section of that workshop? Do you want to give away a good bit? Do you think it was something random or one of the best bits?

Participant: One of the best bits.

Lee: One of the best bits. Do you think we just have that video on a page or do you think we have a list of? Let me tell you what we do. People opt-in and when they get the content there's a video of me in front of a white screen saying, "Hi, everyone. My name's Lee McIntyre from GetMoreMomentum.com. Listen, I want to welcome you. In two moments' time, I'm going to show you a really cool video. It's called 'The Seven Rules of Momentum.' "It's one of my most infamous presentations at one of my last workshops. It's extremely valuable and it's my gift to you. Enjoy!" Why do you think I have that kind of intro? It's a bit more detailed than that but why do you think I do that?

© [Get More Momentum](#) Page 16

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less

Participant: You've got people hooked on what it is that's coming. You're giving them something.

Lee: We get people hooked. We explain what's happening. It doesn't exist in a vacuum. We're also previewing people for the offer we're going to give them. We also say, "Watch the content and then at the end of that if you like that I'm going to give you an amazing offer where you can enjoy not just 20 minutes from the workshop, you can enjoy two days from the workshop for \$2.95," and then I say, "Enjoy!"

It's very risk free and very friendly. Then people watch the video and what do you think happens at the end? Do you think it just stops? No, there's another video of me on a white screen saying, "I really hope you enjoyed that. By the way, that was 20 minutes from my 'Inside-Out, Upside-Down Workshop.' People loved it and you will too. Guess what? Now you can get it for just \$2.95."

We have different offers. In some offers you can get it for free if they pay shipping and handling. That's what we do. That content that we give away on the opt-in page really gets people excited and really helps our conversion.

Andrew: Lee, will you share what your conversion rate is on people who've seen the videos and people who signed up to the trial?

Lee: It varies from traffic source is the short answer. Some affiliates get a 10% conversion, some affiliates get a 1% conversion and it massively varies from traffic source.

One of the things we're strongest on is analyzing our data and analyzing our numbers and we break everything down. I can tell you now when Marlon Sanders has sent us traffic before we've had double buy-in traffic. So people who've bought from somebody else, then Marlon Sanders has had an offer on their thank-you page, they've bought from that offer and then on his thank-you page they've

had our offer.

Who thinks that's going to be really high-quality, endorsed traffic? That traffic converts at 15%. We've had traffic like that from Brian McElroy—double buyers. Double buyers are really good traffic. We've also had traffic from some of our affiliates like Jit Uppal, who has pop-under. What kind of conversion do you think we get from that?

Participant: Low.

Lee: Yes, really low.

© [Get More Momentum](#) Page 17

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
This is a tangent. One of the things that I'm always suspicious of is when people come out with really absolute figures like, "My conversion rate is 'X,'" because it really does vary from traffic source. If someone sees a pop-under, you're not going to get more than a 1% conversion no matter what your offer is. If you have double buyers who have bought from one place and then another place and another place and then has seen your ad, really you should be looking at highquality traffic, high-quality conversion.

We have the opt-in page. We send people to this video where we really give good content and we have an intro and an 'outro.' Actually, what I should also say there is when people opt-in they don't initially get the content. They opt-in and we take them straight to the video sales letter. They opt-in and they go straight to the video sales letter and there's some text at the top saying, "Thanks for opting in. Listen, your goodies are going to be in your inbox in two minutes time but in the meantime just watch this video, sit back, relax and check it out."

I'm giving you an overview of the funnel and I'm going to break it down for you in the next few sessions. What do you think we do to people who don't buy?

Participant: Go back.

Lee: We have to go back.

Participant: With another offer.

Lee: So number three is a prospect AR sequence, a prospect autoresponder sequence.

