

# Become a “Continuity” CRUSHER!

Ryan Lee  
[www.ryanlee.com](http://www.ryanlee.com)



**I'll Show You How to Create  
Automated Wealth..  
RIGHT NOW!**

# My Promise To You...

- Make money with continuity income models that are working NOW
- **Create residual income by cashing in on the hottest** trends in continuity
- At the end, I'll tell you about one person who brought in 18,000 members paying \$59 per month! (over **1 million PER MONTH**)



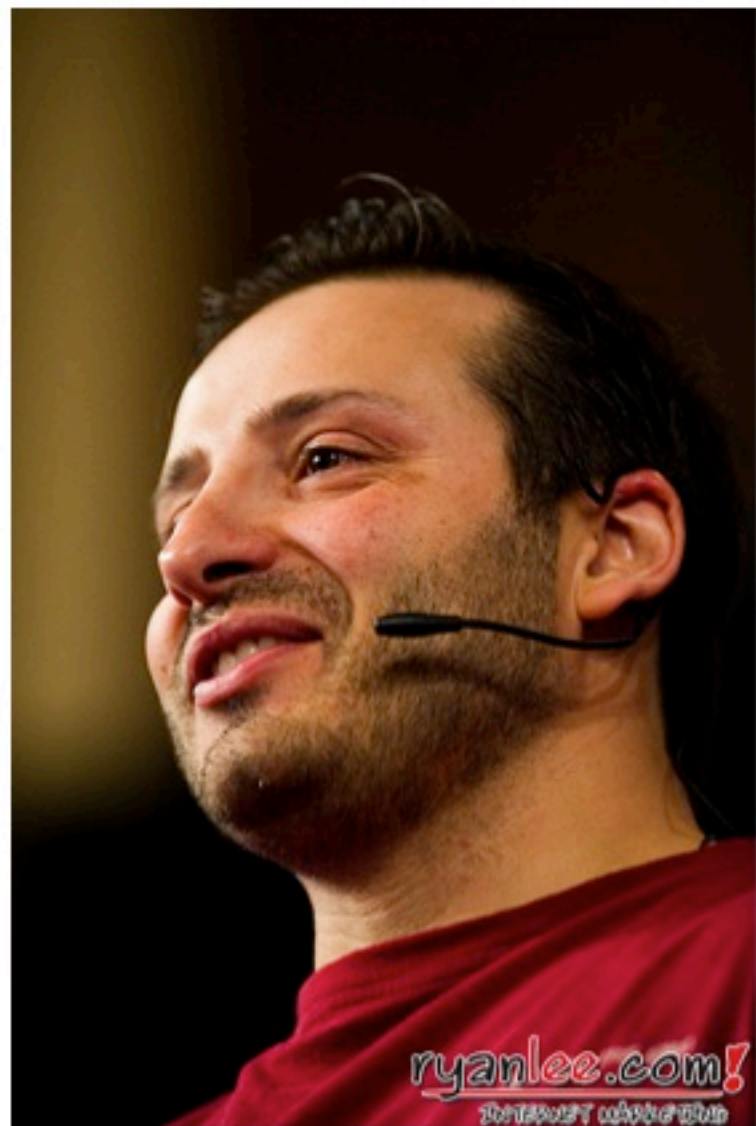


**Pay Close Attention...**

**This can literally cost you  
millions of dollars...**

**Lost at least \$2  
million** by NOT  
focusing on  
“continuity”

**Yanik Silver**



# **How Many of You Have a Continuity Program?**



# Why You NEED It

- Less pressure to sell
- “Guaranteed” income
- Less marketing. More content creation.
- PASSION!
- Sellable asset
- **MUCH** more money
- Stress-free business
- Work less!



# What is Continuity Income?

- TYPICAL Information Marketing Business
- \$20 Book/eBook/Cd/DVD...
- 100/month
- Month 1: \$2,000
- Month 2: \$2,000
- Month 3: \$2,000
- Month 12: \$2,000





# The POWER of Continuity

- **\$20/membership site**
- 100/month (10% drop)
- Month 1: \$2,000
- Month 2: \$3,800
- Month 3: \$5,420
- Month 12: \$13,020
- With the SAME  
AMOUNT of effort



# Forget “Techie” Stuff

- Biggest mental block to get started
- You don't need to learn computer “programming”
- Can be a negative
- I know 2 programs...
- MS Word
- Power Point
- Software automation





# My Last "Job"



# **I “Discovered” Continuity**

- First site = sport specific training for athletes/coaches in 2001
- \$47 per year
- First month = \$5,000
- After 12 months = \$12,000 per month
- After 30 months = over \$100,000 per month

**Paid for Car in CASH!**



# Debt-Free in Wealthiest Community

## 25 top-earning towns

Wondering where the wealth is? Residents of these 25 places have the highest median family incomes in the country.

### 1. New Canaan, CT

1 of 25

Back

Next

**Population:** 19,690

**Median family income:** \$231,138

**Median home price:** \$1,465,000

New York City's elite once chose New Canaan as a vacation town, but they liked it so much, they decided to stay there year-round and turn it into one of the nation's wealthiest residential communities.

