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RMBCM_B08_The OLOF Method to Writing High-Converting Upsells – with Justin Goff

So this talk is how to get 30 to 50% conversion rates on your upsells using what I call the OLOF method. So the OLOF method is something I really devised. Like I said, over the last probably four or five years, testing, tons of stuff on upsells, on my own offers for clients offers, stuff like that. So I'm gonna break all this down for you before we get started.

[00:00:24] A couple of things that I want you to keep in mind for this presentation. So one of the big things, almost every direct response company, whether you're doing \$10 million, \$50 million, \$300 million is leaving money on the table with upsells. this is really been my observation after going through God knows, I dunno, probably 500 to a thousand funnels over the last couple of years, upsells are without a doubt, the least optimized part of the funnel.

[00:00:53] And like I said, this really, really hits home with companies that are already doing a lot of money. So whether you're kind of newer, whether you're advanced, upsells are probably one of the biggest spots that you're leaving money on the table. So, one thing I mentioned before earlier in the day is that you used to be able to a couple of years ago, get away with mediocre upsells nowadays.

[00:01:16] That's not really possible. you don't, you can't have mediocre or just good upsells. You have to have great upsells. and the reality is, especially if you're gonna scale an offer on cold traffic, that upsell has to be great. And the reason why is because it really just boosts your average order value so much, and the more, the higher, your average order value and the more trafficking and by the different kinds of traffic sources you can get.

[00:01:38] and that's really how an offer scales. So we're going to look at a bunch of different things here and keep in mind that when I'm talking about great upsells, My general idea for that as an upsell that converts around 30 to 50% and pretty much all of this presentation is geared towards upsell number one.

[00:01:55] and the reason for that is because that's really where you make 70 to 80% of your upsell revenue. if ups, if upsell one does not work, the offer is not going to scale. So we want to focus on upsell one first. We want to get that dialed in before we do anything else, anybody have any questions before we get going?

[00:02:13] I'm checking out the chat to see if there's anything in there. Cool. Don't see anything, one big thing I'm gonna talk about here for copywriters. So a lot of people think upsells only apply to offer owners. the reality is that writing, upsells right now for offer owners is probably one of the biggest opportunities that I see very few copywriters actually going after.

[00:02:35] and I'll get, I'll give you a good example of this. So a couple of years ago, Mike, Gary, paid me. So I did a beat your control upsell. for him where he did not pay me anything, I was like, whatever, I, if I beat your basically he paid me for every dollar. I increased the average order value. I got paid on that.

[00:02:54] And so, so I ended up making \$53,000 on that. it took me two days to probably write that upsell. so kind of compare that to a long-form sales letter that might take you a month to write, to me, I think there's just a huge, huge opportunity with upsells. And most business owners are going to be super happy to give you money.

[00:03:15] if you're gonna increase their average order value. So huge, huge opportunity for copywriters and obviously a huge opportunity for offer owners to dial in your upsells as well.

[00:03:26] So with that said, Let's start with the biggest upsell mistake that you want to avoid. this is one that I see over and over and over again. It's something I used to do. I was very, very, very guilty of making this mistake as well. So mistake number one, which is not planning out what the first upsell is going to be before you create the product.

[00:03:47] I'll give you an example of this. So basically you create the front-end product. you get the copy done, you create the product, you're getting everything up. And you look at the rest of the team, you're saying, what do we have laying around that we can sell as the upsell? How many people put in the chat, if you, you or someone on your team have got to thought about upsells in this, in this fashion?

[00:04:09] Samantha said been there with clients. Yup. Yup, yup. Guilty. Yes. All right. A lot, a lot, a lot of people. and this kind of goes back to what I was saying. You used to be able to get away with this cause you used to be able to get away with mediocre upsells nowadays. There's just so much competition for traffic.

[00:04:26] There are so many more offers the offers that out there that are out there are so much better than they used to be. You can't get away with just what do we have lying around and put it into the upsell. so it really talks. It really comes from getting that upsell doubt and it comes from planning is out a little further ahead of time.

[00:04:47] So, yeah, what I just said, basically your upsell has to be planned out ahead of time. So just like you spent time creating your product, it's just like you spend time creating the sales page. Your upsell has to be treated the exact same way. So with that said, let's look at how to get 30 to 50% conversion rates on your first step.

[00:05:06] So who is excited for this? Give me, give me something in the chat so I can, so I can feel the energy. Awesome. Awesome. So like I said, everything I'm sharing is based on years and years of testing on my own offers on clients offers. and then I've also sprinkled in some stuff that I've learned from other really smart marketers, JD bolt who's copy accelerator mastermind member spoke at our last event.

