

How to Create Long-Term
Income Streams with Low-
Cost Weekend Workshops
in YOUR Business...

...without Spending a Ton of Cash



The goal today is
to demonstrate
how to:

- How to turn a 48-hour sale into a 2-year income stream with a 10x return
- A 4-step formula to add an upsell that everyone wants
- How to turn a \$1 buyer into \$10,000 customer
- The simple twist that gets 51% more revenue
- The clever technique to get buyers before creating the product
- How to uncover your prospects' biggest issues and use that to create your workshop curriculum
- The ancient Greek philosophy to ensure only happy customers
- A simple traffic system to attract all the prospects you need
- What to do when your plan falls apart
- How to use 4 magic numbers to build any business

Why is this training different?

- We're doing everything that webinar sales folks tell us not to do: Teach.
- Do I have your permission to teach you a lot of stuff and your promise that you'll stay till the end to see the opportunity we have for you?
- This will be an interactive training presentation.
- There will be task during each section.
- Download the templates we give you
- Completed blueprint for creating a profitable weekend workshop in your industry or niche.

Stay until the
end...

- And we'll show you how to continue this kind of training in many different areas of your business to be even more productive.
- We'll also tell you how to get the Fast Business Startup Virtual Workshop we reference here multiple times.

David Perdew. And Why Am I The Perfect Person To Offer This Training?

- I have made all the mistakes and come out on the other side as a successful and well-respected online business trainer.
- With the MyNAMS Insiders Club and the 14 live NAMS Workshops, I've helped 1000s of students create incomes that change their lives for nearly 15 years.
- I've built one of the most dedicated online training communities and resource libraries available on the web today.
- I'm the resident visionary for NAMS – not the detail person. My superpower is seeing processes that others miss.



Jennifer Perdew-Houlik.

She's The One That Makes Sure All The Levers Get Pulled...

- With a previous career in business development and customer service, Jen's focus as has always been on providing the best customer experience.
 - Productivity – getting stuff done – is her strong suit.
 - NAMS Bootcamps are Jen's babies. This is our yearlong program where a small group of no more than 10 people get together and WORK on their businesses. (And we're not talking about these today except to say that she drives this successfully.)
 - Analytics and automation is her superpower.
 - And my daughter!
-



We've done a lot of
things RIGHT!

And we've done a lot of
things WRONG!

But after doing
this for 15 years,
we continue to
build solid
communities
that pay

- With 14 live workshops with more than 2500 students...
- More than 200 virtual live events...
- And more than \$6 million in online sales...

I Discovered the secrets of weekend workshops the HARD Way...

- You Get To Cheat And Get The Easy Way...
- Using our experience
- With our transparent results
- With just one of our weekend workshops that started with a \$1 entry fee and resulted in more than \$123,000 in less than 2 years without any promotion

The HARD Way is...

- Getting the pricing wrong
- Forgetting why you're doing the workshop in the first place
- Ignoring the Greek Philosophy of Enlightened Self-Interest

