

PROGRAM SYLLABUS

# PARTNERSHIP TO SUCCESS

*Instruction - Systems - Support - Coaching*

PARTNERSHIPTOSUCCESS.COM

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John Thornhill

# I'M DELIGHTED THAT YOU'RE INTERESTED IN JOINING US IN PARTNERSHIP TO SUCCESS

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*Partnership To Success gives you all the systems, support and coaching you need to take your digital product from idea to income... whether you're an established online expert, or you're starting from scratch without a website or an email list.*

We eliminate your need to chase information or piece together knowledge from dozens of different places before your digital product is ready.

Creating your first digital product is hard if you do it on your own. Time after time, we hear about well-meaning entrepreneurs who get started only to quickly get bogged down.

I don't want that for you. I want you to create your digital product quickly and get it into the hands of hundreds or even thousands of eager customers who are ready and waiting to buy.

That's what Partnership To Success is all about, and we've designed every aspect of the program to help you avoid the pitfalls and keep moving forward.

If you've been daunted at the thought of creating your own product, or you've given up on the idea after putting in extraordinary effort, this is your opportunity to take a different path.

My team and I have worked really hard to put together an awesome experience for you, which is why we want to give you an inside look at the course syllabus.

Then, once you're ready, I hope you'll join me and the other P2S coaches to finally launch your product to the world and make it available to the customers who need it most.

Thank you for your interest in Partnership To Success!

**John Thornhill**

Creator of Partnership To Success



# DO YOU BELONG IN PARTNERSHIP TO SUCCESS?

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Partnership To Success is for you if you recognize yourself anywhere in the list below:

1. **You have a genuine desire to help others.** If you're only in it for the money and don't really care about your customers, it will show in your marketing and the product you create, and that will undermine your chances of succeeding.
2. **You want freedom.** You want a business that will allow you to design your life in a way that lets you spend your time doing the things you enjoy. You also want to stop worrying about paying your bills, coping with unexpected expenses like a leaking roof, and retiring comfortably. If you know this is possible with focused effort in the right direction, that's how we know you'll give the program your all and succeed.
3. **You have a strong work ethic.** While we're all about doing things smart, we also believe that work is a necessary part to success! We'll do our part by making sure you're always focused on the most critical things for success with your digital product, but you still have to be willing to roll up your sleeves and put in the effort to achieve the success you're looking for.
4. **You have the time set aside to implement.** Do you have 30-60 minutes a day to implement the strategies we'll cover together? If not, then you likely won't find success with this, or any other program.
5. **You're not afraid to fail.** If you're going to be in this group, you need to leave your ego at the door.

If you meet these five criteria, then I'm confident that you can succeed with this program, and we'd be excited to work with you.

On the other hand, Partnership To Success is probably NOT for you if...

1. **You're not really committed to building your business or selling digital products.**
2. **You're easily distracted by every shiny internet marketing object.**
3. **You're totally broke.**

I'm committed to only serving the people who can really benefit from what I have to offer, so if you aren't a good fit for this program, you shouldn't sign up.

But if you meet the first four criteria, you have what it takes to succeed in this program, and we're excited to work with you!



*I struggled for years online before I found John's program and because of the steps he taught me I now have a 6 figure per year online business that keeps going from strength to strength. Next year I am shooting for 8 figures.”*

**Steven Alvey**



*Thanks to John my first product launch did over 500 sales and at that moment I knew I had found the winning formula to success online. Within a year I managed to 'retire' my husband and I am now full time online generating multiple 6 figures per year.”*

**Shelley Penney**



*Working with John was my best decision ever and since joining John's first version of this program I have gone on to generate 8 figures online. Don't underestimate the power of what you have here and don't take for granted what is being taught. Absorb it. Stop procrastinating, stop pointing fingers and stop making excuses for yourself. Just go and do it.”*

**Omar Martin**

# WHAT'S INSIDE PARTNERSHIP TO SUCCESS?

Our proven roadmap to success has 10 modules. The first 5 cover the research and planning phase and the last 5 cover the creation and launch phase, with 1-on-1 coaching calls along the way.