[00:05:31] The guy's a wizard upsells, I've stolen some stuff from him and added it here. Chris had Dodd taught me a bunch about upsells a few years ago. A bunch of stuff in here is that I learned from him as well. So. Here we go. The OLOF upsell method, and OLOF stands for offer length, opening, and format. So very simple.

[00:05:51] The reason though, I changed these or chose these four things is they are the four most important parts of an upsell. And I'm going to dig into each one of you or dig into each one, show you examples of it, and we're going to break down how they work. So the first one is the offer. This is without a doubt, the most important part of the upsell.

[00:06:13] And when I say the offer, I mean, what you're actually selling. and here's why if your offer is not congruent with what they just bought on the front end. So whatever product they purchased on the front end, whether that's an info product, a physical product, whatever they bought on the front end, no amount of changes to the copy, no amount of changes to the video, the format, nothing you do too, is ever going to get it to convert at 30 to 50%.

[00:06:39] if it's simply the wrong product and it's not congruent enough with what they just bought it, just not going to convert well enough. So you're basically like, like I said, you're, you're putting lipstick on a pig at that point. if you're just trying to make that offer better, if it's not the right offer.

[00:06:53] So if you, like, if you only take one thing away from this presentation, if there's only one thing you remember getting the offer, correct. Getting the product correct is without a doubt, the most important thing. So I'll show you a couple of examples of this that'll really, hammer this home for you.

[00:07:08] Here's an example I did for a client. the client was selling an anti-aging supplement on the front end. It was not this one, but I'm just using this as, as an example. So the people on the front end, but the supplement, they bought one bottle of it, three bottles of it, six bottles, whatever. and we did a test on the upsells where we tested four different products.

[00:07:29] And, I knew which one was going to win ahead of time, because I'd done this before, but the client was not convinced. So. Here's basically what we tested. We tested a fish oil supplement and it had kind of a inflammation angle to it. we tested a probiotic which had a very much a feel better, have more energy kind of angle.

[00:07:48] We test an ebook on how to look 10 to 15 years younger. and then we tested a double sized bottle of the supplement that they just bought, which offered you think cover to the best, feel free to pop it in the chat. One, two, three, or four. Awesome. Very, very smart group. So the interesting thing here is not that the fourth one converted the best because it's pretty obvious to anybody who understands upsells that the fourth one, the double sized bottle would convert the best.

[00:08:18] The interesting thing is how much better it converted, and these are the actual conversion rates from those. So the fish oil came in at 9% probiotic, 11% ebook, 14%. And the double sized bottle converted at 44%. So if we were running that fish oil product, I mean the 44% on the double size is literally what, I don't know, four and a half times the conversion rate of that one.

[00:08:41] There's nothing you could do on that. fish oil supplement to make it convert as well as the double sized bottle, because it's simply not as congruent of an offer. And does everybody get that pop something in the chat, if you, if you understand that concept,

[00:08:58] Awesome. Yeah, it is a big, big, big point. I really want to hammer home because it is without a doubt, the core of everything I'm going to teach here. So to hammer it home, the Lamar, the double size one, not because of better copy, not because of a better video. nothing like that. The reason it won is because it was the most congruent offer with what the customer bought on the front end.

[00:09:21] so that if that's the most important part, let's dive into what, what, what kind of upsells are actually really, really congruent

[00:09:34] so there's three basic ones that we teach. these have been proven over and over again in multiple niches. we teach these in the copy accelerator group all the time. Every time I'm giving feedback on upsells, we always go back to these because there's work over and over and over again. Stefan and I are huge fans of.

[00:09:51] Not reinventing the wheel. If you know something works, it's very stupid to try to try something new, just go with what works. So I'm a break each one of these down and give you examples of them, and show you how each one works. So you're gonna be able to apply that to your business, clients, businesses, stuff like that.

[00:10:09] So let's look at the dump, done for you. This is the first one. Jay, I mentioned multiple times on here. J D bolt owns a company called credit secrets. They have a book. That is how to repair your credit. So that actual, like physical book, they sell this online, they sell it through infomercials. it's a killer offer.

[00:10:27] It's crushing. So the customer buys this book on the front end, talking about how to, how to repair their credit. The first upsell is a software program that is called the accelerator. and it basically fills out 90% of the forms for you in order for you to repair your credit and the price on that is 97 bucks.