In the past,
I've focused
on short-
term money

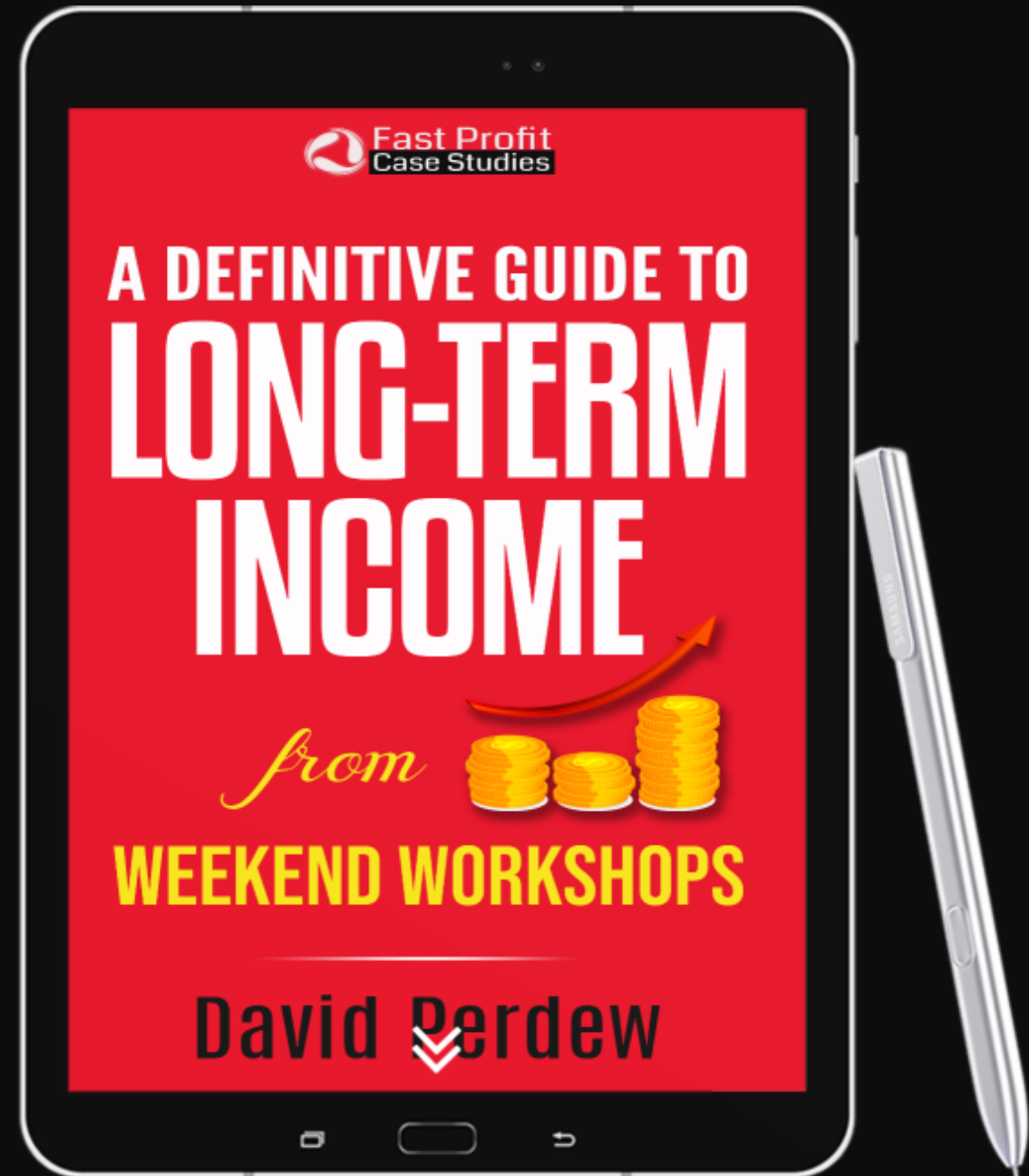
- And missed too many opportunities to build long-term ongoing cash
- And we were always scrambling for the next transaction.
- But I'm not alone there.
- That's a common issue.

You're here because we can show
you the easy way to implement
this in your business

Are you ready for that?

We did that...

- In 3 weeks, we created and presented a weekend workshop that generated \$28k in 48 hours
 - And in the two years that followed, the ongoing income was more than \$123k with very little promotion
-



Disclaimer

- Your Results May Be Different
- In fact, I'm sure they will be either higher or lower!
- Depends on:
 - Your market
 - Your work ethic
 - Your expertise
 - And more

The 5 Keys to a Successful Weekend Workshop...

- Key #1 – Uncovering the Opportunity... Research
- Key #2 – Confirming the Market... Keyword, M2M, Avatar templates,
- Key #3 – Delivering the Workshop... logistics and infrastructure
- Key #4 – Adapting in Real Time... we did in workshop, polls, feedback
- Key #5 – Maintaining Momentum... upsell, bootcamp, evergreen

Key #1: Uncovering the Opportunity...

