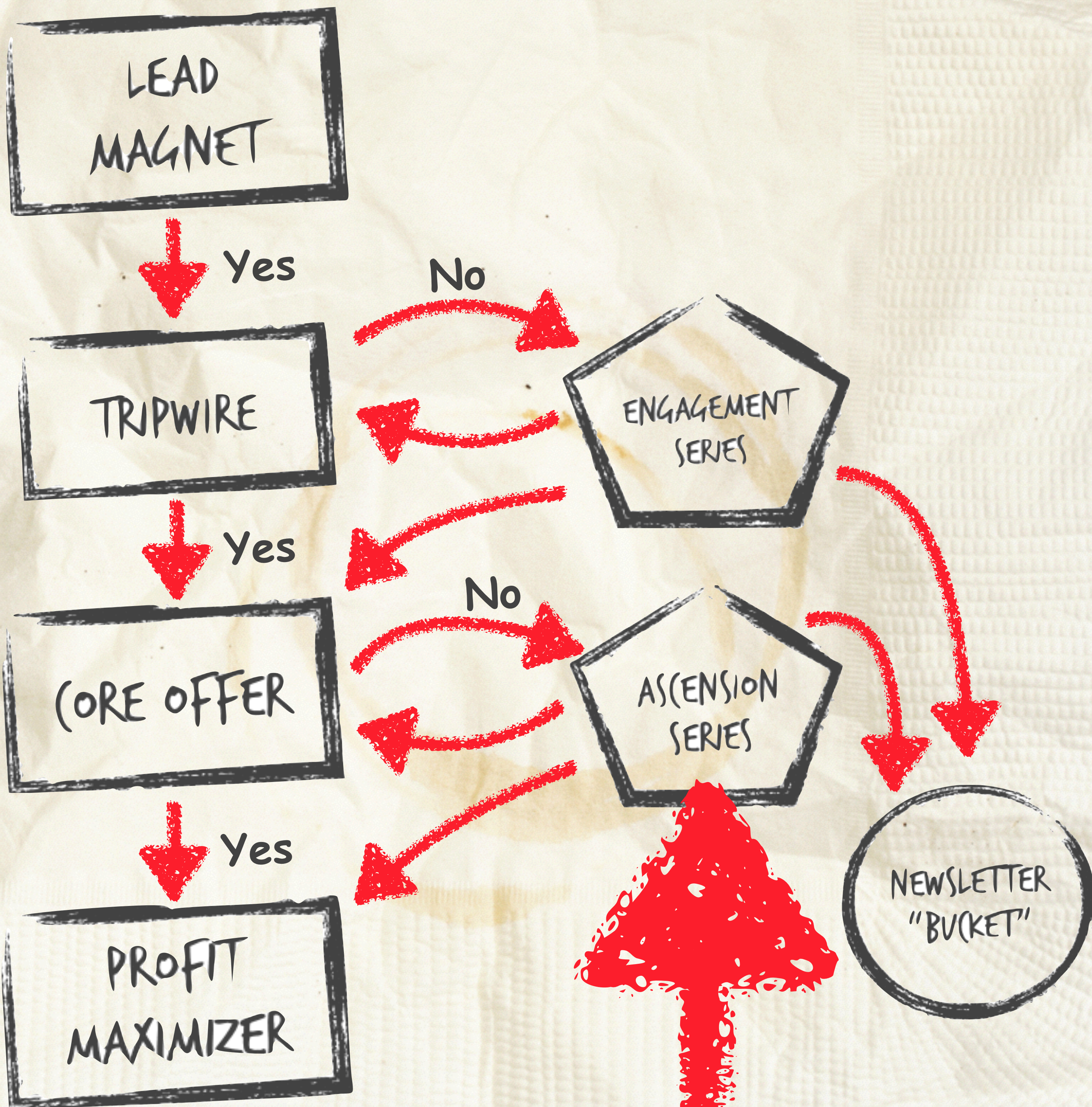


# THE ASCENSION

# SERIES

Converting Buyers  
Into Mult-Buyers

# MILLION DOLLAR NAPKIN



# Two “Stacked” Campaigns

- **Upsell Abandon Campaign (To The Core Offer)**
- **Goodwill Campaign (To The Same or a Different Offer)**
- **Want More? See <http://www.FollowupMachine.com>**

# The Ascension Series

- Day 1/Immediate: Product Access/Receipt
- Day 2: Upsell Abandon Email #1 (Gain)
- Day 3: Upsell Abandon #2 (Logic)
- Day 4: Upsell Abandon #3 (Fear)
- Day 7: Goodwill Email #1 (Blind)
- Day 8: Goodwill Email #2 (Direct)
- Day 9: Goodwill Email #3 (Content)