We'll guide you along the essential – and achievable – path to freedom, wealth and impact as you build a successful and thriving digital product.



## MODULE 1: BUILDING YOUR PLATFORM

First thing's first, you need to be clear on what you're doing, where you're going, and how you're going to get there. The program starts with a 10,000-foot overview of exactly what's involved in taking your digital product business from idea to income. And you'll learn how to set yourself up to get the most from this training over the next 60 days and beyond.

### Highlights:

- Our PROVEN roadmap for building a successful, thriving and emotionally rewarding digital product empire... which works no matter what level of online experience you're starting with.
- How to set up a blog that allows you to go from a total unknown in your niche... to a celebrity expert... in 180 days or less! (Even if you have ZERO technical skills and have never built a website before in your life.)
- A step-by-step guide to building a simple lead magnet and high-converting opt-in page that builds you a buyer-filled email list who looks to you for solutions.
- The “success” mindset every digital product creator needs to adopt. This is VERY important if you want to succeed in this program! But once you get this, you'll be focused and on-track to launch your first digital product in as little as 60 days.



## MODULE 2: TARGETING YOUR NICHE

One of the biggest mistakes I see people making is going straight to building the product they always wanted to create. Before you create anything, you need to be sure you know what people want to buy so the time you invest actually pays off and customers are eager to buy your product.

### Highlights:

- A fast and easy way to find top performing products in any niche. (You'll see the top converting offers so you can model them using our proven system... and can start making more money FASTER.)
- A complete system to find, select and narrow possible niches so you find the "sweet spot" where you can create a product that will sell itself... and avoid wasting your hard-earned money and time on unprofitable ideas.
- How to pick a profitable niche that gives you the best possible chance of success. Few digital product creators spend enough time on this essential step. Marketing online can be tricky, but don't worry. You'll get details on not just choosing and defining your market, but validating it, too.
- How to take your niche and carve out an entire category. Doing this can instantly make you the industry leader and makes it virtually impossible for your competition to succeed.
- The step-by-step process to create your customer avatar so you have laser focus when building your product and doing your marketing. How to get inside the head of your customer and tap into their emotional "hot buttons" so you can make your products IRRESISTIBLE.



## MODULE 3: PLANNING YOUR PRODUCT

Once you know what people in your target market want to learn about, you'll be ready to brainstorm and map out the various elements that you plan to include in your first successful product! We'll show you how to easily and effectively structure your product, so you're on the fast-track to success.

### Highlights:

- A simple exercise for discovering the best possible idea for your first digital product. One of the most important steps in the product creation process is deciding what your product should be about. Here is where we'll show you a simple system for discovering the best place to start with your first digital product.
- How to guarantee your product idea will SELL. There's an important difference between something your market wants, and something they're willing to BUY. These research techniques will show you how to find out what problems people are happy to pay to have solved.
- A quick and proven way to validate your product idea has legs... before you invest months researching and building it. This is the special validation process that all of our successful students used to ensure they ditched their bad ideas before they led them astray!
- The 3 types of "format" that you can use for your new product. These proven formats work best for digital products, and depending on your content, time commitment and personality, we'll show you which is the best structure for you.
- How to avoid the "analysis paralysis" that CAN keep you from getting your first product done. The #1 most common pitfall that kills momentum is over-planning. Let us show you how to deftly dodge that problem and get your product in front of your ideal customers – FAST!



## MODULE 4: CREATING YOUR PRODUCT

At first glance, it looks like a huge chore to create all of the content for your digital product... especially when you're starting from scratch! But when you do it the way I show you, you won't have to start from scratch. Because in this module, you'll discover...

