

# THE UPSELL PAGE

Selling Your Core Offer

# MILLION DOLLAR NAPKIN

LEAD  
MAGNET



TRIPWIRE



CORE OFFER



# The Upsell Page Checklist

- Thank them for their purchase
- Give basic access instructions
- Bridge the gap (Explain that they have a “part” of a much larger “whole”)
- Offer to “Upgrade” their purchase
- Hint at a killer deal
- Explain what’s in the Core Offer
- Encourage them to “Upgrade” (but don’t be too pushy)

# Case Study: Digital Marketer Lab

See the live version at:

<https://secure.digitalmarketer.com/ep/media-fb-promoted-ep/oto1.php>

**DIGITALMARKETER**

Access Instructions: **DO NOT Leave This Page**

Thanks for ordering the Execution Plan on “Increasing Engagement with Facebook Promoted Posts”...

Member Profile Name:  
Member Login ID:  
Member Login Password:

**These Execution Plans Are Sitting In Your “Vault” Under Your Name Right Now...**

Normally these guides would sell for \$47 each (*or \$846 in total*) but I want you to have them as my gift, 100% FREE when you join Digital Marketer Lab for just \$38.60...

Here's a quick look at the execution plans you'll have immediate access to (*remember, as a Lab member you'll also get one new execution plan each and every month*).

USE LINKEDIN ADS TO GET NEW LEADS AND  
LAUNCH YOUR KINDLE E-BOOK IN 14 DAYS  
SET UP YOUR E-COMMERCE STORE IN A  
9-PART EMAIL SUBSCRIBER WIN BACK

# ONE-CLICK UPSELLS

Strategic and Technical  
Considerations

# One-Click Upsell Options

InfusionSoft.com (custom coding required)

Plugin: <http://marketplace.infusionsoft.com/app/one-click-sell-order-forms>

[IAutomationWiz.com](#) / [IShoppingCart.com](#)

[SamCart.com](#)

[ClickBank.com](#)

None of the above

# The Landing Page

Jason Swenk  
DIGITAL • PRENEUR

## Discover How to Convert 80% of your Marketing & Web Proposals



In this video I will reveal the "8 Steps to Creating A Proposal that won me clients like AT&T, Legal Zoom and Hitachi." You will see the exact "marketing proposal template" that I used.

- ✓ Learn the #1 tip to improving your closing percentage.
- ✓ Discover the secret order you need to follow that makes all the difference.
- ✓ See how I spent less than 15 minutes creating a proposal.
- ✓ Get it FREE today!

Where should I send your video?



[SEND ME THE VIDEO >](#)

Privacy Policy: We hate SPAM and promise to keep your email address safe.

# The Thank You Page

## Almost done....

Everything I promised you will be sent to your inbox shortly.

While you wait for your materials to arrive via email, I wanted to offer you a chance to get the exact proposal that I used for major accounts.

### Limited Time Offer (SAVE \$100)

Get the [exact PROPOSAL TEMPLATE](#) that I used to win clients like AT&T, Legal Zoom and Hitachi & successfully closed 80% of the proposals. Customize the template to your business. Only \$99 if you use this promo code "**winmore**". Offer goes away very soon.



[Download >>](#)



# The Tripwire Order Form

Jason Swenk

Products	Price	Quantity	Total
 <p>Proposal Template \$199 buy download customize</p>	\$199.00	<input type="text" value="1"/> Update	\$199.00
<b>Subtotal</b>			<b>\$199.00</b>

Security is our top priority at Jason Swenk!

This website utilizes some of the most advanced techniques to protect your information and personal data including technical, administrative and even physical safeguards against unauthorized access, misuse and improper disclosure.

## Billing Information

\* First Name   
\* Last Name   
Company Name

## Order Summary

Subtotal \$199.00  
**Total Due \$199.00**

Promo Code:

# The Upsell Offer Page

Jason Swenk

## Thanks for buying the "Proposal Template," Ryan!

Since you're a customer now, I would like to offer you a killer value on jumping into the Playbook. In the [FREE trial of the Agency Playbook](#), I go into depth about all the ins and outs of winning more business week after week.

If you jump into the FREE trial now and enter the promo code "**specialvip**", when you choose to stay in the program the monthly cost will only be \$99/month. This is only available for today and the offer goes away, so act quick.

Look at what these real agency owners said recently about the Agency Playbook Coaching Program.

*"I used Jason's "closing strategies" and have closed two retainers in a week! Now, I just have to figure out how to hire to manage the workload!"* Krista Sherkey - Streamline6

*"You cannot beat learning from someone who has been in your shoes and taken the same hits that you take day in day out. Jason did the hard work that agency owners do every day and came out successful in building and selling an agency."* David Herman · Partner at 100 Marketers Inc

*"We were running 1.5 months behind in accounts receivable before getting the playbook. Since the cash flow worksheets Jason provided we are now running current and no longer have to utilize our credit line to fund payroll.."* Alex Membrillo · CEO at Cardinal Web Solutions


[Click here to have a similar story for FREE](#)

Talk to you soon,

Jason

# The Core Offer Order Form

Jason Swenk

Products	Price	Quantity	Total
 <p><b>The Agency Playbook</b> It's the 12 systems every agency needs in order to be profitable and continue to grow to the next level, from increasing sales, scaling your operations, being more profitable, and dominating your market. 14 days free, then \$49.50 / month for 12 months</p>	<del>\$99.00</del> \$0.00	<input type="text" value="1"/> Update	\$0.00
<b>Subtotal</b>			\$0.00

Hey look, I want you to succeed with this program. That's why I'm giving you 14 days to try it out. Get your feet wet. After your test drive, you will be billed \$99 every 30 days. Cancel at any time during the trial. If for some reason you absolutely hate what I have to offer, and feel it will not add to your bottom line within the trial, just tell me to cancel your test drive.

**WANT TO SKIP MONTHLY PAYMENTS?**

Pay in full to get \$200 off the regular price & HAVE ACCESS TO EVERYTHING NOW!

PAY IN FULL 

Billing Information

\* First Name

Order Summary

Subtotal

\$0.00 Drop