- Download the template
[NAMS.ws/ww01](https://nams.ws/ww01)

How we recognized an opportunity?

- We identified a pain point. The best opportunities are going to:
 - Make money
 - Save money
 - Save time
- If there's a high degree of 'FEAR' or 'WANT' around the pain point, it's a hot issue. 'NEED' doesn't mean people want it
- Covid was a perfect opportunity
 - Buzz was high
 - Fear was high
 - People wanted a safe solution to making money during closures
 - Wanted more control over their lives

How can you recognize opportunities in your market niche?

- First, listen...
 - Clients, prospects, friends and neighbors – they talk. And nearly everyone talks about their problems. Which problems are coming up more often? What advice do people seek from you? What’s changed in the conversation?
- Look at your own struggles...
 - Presumably, you’re in a niche you know a lot about. That means you should be having some of the same issues. What’s happening in your daily life?
- Research
 - Google and Amazon are your friends. What are the most searched items? Look for ‘intent’. Type in:
 - “Why can I”
 - “How to”
 - Look at problem-solving platforms as my friend Paul Counts says.

Opportunity Check list

What are clients or prospects in your market talking about?

Why is this hot?

- Money making
- Time saving
- New to market
- Trending now

What has been selling better

Is this happening in your life

Is your solution new

New to market

Trending now

What is your hot issue?

Key #2: Confirming the Market...

- Download the template
[NAMS.ws/ww02](https://nams.ws/ww02)

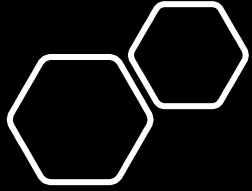
How we confirmed a profitable niche

- We were concerned about our community – passionate about protecting and helping them
- We felt the fear of the coming pandemic. How would it affect our business?
- So, we checked in with our community? What were they thinking?
- Sold the workshop before we created it
- Set a go/no-go goal
- Immediately, people demanded an opportunity to buy replays

Why is passion first?

- When you love it, you'll continue to do it...
- Make sure other people are as interested as you
- Is the niche trending up, down, or remaining consistent
- Are you buying products in the niche
- What kind, how many, and how often