Architects like Philip Johnson also liked New Canaan and turned it into a showcase for some of the most stunning examples of modern architecture in the world. You may have caught a peek at some of the town's multimillion-dollar homes if you watched the 1997 film drama, "The Ice Storm."



COURTESY OF AUTOSOURCE, 1997

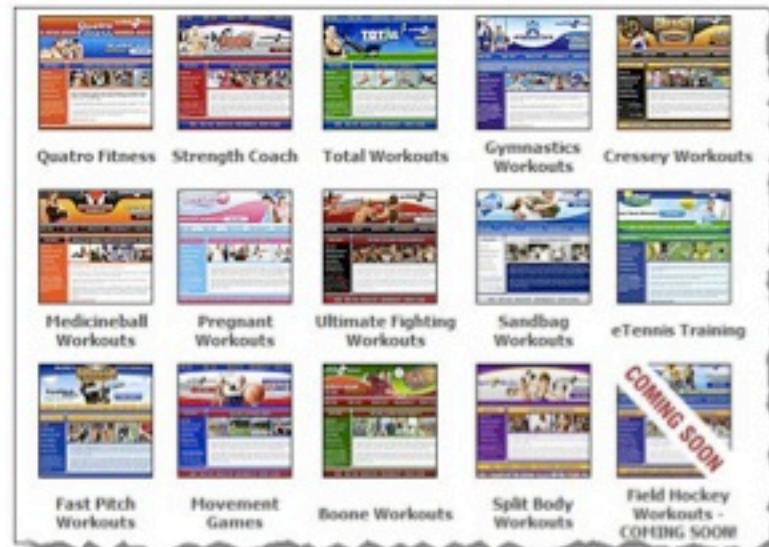




**Are You Getting This???**



# The Continuity King?







“Working with Ryan is fantastic. At ZapposInsights.com we are just at the beginning of creating a community dedicated to people-focused businesses, and **Ryan’s advice has been a key part of our strategy.**”

-Robert Richman, Product Manager,  
[Zappos Insights](https://www.zapposinsights.com)

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Income “Samples”**

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STEP ONE

STEP TWO

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Last name

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Confirm password

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We watch our children grow right before our very eyes. It seems like yesterday they were a baby learning to crawl, walk, and feed themselves, and now they're in school, involved in activities, making friends, and learning to be more and more independent. Parents before us have said that from the time they're born, we are constantly learning to let go. As a result, our parenting strategies have to change. As our child grows, develops, learns, and matures, so does our parenting role.

As your child has grown, you undoubtedly have discovered they have their own unique personality and temperament. You've probably unconsciously redeveloped your parenting skills around the individual needs of your child. And no two children are exactly alike, and therefore, neither should your parenting style. Some children may need more guidance and feel more unsure of themselves, so we've become used to having to guide, lead, show and encourage that child consistently through their childhood while still trying to encourage independence and give praise in order to build their self esteem and confidence level. Yet another child may be very intrinsically motivated and very willful and not need a great deal of guidance or leadership from you. While you encourage their independence, it's also important that you also encourage their ability to ask for help when needed and continue to praise good deeds, actions, and traits.



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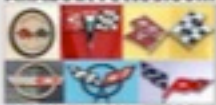
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With Your Kids At Home!



Name:

Email:



How To Start a Preschool | How To Start a Daycare

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#### [Subscribe to John Carter's Daily Market Analysis](#)

Follow along as John Carter covers his daily market analysis and specific day and swing trading plays he's setting up. Using video that records his voice as well as the charts on his computer screen, John Carter reviews key markets each night such as the stock indexes, gold, oil, currencies, individual stocks and stock options. . . .

[Day Trading Online](#)

#### [John's Newsletter for Tuesday](#)

Today the markets opened higher and took off like a bat running after its last mosquito. These are markets that are great to day trade but also its good to have some swing



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As Seen On



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Promoting Practical and Affordable Pet Care



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## Join Thousands of Smart Pet Owners Seeking Practical Answers to the Rising Cost of Pet Care

**Promoting Affordable Pet Care - Veterinary Insider offers pet owners tips and strategies on how to save money on pet care and make veterinary care more affordable.**



Let's face it: The cost of owning a dog or a cat is on the rise these days. Veterinary expenses, combined with food, supplies, medications, and ancillary fees associated with grooming, training, and boarding, are not cheap and can run into the hundreds, if not thousands of dollars each year. And that's per pet!

One key way to manage pet care costs is to learn the skills that will enable you to become a proactive partner with your veterinarian in your pet's husbandry and health care. **VeterinaryInsider.com** will teach you those money saving skills - and more!

It's no secret that informed pet owners make better decisions. **VeterinaryInsider.com** has got you covered there as well, offering unique veterinary insights designed to help you make smart, informed choices when it comes to spending your pet care dollar.

So join our community of cost-conscious dog and cat enthusiasts today! You and your pet(s) will be glad you did.

## FREE! Tip of the Week Newsletter

Name:

Email:

Sign up for our newsletter today and receive your free report entitled **TEN SUPER STRATEGIES FOR SAVING MONEY ON PET CARE**

## SUBSCRIBERS SAY

**Here's what others are saying ...**

"It seems like the cost of veterinary visits and pet supplies in general keep going up and up and up. Your "Save Money Tips" are very helpful, as are your "How To Videos". Thanks for helping to make pet care more affordable."

