

How To Upsell Now

How To Make More Money From Your Existing Product Sales

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For this month's training, we'll be talking about upsells, basically how you can make more money from your existing product sales. If you're wondering why we should be looking into upsells, let me put it this way – if you're not doing upsells, you're losing money because you've already incurred the cost and effort to acquire your prospects or customers.

Let's take the classic example of McDonalds. When you order a burger at the counter, they will ask you if you'd also want drinks or take up the McValue package. If you take up the McValue package, they will ask if you also want to have some dessert as well.

Why do you think they do that? They want to bump up the product sales, whether it's another dessert or, burger or Coke, that's how they increase the revenue on autopilot. It's on autopilot because you are already on the checkout point anyway. It means instead of spending \$5, they are trying to get you to spend \$6.

Let's now go back to your business. Let's say you're selling a product for \$47. If you don't have any up sell mechanism, that is the maximum amount of potential income you can make from that product sale, which is \$47. You can increase your revenue by selling more of the \$47 product.

If you want to sell more, it means that you have to put in more effort. Theoretically, you have to put in twice the effort or twice the amount of money to acquire that traffic or twice the amount of impressions for the prospect towards your website, if you're selling online. It could be you have an upsell at your customer's end. That means you have to spend twice the amount of effort to acquire customers for your sales funnel.

I hope that this is not too confusing for you. The point is that upsell plays a critical role for your entire business growth.

Now that you are aware of the importance of having an upsell, let me dive into teaching you how to create upsells.

What is actually an upsell? An upsell is basically allowing the customer to buy more product than what they have decided to buy from you during the first encounter with your website. To be more precise, there are actually 3 places on your website that you can place your upsell. I'm going to run through with you all of them.

When you're doing this, you don't really need to have these 3 elements in your sales funnel, but you definitely can have all of them. At the same time, you should have at least one of them put in place. If you have 3, theoretically it means that you have 3 potential income streams. If you just have 1 then you have 1 potential income stream.

The Main Page Of Your Website

- **The Add On Offer**

You do this on the main page of your website.

Let's say you're using a salesletter to promote your main product. Your prospect or visitor will come and read your salesletter until the end and are ready to click on the "Order Now" button.

Before they get to the Order Now button, you create an additional Johnson Box. A Johnson Box is another fancy name for a box in your webpage . It's one of those boxes you see surrounded by dotted lines.

If you still find it hard to understand, go to www.LocalNicheSecrets.com. You will be able to see a box right before the order button. That box contains an offer to add to your existing offer.

When they go to your webpage, which is your salesletter, you will have an offer. In this case, your offer could be selling a \$47 product. We'll call this the main offer. This is what they will see when they go to your salesletter.

Before they checkout, you will add another offer to the main offer. We'll call this the second offer. So what is this second offer to the main offer?

There are 2 things that you can use.

You can add a membership program as the second offer. Before they click on the checkout button, they now get the opportunity to add your membership to their checkout page.

Why do you want to do a membership? Let me put this into a clearer perspective. If you can give a 30 days free trial for your membership to your client, most likely they will go ahead and accept it because they are getting it for free for 30 days. They don't have to pay anything.

If your second offer is enticing enough, now you have just increased your revenue, not just once but for the following months. If they stay on your membership, you are going to get paid every single month. This can generate autopilot income for you.

I will talk more about memberships later on but I just want you to get the excitement about a single second offer that can generate passive income for you automatically.

How would they add the second offer to the main offer?

Before they see the order button, there should be a box for them to tick on. If they put a tick on that box, it will automatically add them to the membership as well.

How would you set it up? Technically, you can get a programmer to do it for you. Of course, if you are good at programming, you can do it yourself. To make it easier, you can always use www.1ClickUpgrade.com. This is a program that can help you put that tick box into your website. It integrates the tick box into your website, regardless of whether you are using Clickbank, PayPal, 2Checkout or any other payment gateway. It works with almost any type of payment gateway.

If you use www.1ClickUpgrade.com, you don't have to be bogged down with all these technical mumbo jumbo.