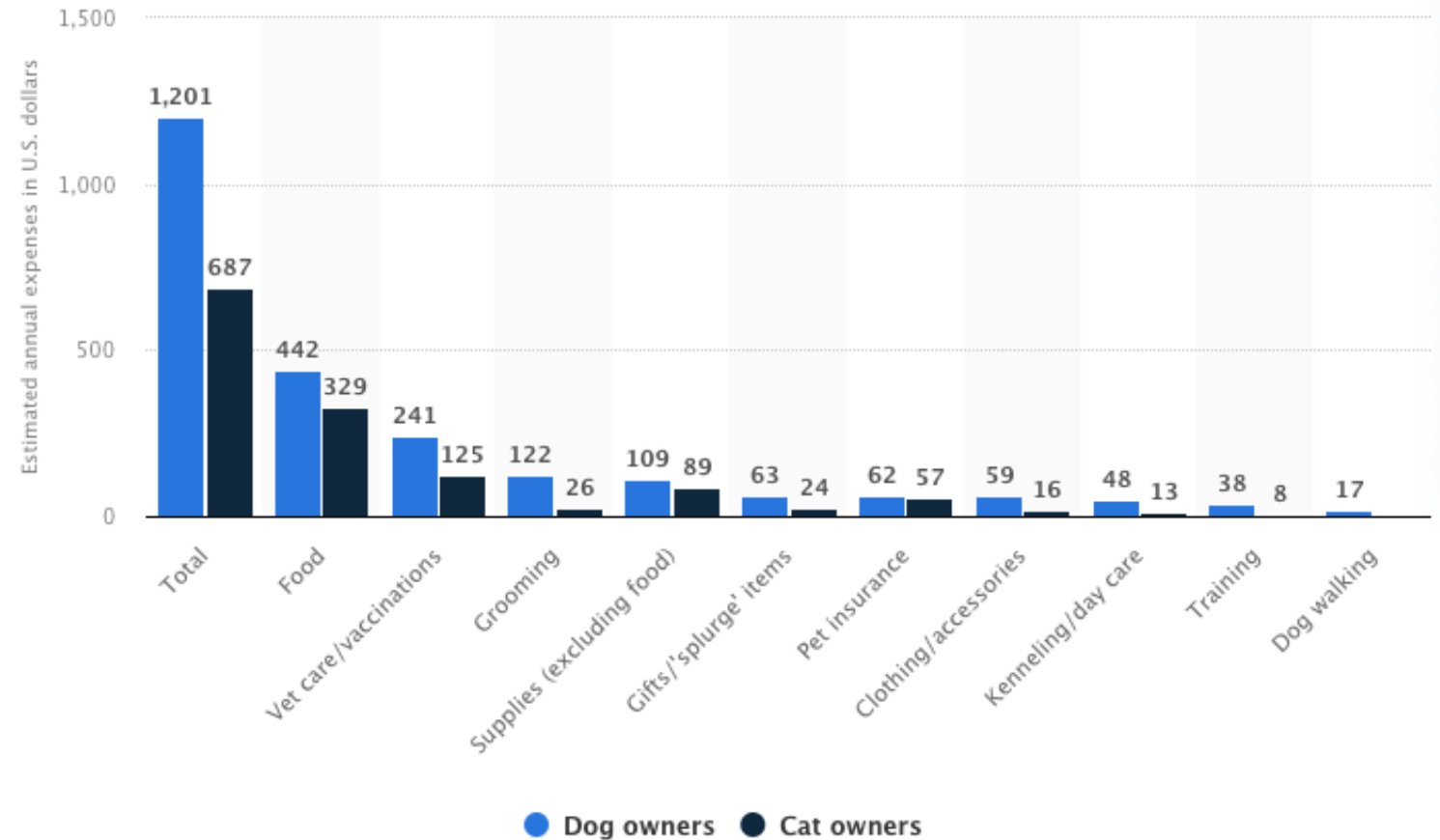
More research...

- Join groups and forums
- Associations if there are any
- Subscribe to print newsletters if you can find them
- Check out the magazine rack to make sure there are magazines on the topic
 - Look at the advertising in the magazine
- What are the headlines? What are the big changes in the niche?

Are there buyers in the niche?

- Look at your market sector for new investors
 - Do a search on popular investment trends
 - Example: Pet owners spent \$99 Billion in 2020 and predictions are \$358 billion by 2027. That's a significant niche buyer increase.
- Be sure the audience will pay for solutions instead of searching for free products.

Average annual expenditure on dogs and cats in the United States as of 2020, by category



You must have competition...

- If there's no competition, there's not much money in the market. If there aren't several ads in search results for this Niche Market, no money. And if there's a rabid group association, the target market size will be passionate.

About 601,000,000 results (0.45 seconds)

Ad · <https://get.doordash.com/merchants/pet-store> ⋮

Sell Pet Supplies on DoorDash® - Sell Pet Supplies Online

Become one of the thousands of merchants who trust DoorDash® to help grow their business. Access new customers looking for **pet food** and **pet supplies**....



Sell Pet Supplies Online

Increase pet supply sales by listing your store on DoorDash®

Delivery For Pet Stores

Merchants can now expand and grow sales easily through DoorDash®

Ad · <https://www.shopify.com/> ⋮

Sell Pet Supplies - Quick & Easy Setup - shopify.com

Find Built-In Tools That Help You Create, Execute & Analyze Digital Marketing Campaigns.

Ad · <https://business.amazon.com/> ⋮

Shop Wholesale Pet Supplies - Amazon Business - Free Account

55 of the Fortune 100 Companies Purchase **Supplies** on Amazon Business. Create Free Account.