# VeterinaryBusiness Briefing



Resources to build your veterinary practice into a great business – **STARTING TODAY !**

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gain immediate access  
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FREE Tour**  
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Free membership for first  
three months if you are a  
member of:



**VetStartup**

**SPVS**

**Vetstart**

click the appropriate logo for  
further details

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## Everything you need to support your business management role in practice

**The Veterinary Business Video Show - Episode 006**

- click the screen to see the latest practice management video-clip



**MyVetPlan**

*to grow the bottom line and the value of your practice*

click here to  
try it out now



## NEWSLETTER

Sign up to receive your  
free newsletter from  
Veterinary Business  
Briefing every month

Email:

First name:

Second name:

Country:

[Submit](#)

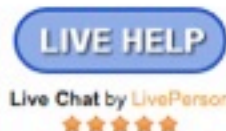
**BLOG**

[click to enter](#)

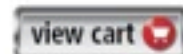
**It's NOT Just  
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pro/grade



call toll-free today **1.888.9GETPRO**  
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## products

- [multi-vitamin for men](#)
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AN EXTRAORDINARY EVENT FOR EXTRAORDINARY PEOPLE

**April 15 / 16, 2011 Park City, UT**



**The More Niche and “Narrow”...  
The Better!**

# The Law of “Specialists”

- Doctors
- Law Firms
- Mechanics
- Real estate agents
- Let’s look at web site continuity “specialties”



# General Fitness

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America's Toughest Trainer Helps You Lose Weight

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00:0000:45

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### FREE Weight Loss Plan

Height:  ft  in

Weight:  lbs

Goal Weight:  lbs

Your Age:  years

Gender: ☒ M ☐ F

E-mail:

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# Training Athletes



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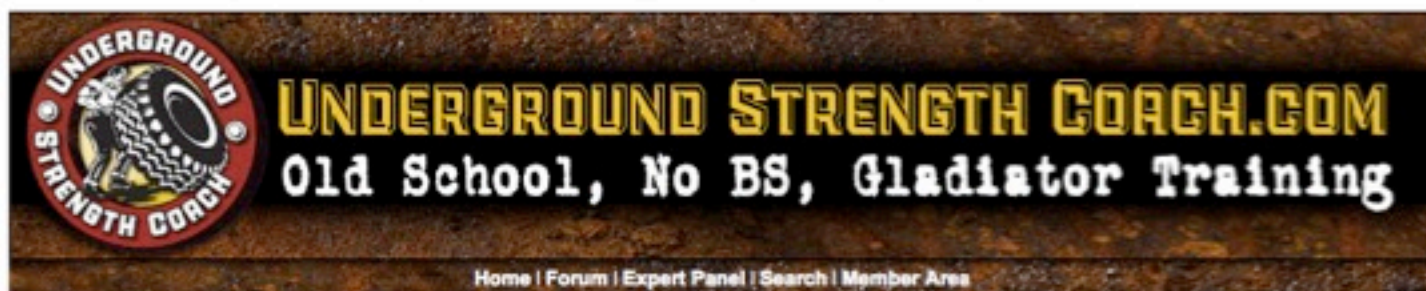
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Dear Friend,

As a member of our 'Underground' community, you'll gain access to a private members-only support area featuring a huge library of exclusive articles, Underground Q & A columns, special reports, MP3 audio interrogations, training plans of hard core athletes, strength coaches, and trainers who've discovered an innovative, effective and fun way to train.

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[Underground Interview: 22 Minutes. UNCUT. with Coach Istvan Javorek!](#)

by Istvan Javorek

— The Most Powerful Video interview to ever be

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Name

Email

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## The Best Baseball Strength Training & Conditioning Site On The Internet!

Download The Entire Baseball Strength Training System Today!

[Click HERE to join using our SECURE online order form](#)

**BaseballStrength.com** is a private, members-only, resource for those serious about developing the athletic ability of their baseball players. You'll get exclusive workout programs, interviews with top strength coaches in the baseball world, a discussion forum to help you connect with other coaches, and workout video clips.

There are 2 Membership Options...

The **Basic Level Membership** give you the workout videos, the Discussion Forums, and ALL of the Interviews, all for only \$19.99 per month. This is FAR more value per month than you receive from any old baseball magazine.



Or you can upgrade to the 1-Year Platinum Level Membership, giving you uninterrupted access to ALL of the BaseballStrength.com Workout Archives, all of the exercise video clips, plus access to our monthly tele-seminars, in addition to all of the benefits that monthly members receive (listed above).

**Become A Member** - Join now & start downloading explosive baseball training workouts right away!

[Click HERE to join using our SECURE online order form](#)

Need more details on the Membership Levels? Check this out...