[00:10:47] So he's going from like a. A \$39 book to a \$97 upsell, which is a pretty big jump. that's a solid job. And the fact that that's converting that well, the, the reason that converts so well is really because of the done for you nature of the offer. So we'll dig into that a little bit. yeah, so I basically just, so if you don't, if you don't know how to repair your credit is actually a pretty complicated process.

[00:11:13] There's just boatloads of forms. You've got to fill out. So Jay's basically offering them a lifeline and making it much easy for him. He's doing it for them. So less work, on their end to actually get the result they want, which is better credit. So one thing I really want to point out here there's really no, no other offer that Jay could put in place of this.

[00:11:34] That would beat it. he couldn't do some other book on how to make more money. Or, there's really nothing in there. he couldn't do like a cheat sheet on how to improve your credit. There's nothing that works better than done for you, because that's really what people want. They want the result and they don't want to have to do any of the work.

[00:11:52] So we'll look at a couple more examples of this cause done for you is really the one that I, I try to go to all the time. This is from a guy named Patrick Riddle. He was at one of our first events. he. Shared this with me, one of their programs. So they're in kind of the biz op niche in real estate. So they basically teach people how to make money in real estate by connecting investors and lenders.

[00:12:15] And if you're familiar with like real estate jargon, this is called a syndicate. I'll give you a little in depth here. So basically the syndicate is a guy who connects people with money to people who build houses and apartments, and he takes like a small percentage of. All the money that's pulled together and he's kind of like the syndicate owner and he makes money that way.

[00:12:35] So this product teaches people how to form their own syndicate. I think it's a \$97 product. so this is going to vary just like cold traffic people who just want to make money. They're not necessarily into real estate or anything like that. Just people looking for ways to make money. So they buy that on the front end.

[00:12:54] The first upsell then is, we're talking about done for you. Remember. Is a done for you website template that gets you leads of people with money and the price on this is \$297. So he's going from a \$97 offer to a \$297 offer. And I was messaging him on Facebook and he told me this converts at about 30%, which is a really good conversion rate for something that's that big of a jump.

[00:13:18] So going from 97. To two 97 is a pretty big jump, in price. And the fact that it's converting at 30%, it really is just a Testament to that. This is the right offer. it actually, if you were to look at the copy on it, the copy of this is a solid, it's not anything like great, nothing like amazing, but it's solid, but it's more a Testament to it's the perfect offer because it's done for you.

[00:13:42] How's this been helpful so far for you guys?

[00:13:48] Awesome. Awesome man, chat, blown up. Love it. All right. So to kinda, I want to drive this point home again. So the people buying the product, they want the end result, but the majority of them don't want to do the work. that's why the done for you convert so well. So

basically in order to do the real estate syndicate, they need to match, they need to match people with money, with people who build houses and apartments, a hundred percent of the people buying this, probably don't know people with money so that, that upsell really solves that problem for them.

[00:14:23] It's it's a done for you thing where they're getting leads of people who are looking to invest in apartment buildings and houses and stuff like that. Sweet. So we'll look at another one here in the dating niche. So Blake who's in copy accelerator has a Tinder dating offer for men. It's a \$37 product. and all the kind of basic stuff about Tinder teaches guys how to get more matches on Tinder, how to match better quality women, how to message them stuff.

[00:14:48] like that. Upsell number one, he's using his over 200 proven messages showing you opening lines. What to say next, how to get the girls numbers, stuff like that. so Blake's product goes from a \$37 price point on the front end. And then the first upsell is \$97, which it's, like I said, it's a pretty, pretty decent jump there.

[00:15:13] and this is like in a niche where, I mean, it's not like a biz op niche where people will spend a lot of money. This is a kind of lower price point niche, but jumping from 37 to 97 and on cold Facebook traffic, this is cold Facebook traffic. That's not warm traffic, not affiliate. Blake said it converts usually between 40 and 50%.

[00:15:33] So think about that for a second. Why does this work so well? So the big kind of thing here is the guys buying. This course are not good at Tinder. If they were good at Tinder there, they would have no reason to buy the course. So the thing to look at, they have no faith in themselves into come up with, what am I supposed to say to a girl?

[00:15:52] How am I going to get her number? they have no faith in themselves to be able to do that. So when you give them done for you stuff, where they can basically. Copy and paste messages and send them to girls and get responses. They're super happy because they're getting the result and they don't have to do any of the work.

[00:16:10] Does that make sense to you guys?