Ad · <https://www.miragepetproducts.com/> ⋮

American Made Pet Products - Wholesale Pricing Available

Fast Shipping, High Quality - Designed for Durability and Comfort! Over 100,000 **Pet**...

Passion for Profit Check list

What are hobbies, interests you're most passionate about?

Is this a profitable passion?

- Others as passionate as you
- Is this an evergreen niche
- Is it trending up, down, stable
- Are you buying in the niche

Are there groups and associations

Are there magazines

What are the market trends

Is the market cap growing

Is there competition

What's the average order value?

Can you sustain this interest?

Key #3: Delivering the Workshop...

- Download the template
NAMS.ws/ww03

How did we deliver our workshop?

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

Tailor your
delivery
process for
your market
audience.

- What media works best?
- Which has the highest perceived value?
- Do you have a curriculum that benefits from implementation time?
- Will homework work with your customer base?
- What's your infrastructure choice?

Five main event processes

- Phase 1: Pre-event setup
 - This is all about creating more engagement and buzz
 - All marketing all the time even though you're delivering valuable content too
- Phase 2: Event presentation
 - Infrastructure and organization
- Phase 3: Post-event editing
 - Use the right tools and people
- Phase 4: Post-event delivery
 - Infrastructure: Email, Facebook Groups, Membership Access
- Phase 5: Post-event improvement (the real income stream is created here)
 - Ongoing engagement, updates, communication, next steps

Workshop Delivery Check list

- Tools list: Do you have:
 - Autoresponder
 - Host
 - Video editing software
 - Screen capture software
 - Payment platform
 - Delivery mechanism (membership platform)
- Do you have the right content tools to interact with attendees
 - Homework system
 - Polling software
 - Feedback mechanism
- Do you have tools to create content post delivery
 - Transcription service
 - Video hosting
 - Video management
 - Low-cost video delivery host
- Have you planned for your improvement sales funnel?
 - What's next?
 - How will you work with the high-end students?
 - How will you continue working with the low-ticket students

Key #4: Adapting in Real Time...

- Download the template
[NAMS.ws/ww04](https://nams.ws/ww04)

How did we adapted to difficult situations

- Set appropriate expectations and do not over promise
- Created the initial curriculum with the intention of modifying it based on customer feedback
- Added 5 days of homework and a special and unadvertised tools training session
- Constantly took the pulse of the attendees to evaluate understanding
- Modified the curriculum to address feedback between every session
- Listened during implementation periods to identify areas where people were stuck but too shy to reveal it.
- Provided additional training and content when things happen out of our control

How can you plan for flexibility

- Set appropriate expectations and do not over promise – this is key.
- Over deliver with as much as generosity and engagement as possible
- Start your training with standard bullet points
- Ask the right questions.
- Plan breaks to modify the next sessions based on feedback
- Build momentum as you adapt to customer language
- Have more material than you can present and let people know that you hope to get it, but probably won't


Murphy's Law: What can go wrong will...

- Brainstorm about possible problem scenarios with team or partners prior to the event
- Build contingencies for each situation
- Remember, problems are opportunities
- Have a plan to pivot



With great content that people want...

- Mistakes can be remedied and even spun as rewarding opportunities if the content is top-notch
- But this is key: It's essential to deliver what the audience wants, not what they need.
- To quote Alex Mandossian...

