

# Continuity Blueprint “The Snowball Effect” Video Outline

<http://ContinuityBlueprintSpecialOffer.com>

<http://FreeContinuityBlueprintVideos.com>

# What To Expect

- My Friend, Ryan Deiss, released a series of Free Video Tutorials that reveal his PROVEN system for generating monthly streams of income online.
- He shows you exactly how to do it for your own online business... or how to start your own online business using his proven system.
- This presentation takes the best points from the free videos and puts them in one easy to understand outline.

# Must Watch the Videos First

- In order for this outline to make the most sense to you...
- Watch the free videos first:

<http://FreeContinuityBlueprintVideos.com>

# Get The Other Blueprint Outlines

- This is actually just one of several Free Continuity Blueprint Video Outlines we produced for you.
- Grab your free copies of the other outlines here:

<http://www.undergroundtraininglab.com/154/blueprint/>

# Front End Offer (S.L.O)

- S.L.O. – Self Liquidating Offer
- Roughly \$27, with a “LAST DITCH” exit offer, take this offer.. We’ll let you try it for \$17
- Assume we get an average of 3 sales/day.. Not an unrealistic number.. Half of them at the full price, half at the last ditch offer..
- (\$66/Day)
- (~\$2,000/month)

# Front End Offer

(Continued)

- That entire \$2,000 isn't going to be profit depending on how much you're investing.. So lets say we get a 2:1 return on investment.. Again, not an unrealistic number.
- At 4 sales a day, you are netting (\$44/day)
- (~\$1,300/month)
- That's just the first part, the front end offer, The Self Liquidating offer.. From 4 sales a day!

# Low Ticket Upsell

- Expect to get 2-3x the original price
- \$27 for the original offer, then \$47-\$67
- ~30% take rate
- Assuming ONLY 25% take the offer, if you're making 100 sales/month on the SLO/Front end offer, you can expect to make ~25 sales on the Low ticket upsell
- Making 25 sales of a \$47 upsell, we're making ~1,200/month
- Easiest upsell is a Physical version of your front end offer, also this can increase your take rate.

# Big Ticket Offer (Upsell 2)

- Very realistically you could get 10x the original price of your S.L.O/Front end offer. If your S.L.O was \$27, the big ticket offer could be \$297-397
- ~10-20% who bought the first upsell, will take the big ticket offer
- Assume ONLY 4% take.. 4 sales a month at \$397
- ~\$1,600/month
- Making NOTHING on your front end sale, you're still making ~\$2,800/month from upsells
- Even if your costs were 20%, you're making a total net profit of ~\$2,300

# Continuity

- Everyone who buys the front end offer (S.L.O) also gets an opportunity to test drive the continuity program.
- Nothing sneaky, no blind force continuity!
- At 100 sales, ~25% will drop out of the continuity, ~75 stick.
- $75 \times \$27 = \sim \$2,000/\text{month}$
- If you keep reaching your goal of 4 sales, each month you'll be putting another 75 people into continuity!
- ~10-15% drop each month

# Continuity!

## (Continued)

- Assume EVERYONE drops after 4 months, which obviously isn't true.. just to make the math easier
- The average stick rate on a porn site is 3 months.. So if you can do just a hair better than a porn site.. Then 4 months is not hard.
- For every person who leaves your membership site, you've got lots of new members coming to replace them.

# Continuity (Continued)

## Month 1

Front End Sales - 0\$

Upsells - \$2,300

Continuity - \$0

**TOTAL**

**\$2,300**

## Month 2

Front End Sales - 0\$

Upsells - \$2,300

Continuity - \$2000

**TOTAL**

**\$4,300**

## Month 3

Front End Sales - 0\$

Upsells - \$2,300

Continuity - \$4000

**TOTAL**

**\$6,300**

## Month 4

Front End Sales - 0\$

Upsells - \$2,300

Continuity - \$6000

**TOTAL**

**\$8,300**

## Month 5

Front End Sales - 0\$

Upsells - \$2,300

Continuity - \$8000

**TOTAL**

**\$10,300**

- After ~4 Months of continuity attrition will set in and you WILL start to lose members
- Imagine what you would be able to do if you could double your efforts and make 8 Sales a day!
- Secret to growing is be willing to go negative on the front end offer
- Have different front end offers dumping them into the same continuity program

# More Free Tutorials

- More Free Outlines like this one:

<http://www.undergroundtraininglab.com/154/blueprint/>

- And you'll find the other **Free Continuity Blueprint Video Tutorials** here:

- <http://FreeContinuityBlueprintVideos.com>

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- Your results will vary and you can easily fail to make money. These results were taken from reliable sources but I can't guarantee their accuracy. The information presented is for illustrative and informational purposes only. Use these techniques and strategies at your own risk.
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- **MAKING DECISIONS BASED ON ANY INFORMATION PRESENTED SHOULD BE DONE ONLY WITH THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT LOSSES, OR MAKE NO MONEY AT ALL.**
- **YOU AGREE THAT OUR COMPANY IS NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED.**