Here's a full list of the Platinum Member Benefits --

- Discussion Forum moderated by Baseball Strength Training System developer, Coach Dan Huff
- ALL of the Baseball Strength Training System Workouts
- Baseball Strength & Conditioning Expert Interviews
- Exercise Video Clips
- Monthly Training Tele-Seminars

**4 Continuity Models  
YOU Can Start Today!!!**



# Model #1

## The “Inner Circle”

- Exclusive content
- \$47 to \$997 per MONTH
- Access to experts



# **“Bulk” Is Dying...**



# Webinars/Teleseminars





# Coaching Case Study

- Over 2,778 people at \$97 per month

Product ID	Product	Type	SKU	Inventory	Qty
5748935	<a href="#">30 Day Trial to Inner Circle &amp; Recurring Revenue Report. After 30 days, only \$97 per month.</a>	Product			2,778



# Model #2: Newsletter/CD



# Newsletter Myth

- Easy to run
- Don't be scared of physical products
- Interviews (coaching)
- Print newsletters
- Easy to 'tag along' advertisements





# Anatomy of Print Newsletter

## The Coaching Corner: Insight from Leading Passive Income Experts!

What is it like to own a web site that brings in well over \$500,000 per month?

Well, my friend, you are about to find out the answer. And my good buddy **Hubert Senters** doesn't hold anything back.



Hubert co-owns a wildly successful membership site called "Trade the Markets":  
[www.tradethemarkets.com](http://www.tradethemarkets.com).

He's also a 'producer'. Basically, he publishes membership sites in other niche markets. (we'll get into that in detail).

So let's dive right into this coaching program with Hubert Senters.

### The List

As you'll see in this month's program, Hubert relies heavily on his list to market his program.

The first thing you need to do is build a list.

Hubert uses aweber as his list host:

[www.aweber.com](http://www.aweber.com)

### Capture Email

Trade the Markets uses a 'lightbox' to capture email addresses.

Here's the lightbox for Trade The Markets:



Notice how everything else gets blacked out behind it.

Some email systems let you create a lightbox. Otherwise you need a programmer to create one for you.

Here's how to do it in aweber:



### Autoresponders

The emails sent out by Hubert are all recent and not 'canned'.

They basically talk about what happened today and what is happening tomorrow.

But before we get into their email content, the email must get opened first...

### Subject Headlines

The subject headline is critical. I see so many people making mistakes with their subjects. And if the email doesn't get opened - it doesn't matter how good your copy is, no one will ever see it.

Hubert likes to write "curiosity" subjects. He also prefers some 'shock and awe' subjects too.

Here are some of his recent email subjects...

"The Games We Play"

"How to Handle Rollover"

"Is It Broke?"

"A Look Behind the Curtain"

"Be Careful With"

"Upcoming Webinar"

"Don't Miss It"

"Be Careful With..."

"How to Tell If..."

### Mistake

Hubert admits to messing up with one particular subject heading:

"Don't Be Stupid"

People thought they were being insulted.

Bottom line - don't use insulting subject headlines.

### Double Opt-In

Trade the Markets uses a double opt in. This ensures a cleaner list with higher deliverability.

And while their list is not huge, it is very responsive.

### Manual Emails

Hubert and his partner John create new videos every day.

The email is very simple. It has just a few links to videos on their site.

1. One video is free for everybody

# Case Study: Joel Marion

- Newsletter/Cd program
- Over 900 people 1<sup>st</sup> week
- \$29.95 per month
- \$26,955 PER MONTH!



# Model #3: Micro Membership

- Fixed term content
- Auto-dripped
- Consumed over time
- Definite end time
- 100% auto pilot
- **Evergreen**





# **Best Topics for Micro Membership**

- Hobbies (knitting, gardening, etc.)
- Health (weight loss, cholesterol, etc)
- Business (biz development, management)
- Personal development
- Relationships

# CASE STUDY

- Dustin Maher
- Workout DVD of the Month
- 12 Month Program
- Films training sessions
- Has put over 10,00 people through the program at \$39.95 per month



# Model #4: Membership Sites

- Private protection of your blog posts
- Free content vs. Premium content
- Great backend continuity





# Full-Blown Membership Sites

- Big communities
- Very sticky
- More work. Lots of rewards
- “Association”
- Premium content




# Robust Members Area

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SEARCH


Search



[FORUM HOME](#)

**Recent Forum Posts**

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- [• Band Shoulder Elevated Hip Lifts](#)
- [• wheelchair customer](#)
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- [• Platelet Rich Plasma \(PRP\) Injection](#)
- [• Updated sprinting info?](#)
- [• Adding strength to disfunction](#)
- [• Weight loss from one side of the body?](#)
- [• New Products out there...](#)



[Baseball](#)

[Basketball](#)


## Welcome to the StrengthCoach.com Members Only Area!

You've come to the right place to learn more about the world of Strength and Conditioning! I invite you to take advantage of all the different departments, audio interviews, articles, programs, as well as the discussion forums!

Hi Ryan,  
Have you seen the new forum? Check it out: [FORUM HOME](#)  
Make sure you can add a profile and a signature in the new forums as well.

Also, please add your profile to [StrengthBook](#), our Facebook-like application.

The Old Forums are now located in the "MEMBER RESOURCES" on the bottom left hand side of the home page. We are working on archiving the best posts and they will be posted in the new forums. Thanks!



