

"Continuity Cash"

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About Ewen Chia



Striving to earn extra income, Ewen started learning the internet business in 1997. **For 5 full years, he worked on his internet business part-time, every single day from 11pm - 3am while still holding a full-time day job.**

He was extremely motivated to build a better life for his family and to clear credit card debts. After years of perseverance, learning and very little sleep, he started to make real money online and it hasn't stopped since.

From his experience as a self-taught internet entrepreneur, Ewen decided to teach other people and companies how to use the internet to create wealth.

He has created proven materials, both online and offline, to teach Internet entrepreneurship around the world in order to help people.

Ewen is so passionate about teaching the internet business because it can truly help you live a better life and achieve your dreams. Anyone who is willing to learn, put in effort and take positive action can change their life with the internet!



"World's #1 Super Affiliate"

Since starting as an early Internet business pioneer in 1997, Ewen has truly come a long way...

Today Ewen is one of the world's most famous and respected internet marketing "gurus".

He is often called upon for his ingenious marketing advice, especially in the areas of business integration, profit leverage, product creation and online branding.

He is also referred to as the *"World's #1 Super Affiliate"* and his name is synonymous with Affiliate Marketing, although that is not all he does.

Widely acknowledged as the "secret weapon" of many internet marketers, Ewen has the uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every marketing rollout.

Ewen can guide and teach you how to become wealthy with the internet - if you want to. For example, a new internet business he set up generated **US\$100,000.00+ in less than 30 days**.

Fact is, many people following his teachings have been able to quit their day jobs and make their own income online!

#1 International Best-Selling Author, Trainer & Speaker

Besides running his many internet businesses, Ewen is also a highly sought after international speaker. He has toured the world sharing his Internet business knowledge and helping thousands of people achieve financial freedom along the way.

He has spoken in events together with people like Robert Kiyosaki (Rich Dad, Poor Dad) and Anthony Robbins.

In November 2006 (Singapore), Ewen received the *first ever* World Internet Summit "World Internet Challenge" award for starting a new Internet business and generating **US\$80,000.00 in 3 days** from that very business - right in front of an amazed audience of 1,000+ participants!

Best Speaker: World Internet Summit 2007 (Australia)

In March 2007 (Australia), Ewen was unanimously voted the Best Speaker out of 10 other international speakers by the audience at World Internet Summit for his breakthrough presentation and sincerity in helping people become successful with their own Internet business.

Best Speaker: World Internet Mega Summit (Singapore)

Speaking in front of *almost 4,000* people, Ewen won praises for his teachings, motivational speech and convincing demonstration that completely captured the audience...so much so that he received a standing ovation and the best speaker award!

"How I Made My First Million On The Internet and How You Can Too!"

Ewen launched his print book, [*"How I Made My First Million On The Internet and How You Can Too"*](#) in February 2009.

Within **3 hours** of launch, the book made internet marketing history by hitting the **#1 BESTSELLER LISTS** on both Amazon and Barnes & Nobles at the same time!



To find out more about Ewen Chia, please visit:

www.InternetMarketer.com, www.SuperAffiliates.com, www.AutopilotProfits.com,
www.OptinProfits.com, www.FastTrackCash.com, www.IMClassifieds.com (coming soon!)

[VISIT EWEN CHIA'S FACEBOOK FAN PAGE AND BE A FAN!](#)

"Continuity Cash"



One of the toughest things about online business is maintaining a steady income month-to-month. We often have bursts of traffic that translate into new customers one month, but the next – things slow down to a crawl.

The good news is, there ARE ways to sustain your monthly income...without having to break your back trying to find new customers over and over again!

One way to do this is by selling products based on continuity models so you get passive residual income automatically. Nice!

But let's back up just a second and look at...

Your 3 Basic Options for Selling Your Products

Some products set us up for inconsistent monthly income, while others lend themselves to more steady income.

Although our businesses may be made up of all those types of products, putting more effort into the steady income products is most certainly worthwhile and I hope that as a result of reading this report, your goal will be to implement more recurring income opportunities into your business.

The following are three basic groups of products you can sell:

1. **One-Time Product Purchases:** This is where a customer comes to your website and buys a product. Once you've delivered the product, your relationship is effectively over – unless your customer decides to buy another product.

