

THE ASCENSION SERIES Converting Buyers Into Mult-Buyers

AILION DOLLAR NAPKIN

LEAD MAGNET



Yes

No

TRIPWIRE

Yes

ORE OFFER

Yes

PROFIT
MAXIMIZER

ENGAGEMENT SERJES

No

AS(ENSION SERIES

> NEWSLETTER "BU(KET"

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 I/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)