**Video of the Week - Death to Squats?**

I know many of you have already seen this but, I wanted to post it for those who haven't. Put the marketing aside and just listen to the rationale. a href="http://www.FunctionalStrengthCo... keep reading

[Alleviating Ailing Ankles](#)  
Carson Boddicker

### SPRING SCHEDULE

ECA  
[Miami, FL 11/12-14/09](#)  
EATA  
[Boston, MA 1/9/10](#)


**Perform Better One-Day Seminars**  
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[Los Angeles, CA 1/22/10](#)  
[Columbus, OH 2/13/10](#)  
[Boston, MA 3/22-24/10](#)  
[Phoenix, AZ 4/17/10](#)

**Perform Better Summits**  
[Providence, RI 5/4-6/10](#)  
[Chicago, IL 5/22-27/10](#)  
[Long Beach, CA 8/2-8/10](#)

◀ **October 2009** ▶

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4	5	6	7	8	9	10
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

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# Community



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## THE STRENGTHCOACH.COM FORUMS

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Conference: Beginner Forum

Forum	Messages	Last Post
<a href="#">Beginner Forum</a> (MEMBERS ONLY)  <i>A bit less intimidating than the Advanced Forum. No training question is too simple or off-limits. It's 100% supportive.</i>	3887	 <a href="#">RE: wheelchair customer</a> 10/29/09 at 11:44 AM by TJVagen

Conference: Advanced Forums

Forum	Messages	Last Post
<a href="#">Advanced Forum</a> (MEMBERS ONLY)  <i>For all your in-depth questions. The conversations will get deep about sports training. Get ready to bring your A-Game to this one!</i>	6147	 <a href="#">RE: MBSC Internships w/ Housing</a> 10/29/09 at 11:27 AM by mattsharky

Conference: Business Forum

Forum	Messages	Last Post
<a href="#">Business Forum</a> (MEMBERS ONLY) 	635	<a href="#">RE: Bilateral Tarsal Coalition</a>



# **Hottest Trends in Continuity Income**



# Nano Continuity

- Thank you Mike Hill
- Less than \$5 per month
- Low resistance
- Higher stick rate
- NOT “under the radar”
- More opportunities to sell premium continuity and products













# Levels of Membership

- Create multiple levels of membership
- Small % want the “ultimate”
- Silver, Gold, Platinum





# The Decoy

			Platinum (VIP)	Gold	Silver
	REO Riches "Done For You" System	<a href="#">Read More (+)</a>	✓	✓	✓
	REO Deal Maker Machine with Free 24/7 Maintenance & Support	<a href="#">Read More (+)</a>	✓	✓	✓
	Two (2) Thirty Minute <b>One-On-One</b> Phone Consultations	<a href="#">Read More (+)</a>	✓	✓	✓
	Six Week Jump-Start Success Training Program ( <b>Instant Access</b> )	<a href="#">Read More (+)</a>	✓	✓	
	REO Riches Live Event in Hollywood, California - Dec. 2 - 4 (2010)	<a href="#">Read More (+)</a>	✓		
	Spend Two Full Days at My Office - Become My Apprentice and Duplicate My Success For Yourself	<a href="#">Read More (+)</a>	✓		
	REO Proof of Funds Letter	<a href="#">Read More (+)</a>	✓		
	Express Access to \$5 Million in Private Funding for Single Family Homes	<a href="#">Read More (+)</a>	✓		
	Instant Access to an Exclusive Nationwide Private Lender List	<a href="#">Read More (+)</a>	✓		
	Instant Access to an Exclusive Nationwide Cash Buyers List	<a href="#">Read More (+)</a>	✓		
			<input type="checkbox"/> Yes, I agree to the terms of the <a href="#">Purchase Agreement</a> , and I'm ready to get started!		
			<a href="#">add to cart</a> <a href="#">add to cart</a> <a href="#">add to cart</a>		

*much, much more...*

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*You'll receive 8 big issues of Concealed Carry Magazine, our members-only publication that CANNOT be found on newsstands!*



### **USConcealedCarry.com - Member Access**

*You'll have members-only access to the USCCA website where you'll find case studies, how-to's, gear reviews, interviews, and much, much more.*



  
*CC Magazine back-issues not included*

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*You'll receive a members-only discount on all our preparedness and self-protection courses.*

**50%  
Discount**

**20%  
Discount**

**5%  
Discount**

### **Member Only, Private Forum Access**

*You'll get access to our private members forum to search the hundreds of thousands of posts.*



### **CCW Reciprocity & Travel Utility**

*Stay on top of concealed carry laws.*



### **Private, Member Photo-Sharing Directory**

*Share gun, gear and range photos.*



### **Download and Print Back Issues of Concealed Carry Magazine**

*Instant access to 7 years of back issues.*



### **Product Testing Program**

*We send you products for FREE!*



**Step 2** **Select Your Membership Option Now!**



**Platinum**  
**\$97/year**  
(27 cents/day)

**Join Now**



**Gold**  
**\$67/year**  
(18 cents/day)

**Join Now**



**Silver**  
**\$37/year**  
(10 cents/day)

**Join Now**



# Offering “Free” Lite Version + Paid “Premium”

Max	Premium	Plus
<b>Max</b> \$149/month TOP-OF-THE-LINE	<b>Premium</b> Only \$99/month THE SWEET SPOT	<b>Plus</b> \$49/month FOR SMALL GROUPS
<b>Unlimited</b> projects <b>75 GB</b> storage <b>Unlimited</b> users	<b>100</b> projects <b>30 GB</b> storage <b>Unlimited</b> users	<b>35</b> projects <b>15 GB</b> storage <b>Unlimited</b> users
30-day free trial	30-day free trial	30-day free trial
<a href="#">Choose Plan</a>	<a href="#">Choose Plan</a>	<a href="#">Choose Plan</a>

We also offer a [basic plan](#) (15 projects, 5 GB file storage, \$24/month) and a [free plan](#) (1 project, 2 Writeboards, no file sharing).