[00:16:18] Awesome.

[00:16:22] All right, so that's the done for you? So I mentioned there's three different types upsells that we love. We love to do, and we rely on all the time. The done for you. Anytime you can do done for you on an information product, they tend to almost always be on information products. I would do it. I will also say going back to that original thought of you have to put effort, time, into creating your upsell.

[00:16:48] Sometimes creating a done for you. Upsell does take extra work. It's not something we're just going to have laying around. but actually doing this, like I said, it works every single

time. It's probably the best upsell you can do. if you have an info product. So it's, it's my number one. Go-to I know it is for a lot of guys as well, that are really good at upsells.

[00:17:07] They don't try to reinvent the wheel. They literally just do done for you. All right. So we did done for you now. We're going to look at more of the same. So, this is very, very common with supplement offers. You're simply just selling them more of what they just bought. So let's look on the front end. This is Stefan's bio harmony offer.

[00:17:28] I think let's say they bought one bottle or they bought six bottles or they bought three bottles, whatever they bought on the front end, we go to upsell one and we literally just sell them more of what they just bought. So if they bought one bottle and then we'll sell them three more bottles of the same supplement.

[00:17:43] If they bought three bottles, we'll sell them six bottles. If they bought six bottles, we'll sell them six more. there is the thing about, this is it's very counterintuitive. Like if somebody just bought six bottles of supplement you, your brain is like, why the hell would they buy six more? I thought that the whole time when I first heard of this method, probably, I don't know, six, seven years ago.

[00:18:05] I was always actually hesitant to really try it because it doesn't. It doesn't make any sense. but it works and it works over and over again. It's one of the things that we teach in copy accelerator all the time, for the people that have supplement offers. And we have a ton of supplement people.

[00:18:20] We just repeat this process again and again, again, as the first upsell, because it works every single time.

[00:18:29] so it's like a one from the survival niche. So for Patriots, this is my old partner, Alan Baylor, his company. They are actually members of copy accelerator as well. they're in the survival niche. They have a solar phone charger, so the customer can buy one, two or four of these on the front end.

[00:18:45] They're called Patriot power cells. That's a little like charger that charges up your phone. and I believe it obviously uses the sun to do that. So pretty cool. Offer a one to four on the front end. They're doing more of the same on the upsell. Where they actually sell you a full blown solar generator.

[00:19:04] So this generates a much, much higher price. It's 1997, so damn near \$2,000. but if you kind of look at the products they do align because the front end they're buying a solar phone charger, and then you're just buying a solar generator as the upsell. Those are pretty congruent products, and it's really why this offer works so well.

[00:19:25] I'm gonna go back and show you. Oops. Can I go back? this is kind of more of the same, in a sense of it's a premium version of what they just bought, so they could just sell them

more, more of those like phone chargers. But this is like, I would just say, like I said, a higher scale, more premium version of what they just bought.

[00:19:46] So they're buying the full-blown generator and it's also a really good Testament to the idea that. You can go pretty high on the price on upsells. So if you're just going to, I mean, that front end product is less than a hundred bucks, and then they're going for a huge \$2,000 sale on the upsell and it works for them.

[00:20:02] So really good example of a model.

[00:20:11] let's look at another one with info products, for more of the same. So. Taylor Welch and Chris Evans who run traffic and funnels. We talked about them before. One of their key products is a \$7 a month subscription to a thing called the memos. It's basically a newsletter that you get every month. So they sell that on the front end.

[00:20:29] The customer is buying a monthly subscription to the newsletter at seven bucks a month upsell. Number one is a pitch to get all the past issues of the memos for just \$77 more. So. There's a pretty simple, basic offer. So they buy a memos on the front end. The upsell says here, here's all the memos you've already missed, more of the same.

[00:20:53] So like I said, going back to the idea of more of the same, it works, it works in info products. It works in physical products. and this offer is there in one of my previous coaching programs. I don't remember the exact numbers, but this offer was kicking ass for them. and it it's really because it follows the exact model that we're talking about.

[00:21:12] Which is just sell them more of what they just bought.

[00:21:18] Agora, Agora is really kind of the Kings of this, the more of the same idea. So their front end, if you buy an, Agora front end, it's like a \$49 yearly newsletter, it's usually sold with some type of premium. This is an example from one of the ones that the Oxford club does. So the customer buys this \$49 offer.