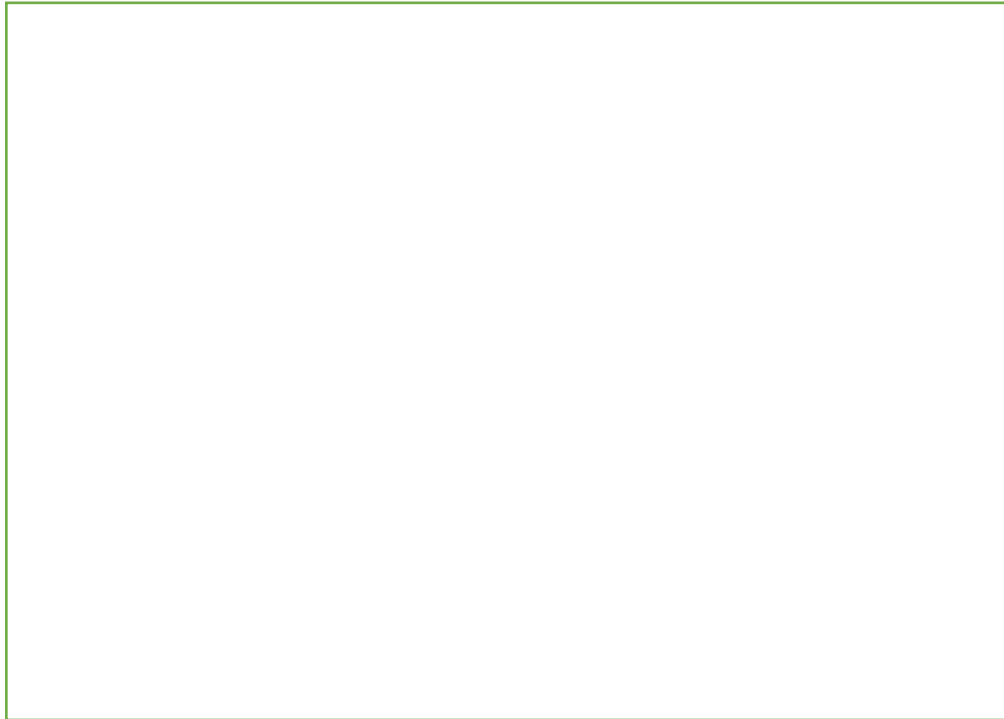


*“Give them what
they want.
Smuggle in what
they need.”*

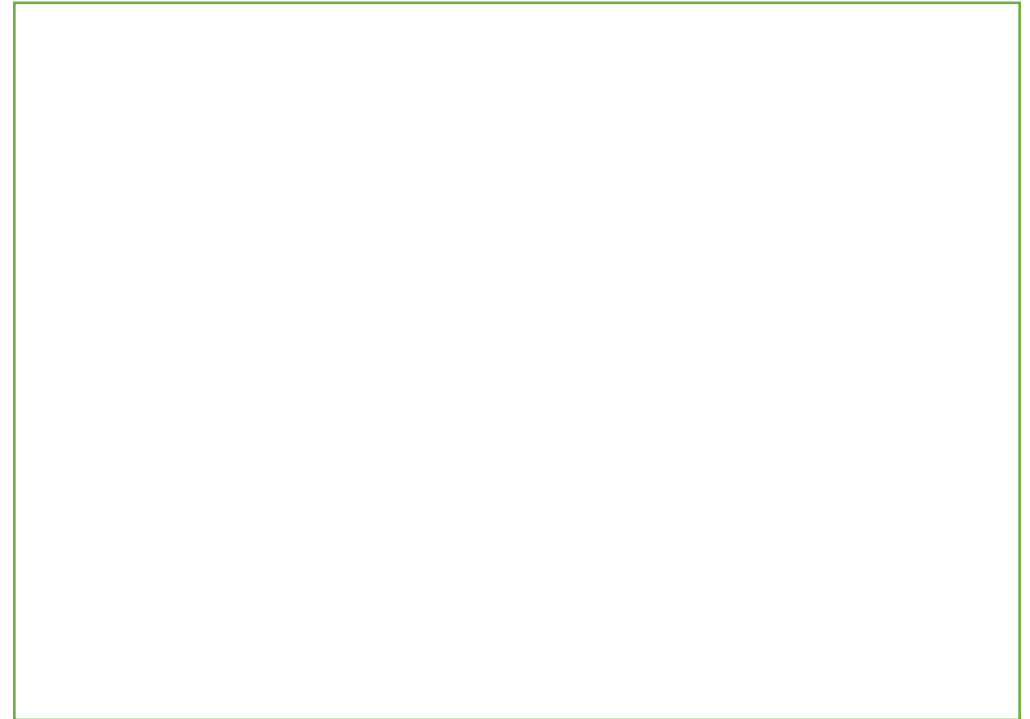


Prepare for Problems Check list

Brainstorm what could go wrong...