So once they've clicked on the tick box, they get the free trial to your membership. The membership product that you offer has to be related to your offer.

Let's take www.LocalNicheSecrets.com as an example because we're doing the exact same thing there. Local Niche Secrets is a course teaching people to create an online business locally. What this means is that instead of trying to compete with the global internet market, you can create an internet business in the local online market and make so much more money there. You'll have very little competition and no one else is doing it.

For example, instead of having a dating site like www.Match.com, you can have a dating site just for your city or state. It will give you much better results because you can do all sorts of cool things like twice a year parties or monthly speed dating lunches. These are things like www.Match.com will probably have constraints doing in your city.

I won't talk about this because you can get more information from the website. The point is, when you go there, you will see that we have a second offer which is basically additional training, further elaboration, more tactics, methods to get traffic, more business models, etc related to local online businesses.

That's what I mean by having something that's related to your main offer. Sometimes it can be something that's slightly off track. For instance, we have a main offer for a course about traffic or social marketing, but the second offer is a 30 days free trial to the [Chan Do Chartered Membership](#).

The Chan Do Chartered Membership is not just about getting traffic or social marketing. It's basically a combination of tactics, strategies and ideas about how to make money on the internet and to build a sustainable internet business. It's not really related but somehow it's still related under the umbrella of internet marketing.

Put on your logic thinking cap and use some common sense when you're doing this. Don't have 2 different things. If you have 2 absolutely different topics, you're not going to get people taking up your second offer.

If you're selling an eBook on self confidence and your second offer is how to make money online, that's 2 different worlds. You're not going to get a higher conversion of people ticking and saying yes, they want to learn about making money online since they are learning about self confidence. It doesn't work that way.

So the first method is to integrate a membership product to your main offer. This is done on the main page of your website.

- **Trial Offer**

Trial offer or trial product allows you to get paid just once, but it can easily double your business or at least grow it by 30%, 40%, even 50% by doing almost nothing.

If they cancel the purchase within the next 30 days, you'd make a loss. However, you don't really lose financially because if you're selling an eBook or digital products, there's really no real cost involved. Most of the time, people will pay you if they get value out of your program.

There will be people who just want to scam your product. They do exist. You'll just have to learn to live with it. You'll probably get scammed 50% of the time but there are still another 50% of real honest people that you can work with. They will pay you because they get real value and they want to continue their good relationship with you.

For the people who cancel, leave it with them. Your life still goes on so don't be bothered with that at all.

Don't start thinking what if 70% of people cancel the trial before the trial is up. Focus on the other 30% because not only will they generate income for you today, but also in the future because they are going to be your loyal customers. That's what you want to have.

Back to the earlier example where you sell a \$47 product on building self confidence. You have a webpage selling a \$47 home course on building self confidence. Before they click the "Order Now" button, you'll have a second offer.

This time, the second offer is a trial offer for another related product. It's not going to be a membership product. If they want to have this trial offer, they can just tick the tick box. You can use www.1ClickUpgrade.com to do this easily as well.

When they tick on the tick box, they will be able to access whatever your second offer is. It could be an eBook on how to end procrastination. They will get access the product right away.

They won't get billed for the eBook right now. They will only be billed for your main offer which is the \$47 home course on self confidence. Most people will just go ahead with it

because they're not paying for 2 products, they're just paying for 1 product. They can always cancel the trial if they don't like the product.

But here's the thing. Right now, they are only billed for 1 product, but after 30 days, they will be billed for the second product which is the how to end procrastination eBook.

That's what I meant by add on offer to your main offer.

The Page Before The Checkout Page

- **Upgrade Offer**

When someone clicks on the "Order Now" button, they will go to another page before the checkout page.

To see this example in action, you can go to www.YouChanDoIt.com. Subscribe at the squeeze page and you will get to see the salesletter. Click on the order button. You will not be taken to the checkout page right away.

A checkout page is basically a page where you will fill in your details, ie your name, email, credit card information, etc.