You can and should encourage repeat purchases through a good follow-up process that establishes a good relationship with your customers. Offer them more resources, product discounts and create a line of products that complement the product already purchased.

For example, if you sell information products, you can create products with more advanced information or other information that your target audience would want to know. If you sell physical products, create a line of accessories or other complementary products to go with it.

But realize that even with all that savvy marketing in place you, are leaving a lot up to chance. Customers may go elsewhere or just plain old decide not to buy any more products. It's just the way it goes.

2. **Selling Consumable Products:** If you sell products that are consumable you have some advantage in sustaining regular income. By consumable, I mean products that are eaten or in some way used up – ex. food, cleaning products, personal care products.

Services can also be seen as a type of consumable product because they are something that gets used up and will likely be used again.

For example, secretarial services, counseling, ghostwriting, etc. are services that are regularly consumed. However, consider that services can be quite time-consuming, but if you are already running a service-based business, you might already see this benefit of repeat clients.

Because people consume and then repurchase these types of product and services, you have a better chance of getting repeat customers than with one-time product purchases.

Even so, there are still challenges with consumables. You need to ensure your customers will purchase from YOU, instead of elsewhere.

They may choose another vendor for price, convenience, availability or any number of reasons. Or they might choose an offline source because they forgot to purchase in time to get by mail order. Or they might just not use up their products and decide they don't need them anymore.

No matter what type of product you sell or even if you sell strictly through affiliate programs, there is an easier way to keep the money coming in and that is selling continuity programs which is your 3rd option for selling products and is explained below.

3. **Selling Products Using Continuity Programs:**

Let's by start defining what a continuity program is. **It is a product or service purchase that is billed and delivered on a regular basis.** Whether it is weekly, monthly or another interval. **The key is, you don't just get the initial sale.** Your customers keep sending you money over and over again! Not too shabby.

Note about Keeping Continuity Programs Legal: Continuity programs sometimes get a bad rap because many people are shady, underhanded and even participate in ILLEGAL practices with continuity. This guide does NOT promote any questionable or illegal activity.

The illegal aspect comes in when a company sells an initial product to the customer and hides the continuity aspect and continues to charge the customer.

For example, a company sells a piece of fitness equipment and then hidden in the fine print, they also add a monthly exercise CD to the purchase that they continue to bill on the provided credit card. That is unethical and illegal and you can read more at the FTC about this.

<http://www.ftc.gov/bcp/edu/pubs/consumer/products/pro07.shtm>

In ***this*** guide we're talking about very upfront subscriptions, memberships, etc. where new customers know exactly what they're getting into. There are no tricks...period.

Continuity products are everywhere from your phone bill, cable bill, gym membership and more.

If you think about, you can probably think of a number of examples of continuity products in your own life.

What Types of Continuity Products Can You Sell?

There really is no limit to what type of continuity product you can put together.

Continuity can be achieved with physical products, information products, services...just about anything.

NOTE TO AFFILIATES: If you're an affiliate marketer without your own products, we'll talk about that in a bit. There is plenty you can do working as an affiliate, but **please don't skip any sections on selling your own product because...**

Many of the tips will help you find suitable affiliate products, PLUS you might surprise yourself and realize that might just be ready to sell your own products too.

Continuity Ideas: These are products you can put together yourself or search for similar products available for sale through an affiliate program.

- **X of the month Club:** Whatever your product is, create a special one each month. Customers can buy them for themselves or they also make a great gift idea. For example:
 - Candle of the Month Club
 - Wine of the Month Club
 - Recipe of the Month Club
 - Craft of the Month Club

This works well with consumables, ongoing hobbies, collectibles etc. If it's something people use/collect/do on a regular basis, give them something exciting to look forward to each month.

You can see an example soon at www.InternetMarketer.com ☺

- **Consumable Product and Service Subscriptions:** If you sell a consumable product, a line of products or a service that people use on a regular basis, offer them as a subscription option that gives them X amount of the product/service for a discounted price.

This differs from the product of the month in that your customers will have more choice involved in the product. In addition, it will likely be marketed as a time

and money-saver, whereas the product of the month club would be appealing due to its more exclusive nature.