In the prospect autoresponder sequence, we have some really cool stuff and I'm going to show them to you. We have testimonial medleys. Did you see those testimonials at the start of this workshop? We have medleys of them. We have like two testimonials and me coming on stage saying, "Look, that's what Daniel thought of our last workshop. Pretty cool. Now let's go see what Dean thought." Then a few more testimonials come up. I say, "Look, they all loved it and some of them paid 'X' amount to come. Now you can get it for free," or \$2.95. "But don't take my word for it. Here's another testimonial." We create these medleys. We also have a lot of leaked content where we take content from the workshop. We have a strategy called "The Secret Whisper" strategy that we taught at the last workshop.

We took an excerpt and in the autoresponder sequence for a prospect we just say something like, "Listen, how would you like to quadruple your revenue with email marketing? Go check out this free video prepared for you." When they go to

the free video, what do you think happens? There's an intro of me saying, "Hi, everyone. Lee here. Welcome. Thanks for clicking the link."

© [Get More Momentum](#) Page 18

### Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
"By the way, in two minutes you're going to watch an excerpt from my last workshop. It's called 'Secret Whispers.' People loved it. Before you watch it, please watch this testimonial from somebody who attended the event speaking specifically about the content you're about to watch." A testimonial comes up, it tells them about how good the content is and then I come back in this area and say, "I'm really glad you liked that."

"I'm going to have you watch the content right now. By the way, when the content finishes, I have an amazing offer for you so stick around. Enjoy!" The content plays. At the end of it I say, "I'm really glad you liked that. Here's what somebody else thought about it," bang! Another testimonial. Then I come back and say, "If you enjoyed that 20-minute excerpt from my workshop, how would you feel if I told you can get \$1,997 value for free and all you need to do is pay the shipping and handling," or for \$1 or for \$2.95.

"Here's what you need to do." If people don't buy, we play more testimonials. Who thinks that might be a decent sales process for giving free content in an autoresponder sequence? The next autoresponder message might say, "Listen, I've been telling you about my free DVD," or \$1 trial, "and you've not bought. It's pretty crazy if you ask me."

"Anyway, I'm not going to try to sell it to you, far from it. Go listen to what these guys have to say. Enjoy!" Then it just links to loads of testimonials. In our prospect autoresponder sequence, we have some pretty cool stuff going on. We have linked content, excerpts, testimonials, medleys and it's all selling—always selling.

Even when we're giving away free content, we're doing it with the idea of selling. Why do you think we give free content in that autoresponder sequence? Why don't we just say, "Buy this. Buy this. Buy this?" Why do we give free content?

Participant: Build rapport.

Participant: Opens doors.

Participant: Reciprocity.

Participant: It backs up your work.

Lee: People can see the content. They're getting a sample.

Participant: Everyone says they do something well. Now you prove it in two seconds.

Lee: Yes, and they can see for themselves.

© [Get More Momentum](#) Page 19

### Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
Listen, we also get higher click-throughs. If I have a subject line that said, "Free

video that reveals a proven strategy on..." whatever, we're going to look at some of my subject lines. We're going to get higher click-throughs because we're engaging people more if it's a free video. It's not just a free video in isolation, in a vacuum. There's me there as well saying, "Look," and then pre-framing them on the offer.

By the way, pre-framing people for the offer they're about to receive is one of the most powerful conversion things you can do. By pre-framing, I simply mean telling people about the offer that's coming next and putting them in a positive mind. It's very powerful. Whenever we give free content, we always have an intro or an outro or both or a medley where we're saying, "Try the content. If you enjoyed this, look, come and get this."

I'm going to show you exactly how you can do that. We have a prospect autoresponder sequence in step three. I should also say that in between the prospect autoresponder sequence is an exit pop-up. If people go to the video sales, we have an exit and we say to them, "Look, you didn't buy, fair enough. Why don't you take this offer instead?"

On our free DVD offer that generated us \$100,000 per month, the offer was "Free DVD—pay shipping and handling." What might make a good exit offer there? Let me reframe the question. What might be the number one objection why somebody doesn't pay for the free DVD or doesn't want the free DVD?

Participant: They don't want to pay the shipping and handling.

Participant: They can't wait.