So before you see the checkout page, you will be taken to an intermediary page. This page is where you will be shown an upgrade offer. An upgrade offer is basically an upgrade to whatever main offer you have. The upgrade offer normally increases your revenue by 30% and above. At a bare minimum, it should at least be 30%. You will be a happy camper if you can just add an additional 30% revenue towards your business each year.

If your product sells for \$47, by adding 30%, the amount will come to \$61.10. Of course you don't want to use that kind of weird number. You can change it to something more attractive like \$59.

So the upgrade offer will be \$59. If they don't want to go for the upgrade offer but want to stick with the main offer then it will be \$47.

When they are presented with the upgrade offer, it will basically be more components towards your main offer.

Let's look at a real life example – the Chan Do Internet Success System at www.YouChanDoIt.com.

This is a home course teaching someone how to start an infoproducts business in the fastest time possible. If you don't know where to start from here, you don't even know what niche market to go into or create an infoproducts, that course contains over 7

hours of audio recording that I have done. I put in all my sweat and blood to create that course. It teaches you everything. You're basically good to go with just the course.

At the upgrade offer page, which is before the checkout page, you'll have the opportunity to upgrade your package to include a video marketing course towards the Chan Do Internet Success System. This is an additional course that teaches you how to get traffic to your internet business through videos because the Chan Do Internet Success System does not cover getting traffic with video marketing.

This is value added to the customers. They can get this additional course at such a cheap price and it's highly related to the existing course. At the same time the upgrade offer which is the video marketing course will teach them how to create videos. This is also something the Chan Do Internet Success System doesn't teach.

They are getting an additional goody and not at an exceptionally higher price. With a small bump, they can easily afford to get both these courses.

You can create an upgrade offer that relates to your existing product in a way that adds more value.

Let's take the self confidence eBook again that you're selling at \$47. The upgrade offer could be they just add an additional \$20 or whatever amount you want to charge for it, and you will give them the audio version of the eBook. It's valuable because when they have the audio version course, they can put it in their iPods and listen to it while they are at the gym or on their way to work. They don't have to take the time to read the eBook if they don't have it.

Besides, not only does it take time to read an eBook, sometimes, they could be auditory people who learn better through audio rather than reading.

You're giving more value by giving them more options to improve their lives or absorb the training that you provide them.

That is an upgrade offer. It's the same product, but placed as an add on to the main offer. For the Chan Do Internet Success System, the add on is in the form of additional traffic strategies and also product creation.

In the self confidence case, the add on is another format of the existing product.

In a nutshell, this offer is about adding more components to your existing package.

The Checkout Page

- **The One Time Offer**

Try to visualize this with me...

First, your customer goes to your main website where they will see the add on offer. When they click on the order button, they will see the upgrade offer. Whether or not they take up the offer, they will still go ahead and fill in their details to checkout.

Once they have successfully checked out, meaning their PayPal account or credit has been billed, you will have the one time offer on the checkout page. It's called a onetime offer because it's supposed to appear once only. If they don't get this offer of yours right now, they can never get it anymore unless they go through the entire process again. Of course it doesn't make sense for them to buy your product again when they have already purchased. This is their one and only chance to act on it.

How much should you price your onetime offer? My suggestion is that your onetime offer should be at least 100% or more of your existing price. If your product sells for \$47, your onetime offer product or package should be at least \$47 or even more. It can even be \$97. The point is that it's supposed to make you the most money which is more than the price of your existing main offer.

When you do a onetime offer, it has to be very irresistible to the extent that it would be crazy if they don't take it up.

What does a onetime offer consist of? It can be an entirely different package on its own. It doesn't have to be on self confidence but it can be related to it. It can be a totally different package.

In our situation, I can have a course on internet marketing and the onetime offer could be a coaching program for internet marketing. It's a totally different program but they are related.

Let me just give you some ideas on how to create an irresistible package which is actually a totally different product.