[00:21:38] And then the first upsell is really interesting. It goes to a lifetime subscription of the newsletter they just bought. So they bought a one-year subscription on the front end, let's say for 49 bucks. And now they're going to an upsell, which is a lifetime subscription. And in order to get you to go into the lifetime one, they don't just pitch just the flat out lifetime subscription.

[00:21:58] They bribe you by giving you all kinds of extra stuff that you really want. So it's like you get special, special access to the guru. You get extra trades. sometimes they'll give you tickets to like their live events. So there's a lot of stuff they bribe you with, to get you to take the upsell for the lifetime subscription.

[00:22:15] This is one that if you look at any financial copy or, you know, any financial copywriters is literally just a mainstay, they just repeat the same thing over and over and over

again on almost every single front-end offer. and they just keep doing it because it works. There's no reason to reinvent the wheel.

[00:22:32] The more, the same, the upsell to the lifetime subscription works every single time.

[00:22:39] So as you can see, more of the same. Yeah. So this was kind of an example of extending the length of what they just bought. So by a monthly subscription, you can upgrade them to a yearly buy, a yearly subscription, upgrade them to a lifetime. So. That's more of the same in a different sense, as compared to the supplements, which is buy three bottles and then we'll sell you like three more bottles.

[00:23:01] It's all more the same though. All right. Give me a, give me some feedback on how we're going so far. Has this been helpful so far for you guys? Give me something in the chat. Awesome. Give me one of your biggest takeaways. I need to grab a water break real quick. give me, yeah, give me your biggest takeaway so far in the, in the chat.

[00:23:25] The offer must be appealing, congruent,

[00:23:30] congruency, big, one more of the same, keep selling them what they just bought. Awesome. Sweet. So we covered two of the best upsells which are done for you. And then, more of the same. Now we're going to go to the last one, which is get results faster and to get results faster. Usually has some element of done for you, blended in with it as well.

[00:23:57] So I'll give you a couple of examples. Let's say you sell an info product on the front end on how to fix your blood pressure. So this would be an example and say 49 bucks, you buy this and then the first upsell you sell them a supplement that helps you fix the blood pressure even faster. So. You might offer them a one, three, six bottle option.

[00:24:17] So the customer could pick if they want to buy one bottle and think about it three, they can buy six. The idea here is okay, the supplements, a product that's going to get them results faster. it's obviously also done for you. cause the supplement has got to take it. There's no work involved. but this is a pretty proven offer in the health niche.

[00:24:37] They buy the info product on the front end and above the supplement is the upsell a lot, a lot of companies do this over and over and over again. And they don't change that model because it just continues to work. So another one, the kid's slow cooker recipe book. This is from paleo hacks. Nick who's on the call did a bunch of this stuff for this.

[00:24:57] So the front end, they're buying this recipe book for \$9. A it's the keto slow cooker recipes. The first upsell is the keto fat loss accelerator pack. So going back to get results faster, and the way they're helping them get results faster is 30 days worth of meal plans. keto recipes that don't involve the slow cooker keto snacks, intermittent fasting guide.

[00:25:23] So they went from a \$9 product on the front end to a \$37 product on the upsell. And I don't remember the exact conversion rate on this, the Ning share, but it just absolutely demolished their last offer. the last top sell that they had all because it's all about getting them results faster. So if somebody is buying the Keto book on the front end, you have to understand, they want to lose weight.

[00:25:47] They're obviously buying the that's the main reason they're buying it. So now we're going to help them, get that result quicker with this upsell. Does that make sense to everybody? Give me a big, yes. There's something in the chat. Awesome.

[00:26:06] So let's recap this real quick. We're still on the offer part. The top three offers that work for your first upsell. We have some type of done for you on, we have selling them more of the same, which is just sell them more of what they just bought. And the third one is a product that gets them results faster.

[00:26:24] I have this slide in here to really, really illustrate this. I have an underlined and highlighted. Getting the offer part of this, right. Is without a doubt, the most important part of the upsell. if you don't get the offer, right. Everything else, I'm going to tell you after this really is not going to matter.

[00:26:39] So you got to get the offer right. First. All right. So with that said, let's look at the next part of the OLOF. So we have OLOF, we just did the O, which is the offer. Let's go to the L a, which is all about length. So one of the big mistakes I see people making on their upsell copy is, something that I usually call T-Rex arms.

[00:27:02] It's where instead of like going for the sale, you like hunch all up and you kind of get like tight and you don't actually try to sell the person because you think they're already like bought in and you think making the sale is going to be easy. So your videos like two minutes long, or the copy on the page is like this long.

