



<a href="#">Sat 09/08/2012</a>	19	\$337.35	16	\$215.68
<a href="#">Sun 09/09/2012</a>	24	\$667.07	20	\$349.30
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<a href="#">T Tue 09/11/2012</a>	122	\$8,998.73	111	\$7,264.23
<a href="#">W Wed 09/12/2012</a>	162	\$4,796.26	152	\$4,115.49
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<a href="#">Sat 09/15/2012</a>	84	\$3,230.71	70	\$1,233.84

5 Days of  
the JV =  
\$62,634.66

Discover how we did \$63k with a last minute JV?  
And why it won't work for you!

## CASE STUDY: \$62,634.66 IN 5 DAYS



# WHO AM I?

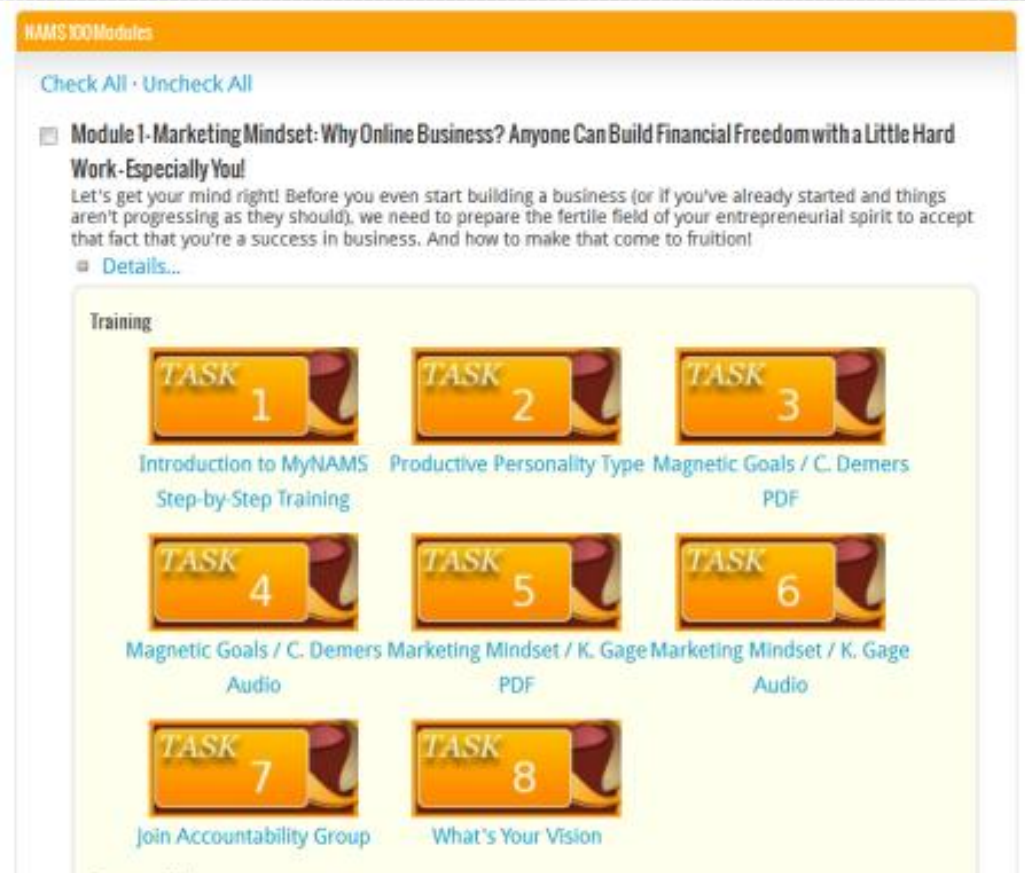
- ✘ Editor, Writer, Publisher
- ✘ Consultant
- ✘ Entrepreneur
- ✘ Coach / Mentor
- ✘ Founder
- ✘ Product Owner
- ✘ Affiliate





# WHY THE BIG SALE AT THE LAST MINUTE?

- ✘ I knew what was coming...
- ✘ Sales were stale
- ✘ Generate cash
- ✘ Prepare for growth











NAMS 100 Modules

[Check All](#) · [Uncheck All](#)

**Module 1- Marketing Mindset: Why Online Business? Anyone Can Build Financial Freedom with a Little Hard Work- Especially You!**  
Let's get your mind right! Before you even start building a business (or if you've already started and things aren't progressing as they should), we need to prepare the fertile field of your entrepreneurial spirit to accept that fact that you're a success in business. And how to make that come to fruition!  
[Details...](#)

Training

 <b>TASK 1</b>	 <b>TASK 2</b>	 <b>TASK 3</b>
<a href="#">Introduction to MyNAMS Step-by-Step Training</a>	<a href="#">Productive Personality Type</a>	<a href="#">Magnetic Goals / C. Demers PDF</a>
 <b>TASK 4</b>	 <b>TASK 5</b>	 <b>TASK 6</b>
<a href="#">Magnetic Goals / C. Demers Audio</a>	<a href="#">Marketing Mindset / K. Gage PDF</a>	<a href="#">Marketing Mindset / K. Gage Audio</a>
 <b>TASK 7</b>	 <b>TASK 8</b>	
<a href="#">Join Accountability Group</a>	<a href="#">What's Your Vision</a>	



# HOW DID I COME UP WITH IDEA?

- ✘ Driving home from football game on Saturday evening...
- ✘ Third Quarter – mind wandering
- ✘ First Anniversary of MyNAMS.com
- ✘ Drive home – like meditation
- ✘ Ask for solution, receive an answer