Compilation of products - This is powerful because if you put in more products, chances are but not necessarily all the time, it should be more irresistible. It has more perceived value. Let's say they buy the self confidence eBook. The onetime offer could be a compilation of 10 eBooks in the personal development niche. They could include:

- How To End Procrastination
- How To Have Super Motivation
- How To Achieve Your Goals
- How To Improve Your Leadership

The list goes on until you have 10 eBooks.

Now, instead of charging them \$47 for each of the 10 eBooks which equals to \$470, you only charge them \$97. Now, instead of getting 1 eBook that they purchased initially, they are getting this big collection of 10 eBooks on self improvement.

Here's another example of compilation of products. Let's say you sell a self confidence book. The compilation product could be the audio course, video course, self confidence software, another type of self confidence infoproducts – if they buy the how to be self confident in the workplace product, now they will get the how to be self confidence when they are talking to their friends product, and the list goes on.

A new related course - This is something that you create from scratch but it has a higher perceived value because when they buy an eBook, it is just an eBook. Now they are getting a home course which is bigger that sells for only \$47. They buy an eBook for \$47 and now they see a big home course package that is also \$47. It sounds irresistible, right?

Your existing big package product - What type of product do you already have right now, that you are not able to sell at a high price originally?

Let's say you have a \$500 package right now that you are selling from your other website. However you're not getting sales. It's just collecting dust. In this case, they are just taking up your hosting space.

Now, instead of leaving it there to take up your hosting space, take that whole course and put it into your onetime offer for \$47 or \$97. There's a huge distinction when you tell your customers that this is a \$500 course but because they have bought the how to achieve self confidence eBook, as your valuable customers, you want to present them this onetime offer where instead of \$500, they can get it for only \$47 today.

That's how you get people to buy your product. Now there's a comparison for them to see that this is actually a \$500 product. Other people pay \$500 for it. It's not a made up number so they are actually getting a steal when they buy it for \$47 today. They are saving 90% of the purchase price.

So that's how you do your upsell for your business to increase your revenue on autopilot.

You might say to me that you are doing affiliate marketing so how would you do an upsell when you don't have your own product? There's actually a way for you to do up sell with affiliate marketing as well.

I'm going to teach you a trick to do this right now. If you're not a 100% affiliate marketer, meaning you also sell your own product, this can also apply to you because I'll bet you do sell other people's products as well as an affiliate marketer.

Basically, whether you are a merchant or affiliate marketer, you also do some affiliate marketing.

Here's how you can insert your own upsell offers when you're doing affiliate marketing. It's a very powerful strategy that most people are not aware of.

When you promote an affiliate product, you'll also want to offer an additional bonus if the customer buys from your affiliate link. Let's say I'm the affiliate marketer selling the self confidence eBook for \$47. If you buy through my affiliate link, I will give you an additional self confidence eBook for free which is an additional bonus for you if you buy through my affiliate link. I'll get paid affiliate commission if you buy through my affiliate link. Of course I don't have to tell you that but that's a different story. The point is that if you buy through my affiliate link, you will get an additional bonus from me.

You will think, why wouldn't you buy through me if you're going to buy that eBook anyway? If you buy directly from the merchant or other affiliate marketers, you won't get an additional bonus, so you might as well buy from me since there is nothing to lose but more to gain.

Once you have purchased the eBook, I will tell you that you have to email me to claim the bonus. Otherwise I wouldn't know that you have bought the eBook, right? So once you have bought the eBook from the merchant, send me an email to show me the proof that you have purchased. Once you have done that, I will send you my personal bonus.

They will email to you because they want the bonus. Who wouldn't do that? It's just an email away and they'll get the bonus. When they email you, you will send them to a page to register for their bonus. Why do you do this? It's because you want to put all these customers of the merchant into your own mailing list.

I want to dive into a slightly more advanced tactic here. You want to build a list of customers who buy the merchant's product so that you can do your own promotion in the future. This is how you create a hyper-responsive list without selling your own product or selling someone else's product which you know will convert better than yours.

Once they are added into a new mailing list, they will be redirected to a thank you page. Once they are at the thank you page, what's stopping you from presenting to them a onetime offer for a different bigger package that you have. Just like what I taught you earlier, the onetime offer package could be an entirely different package, a compilation of products, a new related course or even your existing big package product that you're trying to sell.