Examples of Consumable Subscriptions: If you offer a personal care product subscription where the customer agrees to pay \$50 per month for \$80 worth of products that they select each month.

If you are a ghostwriter, you can set up a subscription where your clients receive 20 articles per month for the price of 16. Think about your own consumables and see how you might incorporate these ideas.

- **Print Newsletter or Magazine:** Send your customers printed information each month on a targeted topic. A glossy magazine will likely carry higher printing costs, so be sure to detail all your expenses before embarking on such a venture. A newsletter can be just as profitable, but can be in black and white on matte paper, saving you plenty in production costs.

Of course, in both options, some of those expenses can be offset by selling advertising in your publication or simply by going digital with an e-zine.

- **Membership Sites:** Instead of doing a print publication, you might have your information available online (OR...you could have an online AND print version for your customers which they might like).

An online membership also adds the possibilities of interactivity that aren't always possible with a printed publication. This can be very attractive to your prospective members.

You can offer a monthly course, digital newsletter, articles, how to information...whatever your members want. You can include downloadable software, offer coaching, etc.

What your membership site does is completely up to you. You can add interactivity through a forum, letting members set up their own profiles and/or allowing commenting.

With an online membership, your costs will likely be lower than publishing a printed publication and you can offer more frequent updates. However, just because it is lower cost, don't assume it will be more profitable.

It is possible that you might be able to command a higher price and get more subscribers to a product that is delivered by the good old-fashioned snail mail.

- **CD / DVD Subscription:** The same kind of information you deliver via a printed newsletter or online membership, can be published CD and DVD.

Both are inexpensive mediums to produce and again, your customers receive a tangible product in their hand with their subscription. You can include audio, software and other useful items on CD. Video can provide valuable how to information, entertainment, etc.

- **Hybrid Printed Publications / Memberships:** *Consider offering physical goods by mail (newsletter, CDs, DVDs, etc) and increasing the value by adding an online membership component.*

The online membership can include downloadable versions of the content you send by mail and offer additional options of interactivity. This will help you capture more people as you are catering to more preferences. Plus the perceived value of your offer will increase for many of your prospects who love all the stuff you're delivering in one set price.

- **Products That Lend Themselves to a Subscription:** Some products just make sense as a subscription. For example [web hosting](#), [autoresponders](#), image hosting, audio hosting, dating sites, etc. If you sell any product now for a one-time fee, think about whether it makes more sense as recurring subscription.

But What's Better: Your Own Product or Working as an Affiliate?

There are plenty of opportunities to create your own products AND to sell continuity products as an affiliate.

The ideal situation is to do both. Put together your own lucrative products, but if you can't offer a particular product that would be useful to your readers/customers, find an affiliate program and offer that product.

Let's look at the advantages and drawbacks of each:

Selling as an Affiliate:

To make the most of this opportunity, here're some things to consider and look out for.

- **Look for products that convert well.** Some affiliate programs and networks provide conversion data, so evaluate any data you're provided (this is also a good research opportunity if you're considering selling your own

product). Ask your colleagues for some recommendations. If you are going to invest your time and resources into recommending a long-term product, make sure people readily buy it.

[Check this out for an example of a product that converts like gangbusters and pays you massive commissions!](#)

- **Make sure the program pays recurring commissions:** Not all companies offer recurring commissions on recurring billing products. Check that they are available **before** you start promoting or you might be in for a surprise.

If you are paid a large one-time lead fee or finder's fee for a customer, it might still be worth it, but realize there will be no recurring income opportunities.

HINT: Look for independently run affiliate programs – as opposed to affiliate networks – for some of the best recurring commission opportunities.

- **If you can't find an affiliate program, look for a reseller program.** There are many companies that will allow you to private label or white label their services/products and for a set or yearly fee give you a custom website that sells their products.

You create the branding, bring in the customers and take care of the rest. Web hosts, website builders and plenty of physical product providers create these types of opportunities. Search for "X product + reseller program" to find what you're looking for.