[00:27:19] This is a huge, huge, huge mistake on upsells. You have to go through the whole selling process, just like you would on a regular sales page. So the best upsells that I've seen are almost always 15 to 20 minutes long. I've even seen some that are like 25 minutes, long, longer is better on upsells. We always talk about longer copy working on the front end and it almost always beats shorter.

[00:27:43] Copy. This translates to upsells as well. this took me a long time to learn. Cause I was one of those people with the T-Rex arms trying to do the two minute video and the little short copy, because I didn't think someone would read it or someone would watch it. especially after I just watched a 40 minute video sales letter.

[00:28:00] but that's not the case at all. from everything I've tested, the best upsells are always longer. So whether that's video or long copy, you want to make sure your copy is long.

[00:28:17] I'll give you a little example of this. So a client a few years ago, I'd rent a test for them. They had video on their page. their original video was two minutes and 45 seconds. we tested one that was seven minutes and I wanted to make one that was like 15 minutes long. They didn't want one of those 15 minutes long because they thought it was too long.

[00:28:35] I went in and did a test of all three. And these are the conversion rates of all, three of them. this offer obviously needed a lot more work to really get it dialed in. But this is just a really clear example of the longer, the video, the longer the copy, the better it's going to convert. So overall it went from 12% to like 17%, which was like a 39% boost in conversions simply by making the upsell longer.

[00:29:01] So a big takeaway for you on this one and the length. So we're on, we're on, on the EI part of OLOF, which is the length. whether your upsells video, whether it's texts, you want longer copy. Like I said, usually 15, 20, 25 minutes, all the, all the offers that I shared earlier, those ones that are like crushing, almost all of them are between 15 and 25 minutes long.

[00:29:23] So you might be thinking kind of what should I hit on in my upsell copy. If I'm going to write 15 minutes, a copy of them ride 20 minutes of copy, 25, whatever. Here's a kind of quick overview of what my process looks like. So it's an opening where I congratulate them on the purchases, a huge, important part.

[00:29:40] We're going to go over this more when we get to the next part, future pacing. So I'm going to talk about all the benefits that are coming their way. And I talk about this for a while. It's like three to five minutes of the opening, present a new problem to them. So fixing your credit, it's hard. You might not want to do it.

[00:29:56] That's a new problem to them. That I'm going to bring up issues that might happen if they don't actually fix the new problem. So you just bought this product and, if you don't do anything, here's, what's going to happen. Here's how you're going to be, broke again, not being able to get credit, stuff like that, hit on the benefits of what you're about to present to them.

[00:30:15] then you go into present the upsell, then you do your normal like press price justification. So this is normally 97 bucks, but today it's \$47 and here's why. and then the clothes and you really want to encompass a lot in the close. So you want to like final pitch, remind them of what they're getting, restate the benefits, talk about how it really is a one-time offer if they leave this page and never gonna be able to get it again, special price, blah, blah, blah, blah, blah.

[00:30:40] So that's kind of just a quick overview of what the process looks like in terms of the length. but yeah, feel free to just kind of follow your, your typical sales letter model. If you follow RMBC, whatever you use. the upsell is very much written in the same way. All right. Is that make it sense for you guys?

[00:30:59] Give me a, give me something in the chat. I know what's going on. Awesome. So let's go to the next one. So we've covered that. O, it covered the L a the next O, is the opening. now this is really a new addition to my upsell formula, and this is all based on what J D bolt taught at the Vegas event. If any of you guys watch the video that's in the members area that Jay talked about at that event?

[00:31:26] It was honestly one of the best talks I've ever seen an event. It completely blew me up, since implemented a lot of what Jay talked about on funnels for, two of my clients. And I've seen people in the copy accelerator group implemented as well, and it just crushes over and over and over again. So.

[00:31:44] Here's kind of the big mistake people make with their openings is really just going right into pitching the customer on another product. the reason why it's such a huge mistake is you got to think about it from the customer's point of view. Most people buy something online and they expect to go to a confirmation page that shows them here's your order, blah, blah, blah.

[00:32:05] If they all of a sudden come onto a page and you're just pitching them on another product. They start to feel like, am I on the wrong page? Did something break, something going wrong? They get all kinds of anxiety. they also get a bunch of anxiety about the purchase they just made because they're, they're wondering, did I just get scammed?

[00:32:24] There's all this shit going through their head that if you don't alleviate that, you're not gonna make that next sale. So Jay really hit on this. This was something I had actually always thought about before, but Jay really just kind of drilled that down. at the Vegas event. So I've changed a bunch of the way I do upsells specifically because of how he taught that.

