**Upsell Abandon Campaign - Ascension Series**

This series is designed for buyers who purchase your initial offer but do not purchase one or more of your immediate upsells.

The emails follow the Gain, Logic, Fear path, and they are designed to be generic so they can be easily edited and placed on the back of any offer.

**\*\*\*\*\*\*  
Email #1 (Gain) – 1 Day After Initial Purchase**

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**SUBJECT**: Did you miss this?

**SUBJECT**: It works even better with THIS

**SUBJECT**: Wait! You forgot something…

Yesterday you purchased [insert product name], and I just wanted to say thanks again for your order.

I’m so happy to have you in the family.

More importantly, I wanted to make sure you saw this:

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If you’re really serious about [insert topic/known desired end result], then this is the ideal next step.

Not only will it get you [known desired end result], it will get you there much, MUCH [faster/easier/with less work].

So get it now while you can:

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This [price/offer/product] won’t be available much longer, so I would grab your copy now while it’s still fresh in your mind.

Talk soon,

[Name]

**\*\*\*\*\*\***

**Email #2 (Logic) – 2 Days After Initial Purchase**

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**SUBJECT**: Call me crazy, but…

**SUBJECT**: THIS is the logical next step

**SUBJECT**: Frankly I’m a little surprised

Call me crazy, but I’m a little surprised you still haven’t taken me up on this:

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If you really want to [insert known desired end result] (and I’m guessing you do or you wouldn’t have purchased [insert product name]), then this is the logical next step.

Remember, not only will it get you [insert specific benefit provided by the product they just purchased here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

So DO IT NOW before it gets lost in the shuffle of life.   
  
Talk soon,

[Name]

**\*\*\*\*\*\***

**Email #3 (Fear) – 3 Days After Initial Purchase**

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**SUBJECT**: Last chance?

**SUBJECT**: Bad news

**SUBJECT**: You’re about to miss out

**OPTION 1: SCARCITY-BASED**

Yep, this is pretty much your last chance to get [insert product name] at this price:

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On [insert date] the [price is going up to $XXX –OR– offer is closing], so you better get it now, because chances are you won't see it again [at this price] for quite some time.   
  
Good Luck,   
[NAME]  
  
P.S. Remember, not only will it get you [insert specific benefit provided by the product they just purchased here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW: 

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**OPTION 2: NO SCARCITY**

This is it…I’m done talking to you about this:

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For the last few days I’ve been encouraging you to get in while you can, but now time is up. After today, you won’t hear me talking about it any longer.

So this is your last chance.

Get in now, or risk missing out completely:

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All the best,

[YOUR NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the product they just purchased here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW: 

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**NOTE: If this followup series fails to increase your upsell take rate by at least 50% overall, then you might want to test a “Bonus Webinar” or “Bonus Training”...especially if your upsell is significantly more expensive than the front-end product that got your customer on this Ascension Series.**