Participant: They're scared they might be in a continuity program without knowing it.

Lee: There are three things there. Let me tell you, if you have an offer right now, you would ask yourself, "What's the main reason to why they're not buying?" The main objection, bang! Don't want to pay shipping and handling, bang! They can't wait, bang! They don't want to be in a continuity program.

We're going to forget about that one because I want them to be in a continuity program. What we do is have an exit pop-up where we say, "Fine, how about you get everything for just \$1? We'll give it to you instantly and digitally. Don't pay the shipping and handling. Screw that. Just give us \$1 and you get it now." Who thinks that converts well?

© [Get More Momentum](#) Page 20

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
When we launched our offer for "Point-and-Click Coaching," we didn't have that exit pop-up for the first four hours because we were disorganized. Really, we were that disorganized. When we got it on, we actually doubled our conversion. So as many people take the \$1 offer as took the free DVD offer. If 10 people a day took the free DVD offer, 10 people a day took the \$1 offer.

Let me ask you this: How long would it take you to put an exit pop-up on one of your offers?

Participant: A couple of hours.

Lee: A day? Considering that doubles our conversion into the front end of our

business, who thinks that's a day well spent? Massively so.

Another exit pop-up you might do is saying, "How about you get the free DVD but you don't have to join the continuity program. That's something we might want to look at because our front-end buyers are valuable to us in terms of backend sales. Maybe we're missing a trick. Maybe we're losing a lot of people because they just don't want the continuity and we're not generating those frontend buyers who don't like continuity.

Maybe if we had an exit pop-up catering to those people that would be beneficial. We'd have to test that and crunch those numbers. That's something to look at. We have the exit pop-up and the prospect autoresponder sequence. What do you think happens when people buy?

Participant: Sell them something else.

Lee: Let me tell you a quick story. When I first started selling, I thought people who had up-sells were scammers. Damn, scammers trying to sell to me all the time. How many people have felt like that about upsells?

Maybe you don't see them as scammers, maybe you just hate them.

I felt like that as well. The reason why I used to hate up-sells was because the way people positioned them. Imagine if you buy a product and they say, "This product is going to fix all of your problems. This e-book is going to alleviate all of your back pain. No problemo," and then the up-sell says, "Listen, that books a piece of crap. What you now need is the DVD course." How many are going to feel fed up and frustrated and annoyed?

How many are going to feel happy if they're presented new options at a discount?

Mark and I went to Amsterdam this week and we got back yesterday and I think we look quite refreshed. We went on the ferry, by the way. How many have been on the ferry to Amsterdam? How many want to go on the ferry to Amsterdam? Bad idea.

© [Get More Momentum](#) Page 21

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
I thought it would be a really good idea. I thought we'd get the ferry, go to the bar and have some beer. It was the worst cabaret show in my life. The highlight was the bingo. The next day we were swaying in Amsterdam and I wasn't sure if it was the beer or the boat. It was not a good idea. When I booked the trip, I booked it for DS Ferries and they gave me all kinds of up-sells. Blimey! Scammers! You can always tell a scammer if they offer you up-sells, I think. They offered me all these extras. It was ridiculous. All I wanted to do was buy a ferry. Do you know what they said? You can have a window for 4 Euros extra—scammers. I took the window and I thought, "That's nice." Then they were like, "You can have a room at the Ibis Hotel right in the center."

We just wanted to go and have some fun and have some beers so I said, "Okay, fair enough." It was 80 Euros. Why did I tick that box? What was the alternative? I wasn't going to go to Late Rooms, do some research, save \$10, spend half a day working. I solved that. I was like, "Yes, I'll take it." Damn, scammers, always taking my bloody money.

Then they said, “We’ll do transfers.” “Transfers” Scammers! They said, “Look, for 10 Euros we’ll take you to the hotel and back.” Scamming me senseless by the end of this. I took and then it meant we just jumped on a boat. Blooming scammers! Otherwise, we’d have had to look for hours for a bus stop. We wouldn’t have had a clue. We would have ended up sitting in a bar by the port and that would have been our trip.

