

Upsell Product Ideas

Upsells are the easiest way to increase your average transaction size. In other words: By offering upsells, you will be making more revenue per customer than you did before – and that allows you, for example, to afford higher click prices in your Facebook advertising.

To offer an upsell, you'll simply create a second product that complements your main product. Then you create a second sales letter (or video sales letter) where you say something like, "Since you're buying my product I want to make you a special offer", and then go into the problem that your upsell product solves and the other steps from the video sales letter template.

There are two ways to offer an upsell: You can either do it before the customer ever buys the first product (so when they click "buy" on the main product, they are not yet taken to the checkout page but actually to the sales letter of the upsell, where they can either accept or decline). Or you can offer it after they have bought the main product. Clickbank offers a feature here that they call "PitchPlus", and it allows you to offer your upsell after the customer has purchased your main product. The cool thing about "PitchPlus" is that it allows them to buy your upsell with one click, and without having to enter their billing details again.

Before you can offer upsells, you need to create one – so here are some ideas:

Upsell Ideas

- interviews (find an expert, interview them via Skype or freeconferencecall.com)
- resource sheets
- ebook → audio version
- templates
- do-it-for-them service
- phone coaching
- see what questions your buyers still send in, then create a product on that
- survey your buyers after a month or so: "what are you still struggling with?", "what is still your biggest obstacle?", "what has been your biggest obstacle so far in applying the information?"