# Continuity UpSell





# Continuity on 'Bump'

**76% of our customers add this to their order**

The *Proven* System To Generate Thousands of Targeted Visitors To Your Web Site and Become an Unstoppable Superhero Brand!



After years of research and testing, we have finally found the "ultimate" free and low-cost marketing system... it's called the "Superhero Marketing System" and it will allow you to generate thousands of targeted visitors to your web site.

Every week you get a brand new marketing action step that drives maximum traffic to your web site. We cut through all the marketing clutter to deliver you only the best marketing tactic that's easy to implement right away to get instant traffic. There's no contract and you can *cancel anytime*.

**Get Instant Access to the Superhero Marketing System  
for only \$4.95 per month**

***Add to Cart!***



# Upsell AFTER Purchase



Browse Our Tools

Click to expand

Enter the store

ATTENTION... ONE TIME OFFER!



## Price for the individual products:

- Product Launch Wordpress Theme: \$77
- Automated Webinar Generator: \$39.95/month
- Product Review Wordpress Theme: \$77
- Total: \$193.95 plus \$39.95/month

## Bundle Discount:

\$97 plus \$39.95/month

## Your Price:

Only \$20 plus 39.95/month (Bundle discount minus What you have already paid)

# **“Optional” Continuity**

- Give people what they WANT
- Will increase overall conversions
- Less customer support headaches
- Less charge-backs and refunds
- They are going to cancel anyway

# "Optional Continuity"

**ryanlee.com!**  
INTERNET MARKETING



Step 1 Selection



Step 2 Information

Step 3 Confirmation

## Your Shopping Cart



[Your order is safe and secure](#)

Quantity	Product	Price	Total	Remove
<input type="text" value="1"/>	Continuity Summit I: Download over 25+ Hours of Video and Audio Training Content (Plus 2 Tickets to Continuity Summit II, 2 Tickets to Pre-Day Workshop, and More Surprises!)	\$1.00	\$1.00	<input type="button" value="X"/>
<input type="text" value="1"/>	30 Day Trial to Inner Circle & Recurring Revenue Report. After 30 days, only \$97 per month.	Free	\$0.00	<input type="button" value="X"/>

Coupon code (optional):

Subtotal: \$1.00

**Total: \$1.00**





# Next "BIG" Trend

- Evergreen webinars
- 100% on autopilot
- Highest conversions for front end (**never got less than 10%!**)
- Testing now for continuity
- New software coming...
- Give me your business card



# Webinars for Affiliates Too!

## \$9K In Commission in 1 Hr

[Redacted] to [show details](#) Mar 1 (2 days ago)

[Reply](#)

We'll double check manually to see if there are any others, but looks like **9 sales** tracked so far.

# Stick Strategies



# Average Length of Membership





## **3.5 Months?**

- Here's one PROVEN way to get them to stick for 10 months+++

# Focus on **SUBSCRIBER** Not the Money!!!

- Every subscriber is a living, breathing person.
- Mother, Father,  
Brother, Sister, Cousin,  
Uncle, Aunt, Son,  
Daughter...
- Take the **SHORT** end of  
the stick... and **YOU**  
**ALL** win!



# In Action

- My massive launch “screw up”
- The “I’m an idiot” video
- Took 100% responsibility
- Offered a bonus
- Show you are REAL

# **"I Will Be Sticking Around.. \$100/month"**

- "Thank You Ryan for taking the time to personally sort the access problems I had out - I didn't even get to the upsell page at the time. I was in IE and checked it on firefox and all is good.

I just want to let you know that I used to be a MW subscriber back when it was \$20 a month and cxd because when you switched over I wasn't ready for the continuity stage of my biz.

Now I am and after the service that I have had from you personally addressing the problems I am sure that I will be sticking around now the same program is \$100/mth.

Now that I can get access to all of the content that is in this inner circle my jaw has literally hit the floor with all you have in here."

An old former and now long customer again,  
Daniel Munday



# Thank You For Being a “Real” Person

- “Hi Ryan - have just watched your 'fess up video about your launch. Thanks so much - firstly for the fabulous offer, secondly for working so hard to sort out the glitches, thirdly for being a 'real' person and not some out-there guru, and fourthly for showing a newbie like me who's still grappling with lots of tech stuff that even the established IM folks can have problems :-)

Looking forward to the webinar today, and being part of your Inner Circle group lol."

whooohoo!

Tanya (UK)

# Be a “Mensch”

- Be a “good person”
- Do the right thing



# Be a “Mensch”

- Be a “good person”
- Do the right thing



# Stick Strategy: The Carrot

- Bonuses
- DVDs
- Surprise recordings
- Teasers
- **Coming Soon...**





# **Stick Strategy: Phone Call**



# Stick Strategy: Instant Connection

- If you have a forum...
- Instant interaction
- Introduction
- Offer a bribe



# Stick Strategy: Welcome Message



## READ ME FIRST

Before you do anything...  
Before you unwrap the package...  
Before you watch one minute of the DVD...

