



Dale Lars Anderson  
Presents...

# Tony Shepherd Reveals...

**“How to set up your first continuity product by doing just ONE day’s work!”**

There are two reasons that most newbie marketers never try this:

1. **Because they think it’s somehow unethical** (it isn’t)
2. **Because they’re scared.** (It’s not scary, it’s easy and exhilarating)

I’ve done this myself and have earned literally hundreds of thousands of dollars from it with *very little initial work*

I’ve mentioned it before although perhaps not this exact method.

OK here we go...

So first you get your *idea* for your continuity product...

Something like:

*How to make money from plugins*

*How to build a mailing list of 100,000 subscribers*

*How to build your own Amazon Empire*

*How to start your own event promotion business*

*How to build a six figure local SEO business*

...or anything like that which tickles your tackle.

And then you get STUCK IN and write (or outsource) the salespage.

...next, you write (or record or outsource) the **first** lesson/'module/video or whatever delivery method you choose

**The whole thing takes about ONE DAY if you get started early and work your arse off doing what I call a 'power day'**

Power day?

Well this is when you dump all distractions and let NOTHING take your eye off the ball.

You focus 100% on getting the job done and don't stop until it IS finished.

*It's knackerin', absolutely, but at the end of the day when you have the salespage ready and the first lesson in place you'll feel like you've really accomplished something...and you HAVE*

**Because when you've got these basics in place you can launch.**

*You don't need all the lessons/modules to be in place, you just need to be one lesson ahead of your subscribers.*

And here's the biggie...

AFTER you've launched lesson one you can gather all your subscribers into a Facebook group or forum or however you want to set it up and ASK them what they want to see next.

They tell you which modules to create next.

Sure you'll have some kind of loose structure in mind, but by asking your members what they want to see next **you'll never be short of content ideas AND you'll keep your refunds low and your retention rate high because they'll never be disappointed in the content...**

*...because THEY chose it.*

I've run multiple continuity sites like this and the feeling of belonging your members get when you listen to them and provide what they're asking for it totally priceless.

It makes your continuity incredibly STICKY (high retention rate) which in turn makes affiliates want to promote it.

Here's the best bit - your original members will feedback to you on what they want to see next right?

**Your job is then to stack it up into a DRIP FED course that is delivered automatically to all new subscribers.**

**When the course reaches its natural conclusion (as they all do) you'll have a ready to go drip-fed membership that is 100% HANDS-FREE for you and all you have to do is pour new members in the top.**

Lovely model, takes about a day (initially) to set up when your work your butt off, and then you have a drip fed, fully automated course that you just need to pour new buyers into.

...and of course because nothing needs doing it's extremely flippable...

Speak soon,

**Feel free to contact me with any questions you may have**

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