Instead we got there on time and it was fine. Even on the boat they were offering us upgrades on the meals and stuff. How many feel frustrated by that process or happy that those options are there for you? It meant we didn’t have to go and search for a hotel. It meant I didn’t have to go and search for transfers. It was all taken care of and I had a window to look at the waves on the sea while I was feeling seasick.

It was fantastic. So Up-sells are the next step. You just have to do it right. If you’re saying, “By the way, this ferry is crap,” I’m going to up-sell you to a plane because, look, you don’t want to get the ferry. It’s really choppy. The cabaret is terrible. The bingo is rubbish. Don’t get the ferry. Up-sell to the plane for an extra 50 Euros. Would I be happy? No. If they’re offering me extra upgrades, they enhance my process.

When I go to Amazon, I probably spend about 50% of my incomes on Amazon. I got to Amazon and they’re always offering me up-sells—scammers! It’s ridiculous! But I love it! How many people have been to Amazon and they buy a video camera and they say, “73% of the people bought this lead. Would you like to get the lead?” Am I going to sit there and think, “This is bloody ridiculous?” No, I’m going to think I want the lead.

© [Get More Momentum](#) Page 22

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less  
When you buy a book, they say, “If you like this book, you might like this book.” I value that. Get it out of your head right now that you think up-sells are bad, as long as you’re doing them correctly. You can see the right way and the wrong way there. Then we have up-sells. What happens if people don’t buy our up-sells? We have down-sells.

We have free up-sells and free down-sells. We make six offers post sale. I used to think that was too many. DFDS made me eight offers. They offered me a window. They offered me to upgrade to Commodore Class. They offered me a double bed. They offered me a meal on the boat ride, transfers, accommodation. So the percentage of the amount of up-sells is almost immaterial as long as you’re offering things that people want.

We’ve never had a complaint about the volume of our up-sells. That’s doesn’t mean that people actually don’t feel upset. It doesn’t mean it doesn’t hurt our retention but we offer good value. If people don’t want the up-sells, what do they do?

Participant: They move on.

Lee: They click, “No.”

How long would it take to click through six up-sells? Ten seconds? Then we have down-sells. Then we have a thank-you page offer. Can anyone guess how much

money we make from our offers on our thank-you pages? We sell about \$8,000 of “Automatic Traffic Blast” a month. We only advertise on our thank-you page. How long would it take you to put an offer on your thank-you page? Ten minutes? If you don’t have another product to sell, you can put an affiliate link for one of my products. That’s fine, no problem. We’ll square it away. Then what happens? Then we have a customer autoresponder sequence. Can anyone guess what the main objective for the customer autoresponder sequence is? Sell more products? Actually, the first objective—and we’ll write this down—is to keep the members in the continuity.

The first 14 days of our customer autoresponder sequence is all about retention. What are we doing? We’re reselling people on being a member constantly via webinar, via teleseminar. We even get people to ring up a number. Has anyone ever rang that number up that we have on that DVD? How many ordered the free DVD?

We even have a number. The first intention is retention. That’s all we want. We just try to keep people as members. What’s the second objective from the autoresponder sequence? Selling more products—back-end. We start selling

© [Get More Momentum](#) Page 23

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less products at a \$997 price point. Do you think that selling customers who are happy a \$997 product will increase our profits?

Participant: Yes.

Lee: Yes, it makes sense. Can I say that we’ve never added an autoresponder message to our sequence selling another product that’s reduced our revenue? In fact, what happens when every time we add autoresponder sequence selling another back-end product?

Participant: [It goes up.]

Lee: It goes up! Let me just put it this way, we never add another message to our autoresponder sequence where we don’t make more money.

Even if I sit down for a day and make a sales video selling whatever and I put one message in for my customers, even if it only sells one a month, another \$997, who thinks that’s a day well spent if I make an extra \$12,000 over the course of a year? We could cope with that could we? That’s basically our funnel. Let’s just go back and recap.