Whatever the package is, it has to relate to whatever they have bought earlier from the merchant. You should know what they bought since you promoted that product. You just want to have a onetime offer that fits into helping your customer achieve his or her goal faster by acquiring the merchant's product earlier.

That is how you put an upsell into your affiliate marketing system.

You might be thinking that if they fill in a registration form, it might not really be a onetime offer because they can actually fill in their name and email again. Technically, the answer is yes but on another level, it's actually a onetime offer. The mind doesn't work logically all the time. You tell them it's a onetime offer and although they can always register again, sometimes they will go ahead with it because they want to buy your package if it's a very good package. They don't want to think about whether or not this is a onetime offer.

Besides, if they use the same email to register again, it will be rejected. So technically it's a onetime offer. If they use a different email, they will see the onetime offer again but then you won't be lying by saying that they won't see that offer anymore. It is a onetime offer. They can't register the same email again, that's why it's called a onetime offer. It's supposed to be seen only once but you can't stop them if they want to try to register 10 different emails.

The final part that I want to cover in this training is if you don't have all these add on offers, upgrade offers, onetime offers, how are you going to do upsells? You don't have all these cool products to be sold or offered. This is where you are thinking in a linear way on what you have right now in your inventory. In reality, with internet marketing, the whole market is so robust that everything can be done so easily.

The fastest way for you to come up with new products, whether you want to use it for the trial offer, upgrade offer or onetime offer. It's none other than to get a bunch a resell rights products. If you want, you can also go for private label rights products. I'll talk more on private label rights shortly.

For now, to make it simple, get resell rights products. You can own resell rights and turn them into your own product to be offered in any of your upsell system. Let me just give you a simple example.

Let's say you're doing a onetime offer with compilation of products and you don't have 10 products to compile. What's stopping from acquiring 10 products that have resell rights? You can bundle them all together and now call it your onetime offer product.

Now you have a onetime offer package.

The same goes with the trial offer. They come to your main page and buy your \$47 self confidence program. Then you think that you don't have anything else to offer. Get a resell rights product related to your topic and turn that into a trial offer. Tell them that if

they tick on your tick box which you can use 1ClickUpgrade to do, they will also get an eBook for free. You don't have to tell them that it's not you who wrote the eBook. You're not lying or trying to be manipulative. You're just describing what the second offer is, which is another eBook on how to end procrastination. You don't have to tell them that you didn't write it. Besides, do you think that they really care whether or not you wrote if the resell rights product is good and lives up to the content that it promises?

The other thing is private label rights products. It's the same thing as resell rights but the difference is you have the rights to edit the product itself and use your name as the author or owner of the product. Of course private label rights would be better but most of the time, not all of the time, private label rights products are ghostwritten products. This means they suck. They are not prepared, written or developed based on real success stories or proven methods. They come from a perspective of theories, that theoretically this will work. You have to be careful with that.

If you buy a resell rights product from a famous marketer or known marketer, most of the time you get the real strategies that they also use. You have to balance up how you're going to do this.

There are advantages and disadvantages to private label rights. Think wisely which end you want to go with. The point is that you're really not limited or constraint with "no products" to add as upsell. You can always buy resell rights or private label rights. If you want, you can also hire someone to create it for you, that is, if you have the additional funds to do so.

In summary, look at your existing business right now and see where you want to put the upsells. You can put it on the main page of your website, the page before they order or the checkout page. You can put an upsell on each of the 3 pages but if you don't really know what you're doing, if you're kind of new to this game, try not to do that because you could be overselling to your prospects or customers and they might get slightly irritated.

However, at the bare minimum you should put an upsell in at least one of the pages. My suggestion is to go with 2. This means it could be a selection of the main page and the page before the order page or it could be the page before the order page and the checkout page, whichever works well for you. Go with 2.

At least now you have a second chance. If you don't get them at the main page, you might get them to take up another offer at the page before the order page with your upgrade offer.