[00:32:41] And I'm gonna go into a couple of examples of bad openings versus good opening. So you really have to stick the sale. That's like the first thing you need to do, you have to congratulate them, make them feel like they made a great decision. so that way that gets rid of that anxiety so they can get into the next sale.

[00:33:00] So here's a bad example of an opening. So let's say somebody just bought. Jay's credit book. they're getting to the first upsell. Yeah, I'll just start since, did you know, there were undercover forces in our government that don't want you to get credit? It's true. They want you to rely on them. They want you to depend on the system, blah, blah, blah, blah, blah.

[00:33:21] That really jumps right into trying to sell them on another product. That's actually going to create more anxiety, because they're confused. Like I said, they're expecting to land on a confirmation page. And we can just jump into something like that. And you don't even acknowledge, that they just bought a product or how they're kind of feeling you're, you're losing people right there, because like I said, it creates anxiety and anxious people don't buy.

[00:33:45] So, you, you really want to, I'll show you some examples of how this actually works in a good way to do it. So yeah, basically the customer is confused. They think they're on the wrong page. They think stuff's broken. So. Let's look at a good example is taking the sale. And this one I actually took straight from Jay's, upsell, that they're running on credit secrets.

[00:34:07] It's brilliant. It's absolutely masterful. So it goes, bingo, you did it. You just made the smartest move of your life and you don't even know it yet. Aren't you lucky this video is short. So watch to the very end. Yes. You're lucky as well as smart. Look at what just happened here. You came in a prisoner and your ball and chain are about to be permanently removed.

[00:34:24] You came in scared and now you're a hero to yourself. And to your family, you were getting beat up by creditors. And now you're about to be the one beating creditors up. You knew it was bad. You were willing to admit it. You knew it was unfair, and you'd decided to do something about it. You looked at the situation, you said, I'm mad as hell, and I'm not going to take it anymore.

[00:34:43] And from that moment on your nightmare came to an end. So you didn't just buy a product, you saved your life. And I mean it, there, isn't a single aspect of your life that won't get better when your credit is fixed. Your anxiety levels will normalize. And a sense of calm will wash over you. The stress in your shoulders back and neck will melt away as a result of all of this.

[00:35:04] Your relationship with your spouse will flourish. Like it's your honeymoon all over again, after all you've had an unlimited line of credit. So instead of fighting over scraps, you'll both be bathing in the sun of financial freedom. That's freaking great. Copy there. Everything she asked, asked for you will be a yes.

[00:35:20] And when all that happens, your happiness will burst from your heart, like a Starburst between your teeth. And those are just the personal benefits. That's not to mention the financial benefits. That's not to mention how, how you soon will be able to get access to cash. Anytime you please. Which can allow you to finally start living the life you truly deserve.

[00:35:36] That's not to mention how you can be handed the keys to homes. You never dreamed you could have. How does that make you feel compared to that first one, pop something in the chat.

[00:35:51] exactly. It makes you feel validated. It makes you feel like a winner. It makes you feel like you did a great decision. You're super excited. Yeah. It's, it's a whole different feeling too. That one that I shared before, where it's literally just dives back into making the sale. So this is, like I said, this is a huge difference I've made with, upsells since here in Jay's talk is really sticking that, that sale and making them feel great about the purchase they just made.

[00:36:17] And then moving on into kind of future pacing and talking about all the great things coming their way. Was that was that kind of a big revelation for a lot of people just hearing how,

how Jay did that. Awesome. Yeah, I mean, this, this is why all of the things that if you just implement this part, will completely change the conversions on your upsells.

[00:36:44] So that's, that's really what the opening on, on an upsell is all about. and getting the opening right, is really like getting the lead right on the BSL. It can lead to huge, huge conversion boost. so if you're not doing something like this, if you're not sticking the sale, If you're not future pacing, the benefits, make sure you do that in the next part of your, the next time you do your upsells or go back and correct that on your current upsells.

[00:37:12] All right. So quick recap. So far we've covered offer we've covered length and we covered the opening and the OLOF method. So the last one is F and F is for format. So anyone who's tested multiple upsells formats will tell you that the format makes a huge difference. So here's kind of the three main ones that we see all the time.

[00:37:34] We see people that do text only upsells. So it's literally just plain text, copied down the whole page. We see texts and videos. So a lot of these, the copy will pop up. There'll be a video at the top. And then we also see just video. And my experience testing. These is over and over and over and over again.

