7

PROVEN KEYS TO

PERSUADE

CUSTOMERS TO BUY YOUR BACKEND OFFERS & UPSELLS...

7 Proven Keys To Persuade Customers To Buy Your Backend Offers And Upsells…

DIGITALWEBROCKET
MORE TRAFFIC, MORE LEADS, MORE CUSTOMERS

7 PROVEN KEYS TO PERSUADE CUSTOMERS TO BUY YOUR BACKEND OFFERS AND UPSELLS

Introduction

If you want to make <u>more</u> money with your business, one of the best places to start is with your **order form**.

Think about it...

You have a prospect with a credit card already in their hand.

They're in a buying mood.

So there's a good chance that if you put a related offer in front of them (the proverbial, *"you want fries with that?"*), they'll take it. And that means you'll average more money from every customer who walks through your door.

So how do you create a backend or upsell offer that gets your prospects clicking the "Yes" button?

Like this...

1. Make Sure the Upsell Enhances the Main Offer

The very first thing you need to do is make sure any upsell offer is tightly related to the main offer. In fact, not only should it be tightly related, ideally it should **enhance the use of** or **increase the enjoyment** of your main offer.

Take the classic example at fast food restaurants. I guarantee that if you walked into McDonalds and ordered a hamburger, any well-trained clerk would ask if you wanted fries and/or a drink with that. And a lot of people say yes to this offer, because fries and/or a drink enhances the enjoyment of the burger.

You should do the same thing, no matter what you're selling.

For example:

- You're selling a diet-planner app. Offer a low-fat cookbook as an order form upsell.

- The main offer is a copywriting course. You can offer personal copy critiques as a sales bump.

- Your main product is all about setting up and running a successful blog. You can offer a 'toolkit' on the cart page, such as a collection of useful WordPress plugins and / or professional themes.

- Your main product is a "how to get out of debt" course. You can offer an upgrade that includes items such as a debt-management workbook and personalized debt-management counseling.

- You main product is a set of kettlebell training videos. You could offer the kettlebells themselves as an upsell.

In other words, don't just toss any old offer in front of your prospects. Be sure your upsell and main offer go together like… well, like hamburgers and fries. ☺

Q: Does Your Shopping Cart Support Order Form Upsells?

If not, you should seriously consider a cart upgrade/add-on or a change of provider, because this type of upsell can very easily lift (sometimes double) your potential revenues with very little effort on your part at all.

I'd recommend **PayKickStart** for this.

It's a platform I use myself for several types of businesses and it works great… It comes preloaded with lots of functionality developed specifically to boost conversions (marketer led development) including a very easy to use one-click order bump for your checkout pages. **More Info Here**

Next up…

2. Offer an Irresistible Deal

Dropping a related/relevant offer in front of your prospect is a great start…

… But turning that offer into an <u>irresistible deal</u> is even better!

Take the fast food example again. If you order a burger with a small fries and drink, the clerk will ask you if you want to "up size" the order for just a small extra charge. The deal is irresistible. You get a LOT more food for just a tiny bit more money.

No matter what you're selling, you can do the same thing too.

I've found that this strategy often works best behind the front end offer **after the initial purchase** (rather than an immediate cart bump) as you'll have a little more time and space to really stack the value with your sales copy. (But **it can also work as a cart bump**, especially if the prospect is already familiar with you or your products so make sure to test this out for yourself).

For example:

> *"I usually charge $997 per month for this sort of coaching. But as a valued member of my new copywriting club, you'll get a special price of just $497 per month for this same high-quality coaching…"*

Note: The key to creating a high converting irresistible deal is that it should be offered during the order phase while your prospective buyer is still fully engaged with the process. So ideally, immediately after they complete their initial purchase as a one-time offer or right on the cart page itself

(which leads nicely into key #3).

3. Use Short-Form Copy

Okay so you've got an eager prospect sitting in front of your order form with their credit card in hand. **Now is <u>not</u> the time to put another long sales letter or sales video in front of them.**

They're eager to buy.

Putting another wall of text in front of them might just have them hitting the back button and abandoning the order form!

You see, you've already done the hard work of getting them into the **necessary emotional state** needed to make a purchase. You've already built your credibility. You've already established trust.

You don't need to do any of these things again.

So what you need to do now is simply **focus on the benefits of the upsell offer**.

In fact, your upsell pitch should be nothing more than a benefit-driven headline, a list of benefits (hit 'em with the biggest) and a call to action.

> *<u>TIP:</u> As always, **test to determine for sure** what your own audience responds to the best. Test different headlines. Test your bulleted list of benefits. You might even test short form copy against a short sales video. And if you need a simple to use split test tool try [SplitTest Monkey](#)*

Next...

4. Frame the Price

The next thing for you to remember is that you've already sold your prospect on purchasing the main offer. They've already agreed to whatever price you're charging. So when you present the upsell offer, you'll want to frame the price so that it **focuses on the upsell only.**

Let me give you an example…

> Let's suppose you're selling a home study course for $99, with an upsell offer for $25 for an app:
>
> When it comes time to ask for the order, **do NOT do this:**
>
> *"Would you like to add this offer to your order for a total of $124 for the course and app?"*
>
> Suddenly that sounds like a lot. The prospect is going to start second-guessing their purchase. And you could lose the entire sale.
>
> Instead, focus on the upsell price only:
>
> *"Would you like to add this app to your order for just $25 more?"*
>
> Ahhhh… that's better. That sounds doable. And since the prospect is already planning on spending $99, that extra $25 doesn't sound like any big deal.