### Highlights:

- How to create your first digital product within DAYS – instead of weeks or months – by using a little-known application of the 80/20 rule. (It's so simple... but almost NOBODY knows it!)
- Discover 3 little-known frameworks that make creating a high quality product your customers will LOVE to buy a quick, easy and fun process. This is the exact step-by-step plan used by two of my students to grow their online businesses into mid 7-figure monsters in their respective markets... in record time.
- How to take advantage of the biggest publisher of information in the U.S. and use their material to create your digital product... without paying a penny in fees or royalties!
- Practically NOBODY knows this insiders-only strategy. But a select few in-the-know have been quietly using it to make a MINT.
- How to increase the value of your product by giving it the right name. (Many customers will judge your product by what you name it, so it's important you get this right.)
- My proven 52-point product creation checklist – the exact one I've used to generate MILLIONS. It's simple and easy to follow... and I've proven time and time again that anybody can do it.
- Not all products are equal. Discover advanced product creation and positioning strategies so you can command a premium price for any product you create.



## MODULE 5: DELIVERING YOUR PRODUCT

Growing your business as quickly as possible and making a lot of money are great. But the way most entrepreneurs go about it makes you a slave to your business. What I have to share with you in this module is a unique way of delivering your products that gives you incredible time and lifestyle freedom.

### Highlights:

- How to turn your content into a polished online course, membership site, or any other digital product you can imagine... even if you're a total technophobe and don't even have a website right now.
- An "under-the-radar" automation trick that makes delivering your digital product take less time and effort... but provide MORE value! Get this right and life's a breeze. Get it wrong and you'll be faced with a mob of angry customers who will NEVER buy from you again.
- How this one simple addition to your members area can as much as DOUBLE your sales, profits and income! (It takes less than 30 minutes... literally!)
- The key to welcoming new customers in a way that immediately makes them feel like they are in the right place. Getting this right is the key to providing a great customer experience... minimizing refund requests... and building great word-of-mouth marketing for your product.



## MODULE 6: CRAFTING YOUR SALES PAGE

The difference between a product launch that just does okay, and a launch that brings 5 or even 6 figures is this: the product creator behind the successful launch knows how to craft a sales page that works to convert visitors into buyers. And soon, you will be able to do that, too. Because in this module we'll cover...

### Highlights:

- How to write headlines and sales copy that really SELL... including all of my favorite headline and copy formulas and fill-in-the-blanks exercises to write great copy instantly.
- Three elements that MUST be present on every sales page. (When they are, you'll see sales and profits beyond your wildest expectations!)
- A step-by-step video walkthrough of MY most profitable sales pages. You'll see everything is laid on the line as I explain the psychology behind them... why they're presented this way... and how to model them for maximum income with your own products.
- Five secrets for quickly writing effective, hard-hitting, order-pulling sales copy... even if the only thing you've ever written is a shopping list. (No experience required. Simply "fill in the blanks" and you can create million dollar sales copy.)
- A quick way to uncover and use the exact same "problem language" in your copy that your customers use. (This creates an IMMEDIATE emotional bond with your prospects and practically FORCES them to trust what you say.)
- The one most powerful element missing from almost every sales page you see online. (Add this in and you could easily DOUBLE or TRIPLE your conversions overnight!)



## MODULE 7: JOINT VENTURE PARTNERSHIPS

If you're planning to rely solely on your own marketing efforts to drive sales, then you're thinking too small! Your key to record-breaking revenue may lie in strategic joint venture partnerships. In this module you'll learn how to find, pitch, and build win-win partnerships with other marketers who are chomping at the bit to sell your product FOR you.

### Highlights:

- How to approach joint venture partners and get them excited to say "YES!" to promoting your digital product. (Even if they don't know you from Adam.)
- Top secret, from-the-trenches insights about what works (and what doesn't) when it comes to attracting new partners... including the most important pieces of information they'll want from you.
- How to structure your partnership agreements to keep your JV partners happy and motivated to continue driving sales. (This instantly earns you their loyalty and makes them WANT to go the extra mile when promoting your product.)
- Why joint venture partners will be falling all over themselves to flood your sales page with their BEST traffic. (Simply make this "top secret" offer to them and they'll practically BEG you to take their best buyers from them.)
- How to pull off a viral product launch that drives massive traffic and sells your product like CRAZY. (This secret works even if your list is brand new and you know almost nothing about marketing.)



## MODULE 8: SETTING UP YOUR TECH TOOLS

By this point, a lot of the “grunt” work has already been done. In this module, we show you how to set up your tech tools so you can prepare to launch your digital product, and build a system that automates the entire process.