- **Make sure you work with companies that deliver awesome customers service, reliability and quality.** If possible, be a customer of theirs first to ensure everything runs smoothly, cancellation requests are honored, etc. You want to make sure you only send referrals to companies that treat your referrals like gold or it could turn into a reputation nightmare for you.
- **That said, once you find companies with good products and excellent customer service, they can take care of the rest.** With an affiliate program, you don't have to deliver the products/services or provide the customer support. That gives you more time to spend on building up your commissions and selling more and that's really where you should be focusing your efforts.
- **Remember, this isn't just a one-time promo and you're set for life.** It's nice when you can send out a promotion for a continuity program and suddenly have a bunch of people paying a monthly fee, but it doesn't last forever. Although the drop-off rate varies from product-to-product, people

cancel their memberships all the time. If you promote today and have a successful campaign, make a plan to keep it up on an ongoing basis.

TIP: Schedule successful continuity programs promos into your autoresponder, make some static content on your website promoting the product, post search engine optimized product reviews on your website; add promos to the ebooks/reports you distribute, etc.

Selling Your Own Product:

Selling your own products gives you more control over the process and likely will result in higher conversions as the people buying from you already know you and trust you...plus, you get to keep all the profits!

But selling your own product requires more work from you. Here are some things to consider:

- **You have a commitment to deliver the goods and/or services month after month.** You can't just take the money and sit back and relax. That is one mistake that many people make when they make their first attempt at a continuity product. They think all they have to do is bring in a rush of members and they're set. This IS a real business with ongoing work. But don't worry too much...I have tips for minimizing your workload coming right up.
- **Don't do all the work yourself.** If you plan to manage the whole continuity program all on your own, you might find the day-to-day tasks keep you from increasing your customer base...plus, you might just wear yourself out with all the work you have to do.

Where possible, get help with delivering customer support, managing and creating the products and delivering the service.

Here are some areas where you can get help:

- If you run a membership site, consider **hiring an editor** that will be in charge of planning and posting monthly content.
- If your online membership includes interactivity elements through a forum, for example, **hire moderators and contributors**. Or you might get some to contribute for free, in return for a free membership or some other perk.
- If you deliver physical products, look for a **fulfillment company** that will package and ship the orders for you. There are many companies

out there (just search for “fulfillment company” on Google) that will receive daily reports of your orders, package your products and ship them out.

- If you are printing CDs, DVDs or paper, get a **printer who will print and ship** out the products.
- If you are offering a service-based subscription, consider **subcontracting some of the services**.

IMPORTANT: Don't fool yourself into thinking these things are TOO expensive, especially when you're starting out.

BEFORE you start a continuity product of any sort, you need to sit down and figure out all your costs and price your product accordingly. Include these items in your expenses from the very beginning, so you can calculate your per subscriber cost and determine a healthy profit margin for yourself. If it's not cost-effective to hire out some help, scrap the project and find something more profitable.

Even if you decide to do all the work to start with, make sure your profit margins allow you to hire help when it becomes necessary.

- **Make sure that you don't over-commit.** In addition to the extra work recurring income can bring (but keep in mind, the extra work also brings in EXTRA income), make sure you don't overdo it.

In an attempt to wow their customers, many sellers pile on the value making it difficult to keep up with what they offered. It's much easier to ADD perks at a later date than it is to take away perks from your members, so start small. Make sure you carefully plan your workload and expenses, to achieve maximum profit with a comfortable level of work.

- **Start Your Own Affiliate Program!** Instead of just doing all the hard work for another company as their affiliate, get affiliates on board promoting **your** products.

As you can imagine, recurring commission products are attractive and if you have a good product that converts well, you'll be able to find plenty of willing promoters. [See here for an example.](#)

How To Get More People To Sign Up And Stay On Board Your Continuity Program!

All these great ideas for recurring income all fine and dandy, but they're worth nothing if you can't get people on board and to stay on board with their recurring payments.

Here are some tips to get more people interested in signing up and staying on...

Acquiring New Members/Subscribers:

In addition to the regular marketing techniques you employ, there are a number of things you can do to attract more new customers to your continuity product.

- **Do your homework and ensure your product is something that people want/need AND are willing to pay for.** You can determine this by understanding your readers' buying habits, seeing if there are other similar products out there, etc.