We’re going to go through all of this in these different steps. Our funnel is: opt-in page where we give away something of massively high value for free. Also, ideally we want to have intros and outros leading people and pre-framing people to the offer we’re going to sell. Immediately after people opt-in, we make them an offer immediately, not in two days, immediately.

That offer is with a video sales message for a continuity offer at a low, low price—free or \$1 or \$2.95 or \$9.95. We’ve experimented with all of them. It has to be a low price. As soon as they opt-in, bang! Offer. If they don’t take it, they get a prospect autoresponder sequence where we give them linked content, excerpts, testimonials, sales messages where we take bullets out of the sales video and construct autoresponder messages around them. I’ll show you how to do that

soon.

If they buy, we give them up-sells. If they don't buy, they get the down-sells. When they've bought, they have this customer autoresponder sequence that does what? It sells them again on staying a member. We give them four numbers to ring up for automated messages where I tell them how cool they are for being a member.

They ring up this number. James, would you mind bringing up that free DVD for a second? We have other autoresponder sequences selling products. In fact, you probably have never seen some of the products from there. That is the funnel. Who wants to learn how to do all of those steps this weekend? Creating that has

© [Get More Momentum](#) Page 24

## Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less transformed my business and my life. I want to show you how you can do the same.

The first step is understanding, number one, you need continuity. The second step is understanding that's the kind of model you want. Let me give you an example of one of three DVDs that we offer. Can everyone see that excerpt? It says, "Urgent! Call this number before you do anything." What happens when we call that number?

There's a recorded message of me saying, "Congratulations on getting the free DVD! You've got the edge. Stick with the program. In 14 days you're going to receive even more content and be billed \$97 a month. Stick with it." Do you think stuff like that helps our retention? Absolutely. Let me just add this: We launched "Standing Start Profits" in August of 2007. How many here were a member of "Standing Start Profits?"

I launched that site to quit my job. I was a teacher and I wanted to quit. I wanted to have some kind of regular income. "Standing Start Profits" generated me about 1,500 pounds a month, or in that ballpark. It matched my salary. I then launched "Quick Fire Income" to try to boost my business and then I launched the "Gold Program" and the "Point-and-Click" program and "Mentoring with Lee."

Every time I did a continuity programs I increased my revenue. Every time I did it, I'm not going to lie to you, we hit problem after problem after problem. How many here have continuity programs with problems? I know there are some. I can already guess the kinds of problems that Daniel has and the problems that Dean has because they're the same problems that I have. I know it!

Participant: But you learn.

Lee: And you learn strategies to overcome them. What I want you to take away from these two days is to understand that this stuff isn't theory or hype. This is stuff that we're doing every single day. I guarantee you, you will not find these strategies anywhere else.

We're going to show you exactly how to build your business faster with continuity, how to overcome every problem and I'm going to educate you on problems you don't even know exist. I'm serious. When James and I sat there all self-satisfied saying, "We are so cool. We are rock-n-roll. Let's have another beer and tell each other how great we are. 'James, that's the best idea ever.' 'No, Lee,

that was the best idea you've ever had.'"

Then when we implemented that do you think we sat down and thought, "What about chargebacks?" Do you think we sat down and thought, "Hang on! What about people who call us a scam?" No, we didn't even know those problems

© [Get More Momentum](#) Page 25

Continuity Live Workshop

Step 1: Proven strategies to build a profitable continuity program in 72 hours or less existed. Did we sit down and think, "God, what about 15% decline rates?" How many people have experienced 15% decline rates or higher?

I know some people have. I have. We didn't think about that. We didn't even know it was a problem. What I'm going to do today is tell you what the problems are so you can overcome them and give you strategies and tell you where the opportunity lies. Thank you very much. I hope you've enjoyed Session One and I'll see you in Session Two.

[Get FREE Access to The Entire Continuity Live Workshop](#)

© [Get More Momentum](#) Page 26