Call my 24 hour Free Recorded Message  
for an important *Recurring Revenue*  
Report Update:

**(800) 505-7197 ext. 785**

This is a free recorded message that will teach  
you how to get the most of your program.

You've made a great decision by requesting  
the 31 Continuity Income Models DVD.

Let me help you accelerate your success...

I look forward to your call.

Your Coach,

Ryan Lee



Ryan Lee.com  
24 East Ave.  
#1284  
New Canaan, CT 06840  
ryanlee.com/support

**ryanlee.com!**  
INTERNET MARKETING

# Yes! It Works.



## READ ME FIRST

Before you do anything...

Before you unwrap the package...

Call my 24 hour Free Recorded Message  
for an important *Prograde Longevity*  
Program Update:

**(800) 506-8992 ext. 24**

This is a free recorded message that will teach  
you how to get the most of Longevity.

You've made a great decision by taking us on  
our free trial offer.

Let me help you accelerate your success...

I look forward to your call.

Sincerely,

Jayson Hunter, RD

*Jayson Hunter*

Prograde Nutrition



www.getprograde.com  
19239 N. Dale Mabry Hwy.  
#154  
Lutz, FL 33548  
prograde.com/support

pro/grade



# Stick Strategy: Live Events

- Strengthen the community
- VIP sections
- “Bonus” breakfast



# Be Prolific

- Update often
- Email daily
- Be YOU
- Get “personal”
- Say something interesting
- Find an “enemy”
- 50/50 rule



# More Strategies: The "Hook"

## PROOF! I Was Scammed #!@%



I spent over \$15,000 to have the entire weekend professionally recorded.

I flew an entire film crew to Stamford, CT and was planning on selling the DVDs and CDs for \$1,000 for the set.

Then, I receive an email from an attendee telling me to check out this screen shot of someone giving away all the content from my event.  
(see it below) !!!



	<b>*T.Bz*Ryan Lee's Continuity Summit (16 DVDs (16 MP4s) 24 CDs (24 M... (NEW)</b> Misc: Video		41	14	2009-10-13 21:56:31	7.69 GB	4 times	4	2
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# Show Proof

## The Best Event EVER? Here's What Some Attendees Had to Say About the Continuity Summit...

"The messages of the speakers were packed with high value. Every person in the room should be able to walk away from this event with a tip that changes their life. For me personally, I feel like I was unlocked from my own prison to now move forward with my business to whatever level I choose. Thanks Ryan for a phenomenal weekend!"

—*Kelly Jones*

"The info I gained is unbelievable. I can't even put a price on it. I plan on using it to pay for my wedding, house, my kids (one day) and just living. You can't put a price on that!"

—*Eric Moss*

"I've never been to an event so jam-packed with content and where everyone is as real off the stage as they seemed on stage. If there is another, I wouldn't miss it!"

—*Laurie Wajda*

"I have attended 10 training in the last few years and this is, by far, the best in terms of getting practical information you can use!"

—*Karen Everet*

"This was the most informative, content-rich and entertaining event I have ever attended. Congratulations on this event and I look forward to next year!"

—*Buki Shabi*

"This is Ryan's 3rd event that I've attended. And each one has been better than the last. I can't wait until next year!"

—*David Soucy*



**Who Wants Me To Show  
You The System?**

# **'Everything But The Kitchen Sink' Ultimate Continuity Experience**



# How I Turned One Book Into a \$47K Monthly Income Stream

- 4 years later.. Still over \$47K per month
- Over 8 hours of audio lessons = step-by-step
- 520 pages of handouts and samples
- **\$1,997 value**



# The “Instant” Membership Site (and Empire!)

- Continuity from scratch experiment
- 24 hours
- No product
- No list
- No contacts
- Over 6 hours of training videos
- **\$1,997 value**





# 18,000 PAID Members at \$59 Per Month (Case Study)

- 18,000 members
- \$59 per month
- What software he used
- Inside view of the actual membership site
- Exactly how he did it
- **\$97 value**



# **14,987 NEW Customers and 300K in Recurring Monthly Income.. In 7 Days!**

- The 5 ways to double your income online
- Lightning-fast marketing magic formula
- How to triple your recurring monthly income
- **\$97 value**



# Profitable Membership Site in 24 Hours Flat!

- Super-fast membership site
- The complete step-by-step formula
- From scratch
- See 2 ordinary people who did it
- **\$97 value**



# Turn a Simple Blog into a 7-Figure Membership Site

- Seven figure “blog” membership site
- Zero programming
- Perfect for your niche market
- **\$97 value**





# Creating Products without Writing a Word!

- The “producer” model
- Leveraging other experts
- Creating products in less than 60 minutes flat!
- **\$97 value**



# Micro Membership Sites

- Create membership sites in minutes
- 100% autopilot membership
- Create once, never touch again
- **\$97 value**



# Nano-Continuity Training System

- Six and Seven figure membership sites..  
Under \$5 per month
- Low price = low resistance
- People stick FOREVER!
- Will be released on Tuesday
- **\$97 value**