If there are similar products out there that have been offered for some time, you can see there is demand. If you're charting new territory and offering something truly unique, be sure to do more intensive research.

- **Keep your focus on a particular and well-defined target market.** Just like with all successful online marketing ventures, keep the target of your subscription well-defined.

For example, if you have a weight loss newsletter and you target *anyone who wants to lose weight*, you're going to have a tough time getting people really excited about your membership and staying on for a long period. After all, excess weight comes from a number of different reasons and solutions will vary from person to person (or certain types of people).

In addition, you're going to be competing with the likes of some very big players trying to get a slice of the action.

You're better off targeting your publication to a specific group like diabetics, post-menopausal women, etc. A potential subscriber who feels you really understand their problem is more likely get on board and get help from you.

- **Find your continuity product's USP (unique selling position).** If you're not familiar with the term USP, it simply means what makes your product different than everyone else's and how that uniqueness will have customers coming to you, instead of a competitor.

You can position your uniqueness on the quality of your product, your guarantees, the speed of service, etc. Dig deep on this one, see what others are doing and make your product better.

- **Clearly illustrate the benefits of the continuity program.** Yes, the features of your product, membership, service are important...but when asking them to sign up for ongoing payments, you really need to let them know the benefits.

For example: save time, save money, excel at a skill, ease stress, have more stamina, etc.

- **Give free or low-cost trials to get more people to try your product.** Even if your subscription offer can be cancelled at anytime, people are often weary of getting hooked into a subscription of something they're unsure of. [You can offer a free or a very low-cost trial to try it out.](#)

My recommendation is to still have the subscriber commit to a subscription after the trial period is over and to let them know they have a full XXX days to try it out and can cancel anytime.

That will help you convert more trial users into happy clients. If they are left with the responsibility of renewing their membership manually, in many cases, they probably won't bother. Of course, you can test out both methods and see what produces the best results.

- **Offer Satisfaction Guarantees.** A guarantee can go a long way into instilling more confidence to buy from your prospects.
 - In the case of membership sites where you are delivering digital content, there are minimal costs per member that offering a 30-day money back guarantee, for example, is easy enough to do.
 - You might also easily do the same with a magazine, DVD, CD or other low print cost subscription. The publication and shipping costs

are likely low enough and the losses due to refund will be made up by additional subscriptions the guarantee can bring.

- If you're offering a physical product (ex. candle of the month club), you can still offer a guarantee that requires return shipment of the product.
- If you are offering personal service, it's a judgment call. You are either investing time or money to another subcontractor to provide a service and you'll need to evaluate whether money-back is worth it for you. You might find the extra assurance your guarantee offers brings in enough extra clients to more than cover any losses due to refunds.
- **Allow cancellation at anytime.** In addition to giving them a guarantee, make sure they know they can cancel anytime. If you feel your offer requires a time commitment (ex. 6 mo. contract), it's up to you, but in most cases there is no reason to make people feel tied to a subscription. They will more likely give it a try if they know they can get out easily.
- **Gather and Publish Subscriber Testimonials.** Get detailed feedback from your current customers and publish them on your website and in your other promotional materials. Have the testimonial provider explain how they use the product and how it has benefited them.

You can get testimonials by simply asking for them! (Offer a free gift for completing a survey).

If you receive unsolicited positive feedback, always ask your customer if they would mind if you shared that feedback with prospective members.

- **Create a sense of urgency.** Make your subscribers feel like they need to order now. You can do this in a few ways:
 - Offer special limited-time offers.
 - Offer a low introductory price to get an initial influx of members to cover your costs.
 - Show them that your product is the solution to a problem they've been trying to solve for a while (ex. finding just the right gift for someone special, finally moving on after the abuse they faced as a child, etc.).
 - Limit your member numbers ***if*** it makes sense to do so and close your membership when you hit the limit. You might limit membership when you offer a labor-intensive service or members might suffer in some way if too many people gained access.

- **Set up an affiliate program that your every day customers are aware of.** We already talked about having your own affiliate program, but make sure it's accessible by every day people who enjoy your products.