A large, empty rectangular box with a thin green border, intended for brainstorming potential problems or risks.

Brainstorm contingency plans...

A large, empty rectangular box with a thin green border, intended for brainstorming contingency plans for the identified problems.

Key #5: Maintaining Momentum...

- Download the template
[NAMS.ws/ww05](https://nams.ws/ww05)

How did we maintain the momentum

- Once the market was confirmed we started planning for long-term income
- Built in training with affiliate products that would yield ongoing commissions as a value add
- Packaged the entire training program into a single product
- Sold the next weekend workshop before leaving this one
- Sold weekend workshop bundles
- Drove to upsells and ongoing Insiders Club sales
- Created case study with bonus training

How do you build more momentum for a long-term income stream in your niche

- This is HUGE: Ask your market what they want next
- Use polls and surveys
- Drive attendees to a community (forum, FB Group, Slack Channel, etc.)
- Make sure your weekend workshop sets up further in-depth implementation (not training)
- Have training funnel – answer the question: “How do we continue working with you?”
- Have higher ticket opportunities in the funnel.

Ask the right questions to get quality answers

Using RankSmash or similar tool, do comparison evaluation, not yes or no questions

Which strategy area below would have the BIGGEST impact on your business over the next 3 months?

Select One

Driving Quality Traffic

OR

Low Effort Product Creation

Post event starts with pre-event

Once the market is confirmed, kick into long-term income thinking...



Long-term Income Momentum Check list

- Ask target market what they want next?
- Create polls and surveys
- Evaluate responses
- Look for affiliate products to offer as upsells if you don't have your own

- Create your primary community gathering place

- Brainstorm high-ticket coaching opportunities

Just in case
you missed
the
templates...

- **Key #1** – Uncovering the Opportunity...
Research [NAMS.ws/ww01](https://nams.ws/ww01)
- **Key #2** – Confirming the Market... Keyword,
M2M, Avatar templates [NAMS.ws/ww02](https://nams.ws/ww02)
- **Key #3** – Delivering the Workshop... logistics
and infrastructure [NAMS.ws/ww03](https://nams.ws/ww03)
- **Key #4** – Adapting in Real Time... we did in
workshop, polls, feedback [NAMS.ws/ww04](https://nams.ws/ww04)
- **Key #5** – Maintaining Momentum... upsell,
bootcamp, evergreen [NAMS.ws/ww05](https://nams.ws/ww05)

Do you agree that we
delivered what we said we
would and more?

Do you agree that this presentation breaks all the rules of webinar sales presentations so far?

Do you agree that this time
we've spent together has
been time well spent?

Do you agree that now would be a great time to see special offer we have for you today?

Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

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

—Robert Pantin

Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

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

—Amy Bair

Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

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

- Deeva Richmond Massey

Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

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

—Whitefire Felkner

What do you get with Fast Business Start Up Virtual Workshop

- 5 Pre-Workshop Homework sessions
- 8 Training sessions in the Fast Business Startup Virtual Workshop
- PDFs of all the slides in the training
- Transcripts of all the training sessions with time stamps so you can go to specific parts of the video training and review certain sections as needed
- Proprietary NAMS Income Stream Calculator tool
- Proprietary NAMS Tweet Composer tool
- Templates including:
 - Hub and Spoke traffic template
 - Customer Avatar template
 - 7 Step StorySelling template to help create persuasive content
 - 4 Email promotional templates
 - 10 Email nurture series campaign template
 - 15 Bonus videos highlighting tools we use to make money
 - Private Facebook group

Why you should get Fast Business Start Up Virtual Workshop now...

