



Prashant Shanbhag Reveals...

“How to Avoid The Feast or Famine Cashflow and Ensure Your Incomes Flows Like Clockwork”...

Prashant Shanbhag is an online marketer, writer and blogger...

You can get an idea of why he's been called a *Marketing Rebel* [by Clicking HERE](#)

For a considerable time my monthly earnings were teetering and tottering. At times my income felt like it were a see-saw, with two hyper-active kids powering both the ends.

And the sad part was, I had just gone full-time online.

No, I'm not talking about the actual cash that came in - I seemed to be making more or less the same as the previous month.

But it felt uncertain. Because I knew that come the 1st day of the next month, my sales register would wipe itself clean and I'd have to start all over again.

I had to make
sales every
month to keep it
coming in, and
that's more
stressful than
you might think.

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Don't get me wrong, it's not as stressful as having to live on the streets, or living on social security, but it did have its moments.

And with one baby and a wife to support I knew I needed some stable income ringing as quickly as possible.

Remember although it had been a while since I quit my job I was still having to sell each and every month to keep my lifestyle at my last pay-check level.

And that's hard work whatever level you're at.

So I took a step back and looked at the whole internet marketing niche from a very common-sense viewpoint.

I realized I was lacking a simple system that brought in a steady recurring income (or 'freedom pay' income as I later called it) month after month. That would basically pay my bills and leave me with room to breathe and be creative to build my business.

I had to find a way to get hundreds of people to pay me on the same date every month so I knew when and how much money I had coming in...

...and all I would have to do was create fresh content for them each month, NOT have to make new sales, be forced to find new customers or worry about driving new traffic.

The answer was recurring income, continuity products, subscriptions, membership sites or whatever you want to call it.

To put this realization in practice I just needed to look round to see what type of products were selling well.

I researched for a few days and **decided I'd go into the membership program business!**

Within a month or so I'd built a membership site (I outsourced the web development to freelancers)...

I announced limited openings for members. And fortunately, within 24 days my membership had **sold out**.

So I planned and reopened 100 more memberships a couple of weeks later, marketed it in the same way and that one sold out too!

I learned quickly that limiting the places in my membership worked very well in terms of scarcity, and limited each launch to 100 people initially was a sweet-spot.

IMPORTANT: I worked my ass off to sell those memberships, using all sorts of techniques from mailing my list right through to banners, swapping ad placements, offering \$1 trials to my partner's lists and including affiliate programs to attract more JV partners.

Looking back, one of the *other* best things I did was to work solidly for two days tracking and collating which selling / traffic method worked the best, and for the following month focused all my efforts **ONLY into THOSE methods**.

The result?

I had much more than my monthly bills covered by this continuity (around \$14,600 per month and that increased dramatically as I added more continuity options) **and** the stress and pressure of having to make new sales every month escaped like a kid slipping down a greased pole.

\$14,600 was TWICE the salary I'd dumped to venture online full-time BTW :)

So that was my method.

Simple and straightforward - just add hard work to the mix.

It's easy to do the same...

Research what content or service people want and make it into a continuity site.

Work your balls off promoting it in **every way you can think of** or afford and *then spend a solid 48 hours tracking which methods work*.

Then work your butt off AGAIN focusing on just those methods.

Finally (and this is critical), push your continuity program into the back end of EVERYTHING you do.

EVERYTHING!

If you have a sales funnel make sure it's in there, even if it's entirely unrelated.

Yes even with unrelated products this does work but track and test it so you know your numbers.

Make sure that every new subscriber who comes onto your list knows about your continuity and are reminded regularly about it.

Create a discount offer and place your ad on your JV partner's thank-you pages in exchange for you promoting their launches.

Email your ENTIRE list when you add new content. Tell them about this months' exciting new content and if they haven't joined yet tell them that they should.

Make the email appealing enough to pull in new members.

By doing this you're letting existing members know that there is new content to download but you're also making the email into a teaser to encourage new members.

If you frame your emails this way it's really just sales copy :)

Q. When is the right time to launch your first continuity site?

A. RIGHT NOW!

As soon as you feel you know even the basics of your internet marketing business, *start working on the continuity sites that will eliminate the feast or famine income cycle.*

It'll take away much of your stress, remove your reliance on having to do launches every couple of months to make money and eventually it will remove some of the dependence you have on JV partners and affiliates.

It's why I don't need to do launches and why I don't need affiliates.

It makes you free from needing others

It makes you your own person in a business sense.

Create continuity sites - it makes a HUGE difference.

Speak soon,



**Get my best-selling blueprint 'How To Get
Amazon To Market Your Business For Free'
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