# **What You Get Today: The ULTIMATE Recurring Revenue System**

- |                                     |           |
|-------------------------------------|-----------|
| • Book into 47K per month           | \$1997.00 |
| • Continuity King 2.0               | \$1997.00 |
| • 18,000 Member Case Study          | \$97.00   |
| • 14,987 Members and \$300K Revenue | \$97.00   |
| • 24 Hour Membership Site           | \$97.00   |
| • 7 Figure “Blog” Membership        | \$97.00   |
| • The “producer” model              | \$97.00   |
| • Create Autopilot MicroMemberships | \$97.00   |
| • Nano Continuity Training System   | \$97.00   |

***But that's not all...***



# Continuity Summit I Videos

- Over 25+ hours of pure content
- Downloadable video of entire event
- 50+ marketing tactics
- Keeping members forever
- **\$299 value**



# Continuity Summit Ii Videos

- Over 20+ hours of pure content
- Autopilot coaching programs
- Membership launches
- Downloadable video of entire event
- Mp3s of the complete event
- \$299 value



# Digital Version of **EVERY** Back Issue of RRR

- 12 Issues of the Recurring Revenue Report
- Starting your own association
- 7 figure inner circle coaching
- \$97 each
- = **\$1,164** value



## **What You Get Today:**

- |  |           |
|--|-----------|
| • Book into 47K per month              | \$1997.00 |
| • Continuity King 2.0                  | \$1997.00 |
| • 18,000 Member Case Study             | \$97.00   |
| • 14,987 Members and \$300K Revenue    | \$97.00   |
| • 24 Hour Membership Site              | \$97.00   |
| • 7 Figure “Blog” Membership           | \$97.00   |
| • The “producer” model                 | \$97.00   |
| • Create Autopilot MicroMemberships    | \$97.00   |
| • “Under the Radar” Membership         | \$97.00   |
| • Continuity Summit 1 Videos           | \$299.00  |
| • Continuity Summit 1 Videos           | \$299.00  |
| • Archives of Recurring Revenue Report | \$1164.00 |



**What is the Value of All This?**

**\$6,435.00**

**If all this did was give you an  
extra \$6,435 per month...**

**Would it be worth it?**

**Just 66 People at \$97/month**

**Or**

**An extra 214 people at \$29.95**

**Am I Going to Charge You**  
**\$6,435.00?**

**NO**



**Would All This Be Worth Half  
Price**

**\$3,217.00**

**???**

**How About This Amazing Offer  
for:**

**\$3,000**

**???**

**How About:**

**\$2,000**

**No, No, No, No**

# **“INSANE” SUPER BONUS #1**

## **2 Small-Group Mastermind Meetings at My Office**

- Come to my office
- See how I run my entire empire
- Help find “hook”
- I’ll review your copy
- Film videos
- People pay **\$10,000 per person**



# **“INSANE” SUPER BONUS #2**

## **Passion to Profits Videos**

- Live workshop videos
- 6 world-class experts
- From niche selection to getting orders!
- Starting information marketing empire..
- From scratch
- **\$299 value**



# **“INSANE” SUPER BONUS #3**

## **Case Studies**

- 658 pages of step-by-step case studies to model
- See EXACTLY how to build six and seven figure online businesses
- **299 value**



# **“INSANE” SUPER BONUS #4**

## **Ultimate Traffic Package**

- 4 different “traffic” video tutorials
- Get traffic from facebook in 48 hours
- Direct site traffic buys
- Per per click
- Seven figure traffic surge
- **\$396 value**



# Why You Need My VIP Program

- All the top “gurus” are in my program.

☆ Dr. John Spencer Ellis to me

[show details](#) Oct 20

[Reply](#)

First, I wanted to let you know I made \$100,000 in 12 hours at my last launch because of what I've learned from you. I actually did \$87k in 17 minutes. No Joke!  
THANK YOU!!!!!!!!!!!!!!!!!!!!

- Access to me and all my tools, resources, and contacts
- I'm going to make this easy for you
- Get up now and RUN to the back
- When order forms are gone, this offer is over

# **RIGHT NOW. Within 10 Minutes...**

## **Marketing JUMP-START**

- I will do a complete video review of your site on my blog
- **Over 200,000 subscribers**
- Get in front of potential customers
- Joint venture partners
- Value = PRICELESS
- **ONLY FOR ORDER FORMS SUBMITTED WITHIN 10 MINUTES!!!**



# **FIRST FIVE ONLY**

- 'Do this get traffic' DVD and CD set
- Continuity King 1.0 CD set
- Epub in a box 3 DVD set



Today, For Those Who Act Now!

\$18,597.00 Value  
Everything RIGHT NOW

**Today \$1,497**

**Take**  
**Action**  
**Now**

And the best part is...

# **Testimonials and Proof Are Everything**

- My infomercial is hitting the airwaves next month
- I will roll this out on a larger scale with new partners
- I NEED more testimonials
- I am going to pay YOU for yours right now!

Today For Those Who Act Now!

\$18,597.00 Value

Everything RIGHT NOW

Today \$1497

- \$500 Testimonial



Get Up and Go To The Back NOW!

\$18,597.00 Value

Everything RIGHT NOW

Today \$997

# Thank YOU!

Ryan Lee

[www.ryanlee.com](http://www.ryanlee.com)