It's all in how you frame it. ☺

5. Create Urgency

Nothing gets people clicking the order button like a real sense of urgency. And one great way to create this sense of urgency is **by making your upsell offer scarce.**

For example, you could create a one-time offer. This is an offer that's **only available right now**. If the buyer doesn't grab it, they won't be able to get it later. (Or if the product is available elsewhere, the prospect will need to pay full price).

> A good example of this is when you go shopping on a site like Omaha Steaks. If you spend a certain amount, such as $50, you'll get a list of "add on specials." These are tremendous deals that you can ONLY take advantage of while you're on the order form. You can still buy the steaks themselves later, but you'll pay through the nose to do it.

That creates scarcity and a sense of urgency that gets people agreeing to order your upsell. For example:

> *"Special one-time offer: add this meal-planning app to your order right now, and you'll get it for 50% off the regular price! If you leave this page, this offer disappears for good… so click here now to grab your discount before it's gone!"*

The real takeaway here is that you make this a **genuine one-time thing**. If you don't stick to your word, you'll find that buyers wise up fast and your offers will become less and less effective over time.

6. Strong Calls to Action

The good copywriting rules apply to your upsells just as they do to your main offer. And that means you can't just drop the order link in front of a prospect and expect them to click it.

Instead, you need to provide a strong call to action.

This means **you tell prospects what to do next** and **give them a good reason to do it.**

For example:

> *Click here to add this app to your order – and remember, this special offer disappears when you leave this page, so order now!*

Generally, your one time offer page is going to have two options. One option is **"Yes, add this to my order."** The other option is, **"No thank you, I don't want this."**

Those should be the only two options on the page. Prospects will either add to their order and continue making the purchase, or they'll skip your offer and just stick with their original order.

Now here's a little trick you might consider testing and using…

Phrase your "yes" and "no" options in a way that helps persuade people to click the "yes" options.

For example, let's suppose you're selling some sort of weight-loss information. Your option buttons might look like this:

"Yes, I want to get ready for the beach!"
"No, I don't want to get rid of my love handles."

See how that works?

The "yes" option is positive and provides a benefit. The "no" option forces the prospect to agree with something that they probably don't really agree with. That's going to make them stop and reconsider your offer.

Here's another example:

"Yes, I want to save money on heating and cooling bills!"
"No, I don't want to save money."

another:

"Yes, I want to boost my conversion rates and make more money!"
"No, I don't want to make more money."

and one more…

"Yes, I want beautiful white teeth!"
"No, I don't mind hiding my smile from everyone"

Some business owners find this approach a little too aggressive and I've seen quite a few terrible examples when it's presented badly but it's very effective so give it a try, don't go overboard with the negatives and see how it works for you and your prospects.

And finally…

7. Make it Easy

If you followed all the tips above, then you have a prospect who's as ready as they'll ever be to add more to their order. At this point, your goal is to **make it as easy as possible for them to place that order and grab the upsell(s).**

Don't make your prospects jump through hoops. Don't slip unnecessary steps between them and their order. Don't put obstacles in the way. Because if you do any of this, the prospect is likely to lose their enthusiasm and abandon their shopping cart.

Here are the dos and don'ts to follow:

- **Do make it one-click easy**. If you're presenting an upsell right after the customer has already filled in the order form (a one-time offer page), then make it as easy to buy the upsell as clicking a button. In other words, do NOT make your prospect fill out the order form or their credit card all over again. If your current shopping cart can't do this, then seriously find [one that can](#) because you're already losing money.

- **Don't make them go through a gauntlet of upsells**. Sometimes marketers throw three, four, five or more upsells in front of the prospect before they've had a chance to checkout. They can't get to the order form without accepting or declining these offers. Or, worse yet, they can't get to their purchase without seeing all these offers.

   Don't do that to your customer! Seriously. Instead, put one or at most two well-placed offers in front of them before they checkout. But if they decline, send them straight to the order form and take

their money. Don't make them go through a gauntlet of offers, which will make them feel like you're a carnival worker barking at them.

- **Don't make them "register" before ordering.** If you need your customers to create an account, then have this account co-created during the purchasing process. Even if the amount of "work" for the customer is the same, **framing is the key here**. If a customer is suddenly forced to "*create an account*" before they can place an order, they may just abandon their cart altogether.

Now let's wrap things up…

Conclusion

You've heard the saying, **"*strike while the iron is hot.*"**

When it comes to sales, the iron is about as hot as can be when you have a prospect filling out an order form. That's why it's a great time to "strike" by offering an upsell offer they can't refuse.

So boost your sales by inserting upsells on your order forms today – and boost your conversions using the seven surefire tips you just discovered!

Discover All the Elements You Can Control to Get More People to Buy Your Products… Instead of Walking Away From Your Site Empty-Handed…

- Discover exactly what steps you can take right now to turn more of your hard-earned traffic into cash-paying customers

- Get dozens of examples of the critical strategies so you can understand how to put them to work in your own business to see real results.

- Complete actual "assignments" to immediately make progress as you identify and fix the conversion problems on your site.

GROW YOUR SALES NOW
GET STARTED IN JUST SECONDS

>