Make the concept of the affiliate program easy for your non-internet marketing members to understand – it's simply a referral program where they can refer family and friends. Make it attractive by telling them they might earn enough cash to pay for their membership (or even more!)

Keeping Your Customers:

In addition to getting the initial YES and having a new customer sign up, you want retain as many customers as possible so that you can maintain AND grow your income. Here are some ideas to help you...

- **Offer lower introductory prices that are grandfathered for existing members** (but make sure the prices are still profitable).

When you raise your prices, grandfather older members with their lower price and state they will keep that price as long as they keep their subscription active. Of course, if your costs go up over time, you might not be able to offer grandfathered rates, but where possible it can keep members faithful to you for a long time.

- **Give them great value.** That sounds pretty obvious, doesn't it? Just don't forget it or you'll have people leaving en masse. [If you are making a content-based subscription, make sure your content is valuable and useable.](#) If you are offering a service, make sure it's timely and reliable. You get the picture.
- **Offer more goodies as costs and time allows.** Bulk up the value of your subscription on a regular basis. It could be by providing more content (even if you sell a physical product), support and interactivity. This will keep your current subscribers hanging on because they keep getting more value and it will also attract new members who are getting extra perks.
- **Sell products that make it difficult for your subscribers to decide to cancel.** Of course, I'm not talking about holding your customers' credit card numbers hostage, but I'm talking about creating types of products and especially services that make it hard for them to make the decision to cancel. For example, photo sharing services where data will be lost if they cancel. The same goes for audio, video sharing, and other products that store data.

Continuity Products You Can Create Or Be An Affiliate For

This is not an exhaustive list of products you can sell through continuity programs, but just a beginning list to help your creative juices flow.

Your own unique market might lead you to some ideas not listed here.

NOTE: Not all these products/services are online, but you can still conduct your payment and client management online. Some of the examples are pretty specific and some are more general to help you generate further ideas.

- **Bookkeeping / Accounting Services**
- **Virtual Assistant Services**
- **Customer Support**
- **Correspondence Management**
- **Coaching**
- **Counseling**
- **Hosting: Website, Video, Audio, Images.**
- **Website builder**
- **Advertising**
- **Automobile Maintenance**
- **Pet Maintenance and Cleaning**
- **Doggy/Pet Day Care**
- **Food/Beverage Delivery**
- **Medical Supplies Delivery**
- **Home and Lawn Maintenance**
- **Cleaning Services**
- **Organizational Services**
- **Tracking Services**
- **Industry Tips (Stock Quotes, Investment Tips)**
- **Career Advancement (Career specific or more general advancement help)**
- **Long Distance Services**
- **Newsletters**
- **Magazines**
- **CDs**
- **DVDs**
- **Ready-Made Projects**
- **Educational Materials & Lessons**
- **Private Label Articles and Content**

- **Private Label Information Products**
- **Private Label Physical Products**
- **XX of the Month Club**
- **Recipes & Menu Planning**
- **Craft & Hobby Projects**
- **Online Gaming**
- **Web-Based Software (If you sell desktop software or a one-time software purchase that the buyer hosts on their own website, consider a web-based option you can charge regularly for)**
- **Legal Retainers**
- **Childcare**
- **Personal Care Product Packages**
- **Personal Care Service Packages**
- **Dating & Matchmaking**
- **Private Discussion Forums**

Your Ultimate Goals

If you've grown tired of the inconsistent income your business often brings, you now have the ideas and tips to help you start changing that.

Always keep your eye out for continual income opportunities and slowly incorporate them into what you're already doing.

But word of warning, don't try to do a bunch of stuff at once.

Each affiliate program you promote or product you create deserves your full attention as you see the project through from beginning to end.

Simply trying to pile on a ton of continuity products at once will keep you from maximizing your income from any one opportunity.

For me, the most profitable continuity products have been the ones that I have dedicated my time and resources to...and I continued to work them over the long-term to grow my profits steadily.

Sending an email to your subscribers for a new continuity program each week isn't going to give you the long-term results you're looking for.

Remember, it's easier to find new subscribers to a product with proven results (i.e. happy customers) and increasing value.

Maximize those great opportunities in front of you!

To Your Success,

Ewen Chia