- Set goals for your business that you can achieve fast
- Identify and validate your market
- Complete an avatar template to nail your ideal customer
- Dig into keywords to find the right paying market fast
- Traffic system to keep your pipeline filled with prospects that want what you have
- How to create massive amounts of high-quality content without working yourself to death
- Create a business infrastructure system that works for you automatically
- Build an implementation checklist that drives to your end goal
- Keep the momentum rolling

What's this worth to you?

- What if you start today building your online business with all these tools, training, and templates to actually have your business up and running by the time you complete the training?
 - And what if you were able to start driving traffic to your offer (or your affiliate offers) because you've nailed your target audience and ideal customers?
 - And what if they were ready to buy the solutions you have?
-



FAST **BUSINESS START UP** **VIRTUAL WORKSHOP**

NAMS ACCELERATOR



Would you pay...

\$1997

You won't have to!



FAST

BUSINESS START UP

VIRTUAL WORKSHOP

NAMS ACCELERATOR



Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

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

—Gail Thomas Brisco

Would you pay...

\$997

You won't have to!



FAST

BUSINESS START UP

VIRTUAL WORKSHOP

NAMS ACCELERATOR



Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

*"I loved the way you simplified
what is truly needed to start an
online business, and the
opportunity to start making
money as an affiliate ethe first
day!"*

—TJ Singleton

Would you pay...

\$297

You won't have to!



FAST

BUSINESS START UP

VIRTUAL WORKSHOP

NAMS ACCELERATOR



Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

"I don't know about everyone else, but this training is connecting all the dots for me. Thank you, David and Jen, for crating this incredible info-packed offer."

—Jennifer Marshall

How about a ridiculous...

\$97

NAMS.ws/FBWSummit



FAST

BUSINESS START UP

VIRTUAL WORKSHOP

NAMS ACCELERATOR



Here's what
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Fast Business
StartUp Virtual
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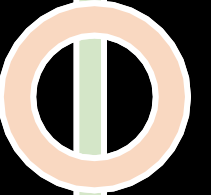
*“The Fast Business Startup
training is the most excellent I’ve
attended so far—so much clarity.
A lot of my gaps have been filled
in.”*

—Frank Robinson

NAMS.ws/FBWSummit

Bonuses?

NAMS.ws/FBWSummit



How about a ridiculous...

\$97

NAMS.ws/FBWSummit



FAST

BUSINESS START UP

VIRTUAL WORKSHOP

NAMS ACCELERATOR



Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

"This has been invaluable!! I have been in business for 13 years and I can see where I need to fix my 'leaks'. This was extremely practical, thoughtful and truly did connect the dots. I am so ready to go to the next level."

—Georgina Terry

NAMS.ws/FBWSummit



A blue speech bubble with a white outline, pointing downwards and to the left. The text is centered within the bubble.

NAMS.ws/FBWSummit

Here's what
people are
saying about
Fast Business
StartUp Virtual
Workshop...

“Without a doubt, easily a \$5,000 weekend. Tons of info in areas where I was clueless. Well worth the time. The cost was a pittance of the value I received. Thanks so much for your dedication in helping others succeed.”

—Teresa Beeman

NAMS.ws/FBWSummit

How about a ridiculous...

\$97

NAMS.ws/FBWSummit



FAST

BUSINESS START UP

VIRTUAL WORKSHOP

NAMS ACCELERATOR



For the NEXT 10 People...

Beta Team

NAMS.ws/FBWSummit





FAST BUSINESS START UP VIRTUAL WORKSHOP


NAMS ACCELERATOR




 Tweet Composer

 Income Calculator

 Revenue Planner

 Content Wheel

 Keyword Analysis

[+ New Project](#)

Search:

Project

 **Actions** 

[Weekend Workshop Kindle Book](#)



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How about a ridiculous...

\$97

NAMS.ws/FBWSummit



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BUSINESS START UP

VIRTUAL WORKSHOP

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