### Highlights:

- An in-depth look at the three most popular payment processors on the market. I’ll walk you through the pros and cons of each platform, and show you how to choose the right one for your needs and budget.
- The little-known tool which will track all of your sales and ensure both you AND your affiliates get paid on time, every time... without you ever lifting a finger. (Best of all, it’s FREE!)
- Want the best chance of success with your new digital product? Then [HERE](#) is the affiliate marketplace you need to be using. (Imagine having your pick of the BEST affiliates, constantly sending traffic and sales to you.)
- How to easily password-protect your digital product so it can only be downloaded by paying customers. (Follow these steps to connect your payment processor to your membership site software and prevent non-buyers from finding your thank you page... even if you’re non-techy.)
- Step-by-step tutorials on how to set up and use ALL of the most important business growth tools online. Whether it’s autoresponders, landing page software or payment processors, selling digital products DOES require some tech know-how. But fear not, you’ll learn how to quickly and easily set up all the tools you need to successfully create, sell and deliver your product.



## MODULE 9: PLANNING YOUR LAUNCH

At this stage, your focus is firmly on getting ready for your first successful launch. The devil is in the details, so in this module, we'll take you step-by-step through how to review and test everything, so you can give your product the best possible chance of success.

### Highlights:

- My tried, tested and PROVEN formula for cranking out a cash-cow video sales letter that works like magic to convert prospects into happy, paying customers... FAST.
- How to get sales from people who have already decided to NOT buy. (Almost nobody knows this high-level marketing secret.)
- A common but devastating mistake many new digital product creators make when planning their launch. (Digital product creators unaware of this secret put paid to their chances of ever making sales. Do this instead and watch the customers and sales start flooding in.)
- How to structure the support you offer to your customers so you can still enjoy a "freedom lifestyle." (Once you know this, your customers will never consume your life or affect your relationships.)
- The single most important secret that GUARANTEES your success as a digital product creator and attracts lifelong customers! (I have students in my program who have paid \$10,000 or more, have been with me for more than a DECADE... and plan to stay for at least a decade more!)
- A little-known way to use non-competitive products from other marketers to rake in extra profits. (It's a simple technique that costs you nothing... but could increase your average customer value by HUNDREDS of dollars.)



## MODULE 10: LAUNCHING YOUR PRODUCT

By now, your digital product is complete, and it's time to generate your first paying customers! This is where the REAL fun begins. We'll walk through different strategies for launching your product, and help you determine the best fit for your situation.

### Highlights:

- How to launch your digital product to a crowd that is ready and waiting to buy... without wasting months or years of your life giving away free stuff to “build a relationship” with people who will likely NEVER spend a single penny with you!
- A simple (but crazy effective) 3-stage “launch battle plan” that gives your product the best chance of sales success. You'll get detailed examples and checklists. And best of all, you'll have direct one-on-one support throughout the entire launch process from me.
- The counter-intuitive technique I've used to generate hordes of traffic in every launch I've done. I'll show you exactly what it is and how to deploy it in your business.
- How to architect an irresistible product offer that makes it easy for your customers to buy your product during your launch. You'll discover an almost magical shortcut that makes your offer SO compelling, people buy without hesitating... including people who would normally NEVER even consider buying!
- How to add thousands of new names to your email list during your launch... AND how to properly nurture that list to create an army of repeat buyers who jump to buy your products again and again.

# THE BEST COACHING & SUPPORT SYSTEM IN THE INDUSTRY

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Only Partnership To Success gives you **unlimited coaching and support**, to help you solve any product creation challenge you face.

We've taken feedback from the thousands of students that have been through Partnership To Success, and invested tens of thousands of hours into building the most comprehensive coaching support system you'll ever find.

This means you'll have access to more types of support than any other course or program out there, including:

## Milestone Calls

Milestone calls are where you'll get on the phone with me for a 1-on-1 session. These calls are designed to take place at key checkpoints in the program so that you can get direct feedback from me and know for a fact you're on the right track BEFORE you invest your money and time.