# TIMELINE - SUNDAY



## × Sunday

### + Set goal

- × 100 sales Monday and raise the price
- × \$20k for the week

### + Built sales page

- × Leveraged original page

### + Scheduled emails

- × To be delivered about 6:30 a.m. Monday

### + Didn't tell a soul!

September 2012						
S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

# TIMELINE - MONDAY



## × Monday

- + Got up at 5:30 a.m. CT to check emails sent
  - × 5:41 a.m. – first sale
- + By 11:58 a.m. 100 sales
  - × Connie Ragen Green – “You rock! I've made hundreds of dollars this morning and I didn't even see the offer until after I woke up! I'll do a mailing for this later today. Thanks”
- + I didn't check back till 2:30 p.m.
  - × 162 Sales when I checked...
  - × Lots of questions in support desk
  - × Phone ringing off the hook
  - × Instructors wanting to promote
  - × Contacted PayPal
- + Uh-Oh, now what! I could have shut it down or...
  - × Continue with new deadline
  - × Google hacked
- + Sales = \$26,133.41

## September 2012

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
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# TIMELINE - TUESDAY



## × Tuesday

+ New goal

× \$100k by Friday

+ Stalled because I was stuck  
– what to do?

× Integrity vs. Sales vs. Happy  
Affiliates?

× Talked to others

× Turned it over to vote 2 to 1  
in favor of extending deadline

+ New deadline

× Friday midnight

+ Sales = \$7,264.23

September 2012						
S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
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# TIMELINE - WEDNESDAY



- × Wednesday
  - + Slow day
  - + Created promo material
  - + E-mailed current partners
    - × Contacted 30 or 40 people on Facebook
  - + Posted in two MyNAMS Facebook Groups
    - × Posted Standings in Facebook groups
  - + Scheduled new emails
  - + Sales = \$4,115.49

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# TIMELINE - THURSDAY



## × Thursday

- + Emailed new members
  - × Included affiliate links
- + Emailed current partners
  - × Contacted 30 or 40 people on Facebook
- + Posted in two MyNAMS Facebook Groups
  - × Posted Standings in Facebook groups
- + Revised Friday goal down to \$50k for the project
- + Scheduled Live 4-hour webinar for Friday night with affiliate links
- + Sales = \$4,703.16

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# TIMELINE - FRIDAY



## × Friday

- + Sent “last day” email to list and to partners
- + Posted “last day” in Facebook
  - × Posted standings in Facebook and noted new “movers”
- + Created a one-day WSO
- + Spent 4 hours on webinar going through entire site
- + Dozens bought
  - × Two people bought on the webinar and sold two memberships prior to the end of webinar!
- + Sales = \$20,418.37

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# TIMELINE - SATURDAY



## × Saturday

+ Mailbox and support desk full of people who missed – but tried or contacted prior

× Verified through logs that they tried to get in

× Manually set up

+ Sales = \$1,233.84

September 2012						
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# TOTALS FOR THE WEEK



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5 Days of  
the JV =  
\$62,634.66

- ✘ Great promotion...
- ✘ Lots of issues
- ✘ Lots of praise
- ✘ Lots of thanks



# WHAT'S THE REALITY?

- × \$62,634.66
  - + 41% went to affiliates
    - × \$30,055
  - + Monthly outsource expenses
    - × \$6300
  - + Monthly expenses
    - × Hosting
    - × Memberships
    - × Coaching
  - + = \$22k total... about one-third...





# WHY DID IT WORK?

---

- × Relationships
- × Value
- × Reward
- × Support





# HOW COULD IT HAVE BEEN BETTER?

- ✘ Planning
  - + Engage partners early
- ✘ Upsell to Coaching
- ✘ Clearer Sales Page
- ✘ Preview the Dashboard
- ✘ Better follow up with new members



# HOW YOU MAKE MONEY WITH US?



## NAMS9 2-Day Birthday Special

Calendar Picker ▾

Year


Month

Week

Day

10-18-2012 to 10-20-2012 11:01 PM to 10:59 PM

Add New Event

**DavidPerdue**   
Administrator



\*This event was posted for time zone so it will appear to occur on a different day on your calendar.

Calendar: NAMS Promotion


**NAMS9 2-Day Birthday Special**

### **NAMS9 2-Day Birthday Special...**

Special pricing for the NAMS 9 Workshop.

Get people to sign up for the [NAMS9 waiting list](#).

Use your [affiliate link](#) to start driving them in there...

Move Event  Edit Event Request Reminder for this Event

✘ <http://nams.ws/nams9event>

# HOW CAN YOU BE PART OF EVENTS?

## MyNAMS Lifetime Membership Celebration event

Calendar Picker ▾

Year


Month

Week

Day

10-02-2012 to 10-31-2012 11:01 PM to 10:59 AM

Add New Event

**DavidPerdew**   
Administrator



\*This event was posted for time zone so it will appear to occur on a different day on your calendar.

Calendar: NAMS Promotion

### MyNAMS Lifetime Membership Celebration event


## MyNAMS Lifetime Membership Celebration Event

Prizes and Opportunities for Joint Venture partners

We're selling the MyNAMS Lifetime membership for a \$300 discount all month long as we roll out the next BIG THING in the MyNAMS Step-by-Step training dashboard.

No one else has as thorough or as focused training as the MyNAMS Dashboard. We meet you where you are and get you to your end goal...

[Get your affiliate link](#) to drive people to the lifetime membership opportunity.

Move Event  Edit Event Request Reminder for this Event

-- NAMSNews2 ▾

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✘ <http://nams.ws/mynams4ever>

with David Perdew