[00:37:52] the video only works the best. It increases the conversions of the most. and it really out pulls the other two by a significant margin. one quick note on the video stuff, you don't want, like an add to cart button showing, when they get to the page, you don't want them knowing they're going to be sold something.

[00:38:12] So you usually have that pop like underneath, like. I don't know three-fourths of the way through the video, when you're actually pitching the offer, I'm going to show you some good examples of what these, what these pages actually should look like. So here's one from a paleo hacks camera. if this is for the slow cooker one or their keto sweets offer biggest, see, it's a super, super basic page.

[00:38:36] There's not a lot to it. It's a video. There's nothing else they can do, except watch the video. There's nothing they can read. there's nothing that I can scroll. You're literally just forcing them to watch the video. And that's part of the reason why it gets such great conversions. Look at another one.

[00:38:54] This is for Patriots in the survival niche. So somebody just bought a pack of 72 hours, survival food, and now they see this video and it's like, do you want three more free, kits? Or the 72 hours survival and food? That's pretty. It's pretty enticing. Like they don't feel like they're gonna be pitched anything new, but as you can see, the page again is super simple.

[00:39:15] It's got a headline, it's got a little bit of text up at the top. It's got some security stuff at the bottom and it's got a video. There's nothing else you can do. You can't be scrolling down. You can't be click on anything else. You really just force them to watch the video, show you one more example.

[00:39:30] This was Jay's which, I think Nick obviously modeled theirs off of that, that you did at parts. Just obviously this is a PowerPoint video kind of thing. Super super basic, and even has the text underneath it where it's like, do this first, please watch this important new member update and full right now, your access link will appear at the end of your video.

[00:39:49] Freaking brilliant. It makes it sound like it's an important member update. Not I'm a sell you something else. that's super, super critical to getting people to actually watch it.

[00:40:03] So let's look at this couple of things that you'll notice that are on these pages. So. As I said, they're all super basic. There's not a whole lot going on. There's nothing to confuse the people. The headline does not make you think that you're about to be sold something. This is super critical. you don't want them landing there and thinking, Oh, he's about to sell me something else.

[00:40:22] You want them to think? It's like I said, it's more of like this update thing or important information that they need to know about. Last thing is the add to cart button, not showing. So most of these videos that usually pops, I don't know anywhere about three-fourths of the way through the video. So.

[00:40:37] Let's say the video is 20 minutes long. It might pop at like the 16 minute Mark, so nobody can order anything. Nobody can buy anything until that pops. So I want to recap that is the OLOF method in its entirety. as I said before, it's offer length opening format. I will repeat this. The offer is by far the most important part.

[00:41:03] there's nothing more important if you, if you get any of them right. Get the offer, right. Because you could have pretty crappy mediocre copy. And if you get the order offer, right, it's going to convert pretty well. So a couple last things I want to hit on having great upsells, not just good. Upsells is critical to scaling on cold traffic today.

[00:41:23] Like I said, this has dramatically changed over the last five years. I remember a hell even back in like 2010, when I put out my first offer, you didn't even need upsells. nowadays you can't make an offer scale without really good upsells. And lastly, just following the OLOF method, it's so simple.

[00:41:40] There's nothing, that's that complicated about it. you really set the follow the four steps that I I've, I've shown here. We've seen people in the copy accelerator group do this over and over again, and that's why they're getting 30%, 40%, 50% conversions on their upsells. So. That ends my talk. do we have any time for Q A or are we done?

[00:42:06] done. Okay. Yeah, we actually, we actually do gotta get done. cause we're going to do some of the networking, gimme, some feedback. What did you guys think of the upsell talk? Did you give me actually pops up in the chat? that was like a big takeaway for you.

[00:42:26] so Christy said the opening using video, Oh, they're coming way too fast. Need to redo our upsells video only. Don't give it away in the headline. Soothing. The buyer's anxiety right away. Yes. Huge stick in the sale. the opening was fire. Yeah. Opening was great. Offer. Offer. Offer. Yup. Upsells are key.

[00:42:52] Yep. Awesome. Sweet. I'm glad you guys enjoyed that. like I said, this has really been, I don't know, four or five years that I've put this kind of method together and finally taught it all in one sitting. but yeah, I hope you guys go implement those. If you're a copywriter offer owner, implement this, start making more money.

[00:43:08] my kicking it back to you now. Alrighty. Sorry to kick it back. And we'll get going into the next session.