## Live Bi-Weekly Q&A Sessions

All students get bi-weekly access to the entire Partnership To Success coaching team in our live, members-only Q&A sessions. This is your opportunity to ask my team of experts ANYTHING. You'll get direct feedback from our team of coaches, feedback from your peers, and the accountability you need to achieve the goals you set for yourself. We'll stay on until the last question is answered each and every session.

## Monthly 'What's Working Now' Trainings

As a Partnership To Success student, you also get to listen in on our monthly internal 'What's Working Now' meetings where members of the team (and occasional special guest experts) will share what's new, what's hot, and what's working across all of our different companies and offers. In the past, these virtual meet-ups were for employees only, but I've decided to let Partnership To Success students attend these sessions as well.





### Private Mastermind Community

If you want to be successful, you need to be surrounded by people who are on the same mission as you, and who speak the same language as you. That's why, as soon as you join Partnership To Success, you'll get access to our private, members-only Facebook community. As a member of this group, you'll be able to ask questions and get help 24/7, grab an accountability partner, share your wins, and network with over like-minded 1,000 entrepreneurs.



### Email Support

In addition to all that support, you'll have unlimited access to your coach via email. Any time you have a specific question, simply click the "Submit a ticket" button inside the members area to tell us what you're struggling with, and a member of the coaching team (either me, Randy or Alex) will reply to you *personally* within 24 hours on weekdays.



### Phone Support

Sometimes you need to talk with someone, and you need to talk to them NOW. That's why Partnership To Success students even get our office phone number for those times when you *really* need to reach us.



# OUR “SUCCESS PARTNERSHIP” GUARANTEE

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We GUARANTEE that if you follow the steps in Partnership To Success and implement the advice of your coach, then you WILL successfully launch and sell your first digital product.

- **Your responsibility:** Bring 100% of your effort and expertise. Watch the lessons and do the homework. Reach out to us when you need help, and persevere in the face of adversity.
- **Our responsibility:** Provide you with the very best training and support available to help you succeed.

If after following the steps in the course and taking advice from your me, you don't launch and sell your first digital product, I will work with you to create a personalized “Course Correction Plan” that will lay out the exact steps you need to follow to achieve a successful product launch for your specific situation.

After implementing your Course Correction Plan, you will successfully launch your digital product, OR you will get a full refund.

This money-back guarantee doesn't protect you for 30 or 60 days. **It protects you for a full 6 months from the date you sign up for Partnership To Success.** That means that even if you're busy and you have less time than other students to dedicate to creating your product, you can still rest assured in the knowledge that you WILL cross the finish line.

After the guarantee expires, your access to Partnership To Success still continues. You'll have lifetime access to the lessons, allowing you to create as many products as you want.

# WHEN YOU JOIN US IN PARTNERSHIP TO SUCCESS...

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As you decide whether to not to join P2S, I want you to just think about *one* thing..

... YOU.

The decision you're about to make is a decision for yourself, your future, your family, and the people who are going to thank you when you help them solve their most painful problems.

Think about your goals and what you want to make of your life. Think about the kind of lifestyle and security you want to provide your family. Think of the vision and mission you have for yourself. *Really* think about the things you care about.

Which decision will bring you closer to your goals?

To recap, here's everything you get when you enroll:

- *The full Partnership To Success Program to create a digital product that sells*
- *Step-by-step video lessons, PDF guides, mind maps, checklists, and MP3 audio recordings*
- *Lifetime support from your dedicated Product Creation Coach*
- *More types of support than any other program*
- *Lifetime access to the Partnership To Success Mastermind community*
- *Our 6-month "Success Partnership Guarantee" – launch your first digital product or get your money back*

If you're truly serious about making an amazing change happen in your business and income over the next few months, I hope you'll join us in Partnership To Success.

We're looking forward to working with you, so go ahead and check out the program enrollment page at <https://partnershiptosuccess.com> to sign up.

To your future success and freedom,

**John Thornhill**

Creator of Partnership To Success





## READY TO GET STARTED?

*Click the button below to check out  
the program enrollment page with  
all the details.*

[LEARN MORE](#)