

Discover
How To
Automatically
Earn More
Per Order!

7 Proven Keys To Persuade Customers To Buy Your Backend Or Upsell

7 Proven Keys To Persuade Customers To Buy Your Backend

Introduction

If you want to make more money with your business, one good place to start is on your order forms.

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 make more money with 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 your upsell should enhance the use or enjoyment of your main offer.

Take the classic example at a fast food restaurant. 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.

Now you can do the same thing, no matter what you're selling. For example:

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- *You're selling a meal-planning app. Offer a low-fat cookbook as an order form upsell.*
- *The main offer is a copywriting course. You can offer personal copy critiques on the backend.*
- *Your main product is all about setting up and running a successful blog. You can offer tools on the backend, such as a package of useful WordPress plugins and professional themes.*
- *Your main product is a "how to get out of debt" course. You can offer an upsell that includes items such as a debt-management workbook and personalized debt-management counseling.*
- *Your main product is a set of kettlebell training videos. You can offer the kettlebells themselves as an upsell.*

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

Next up...

2. Offer an Irresistible Deal

Dropping a related offer in front of your prospect is great. But turning that offer into an irresistible deal 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 "biggy 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. For example:

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"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..."

Next...

3. Use Short-Form Copy

You've got an eager prospect sitting in front of your order form with their credit card in hand. Now is not the time to put another long sales letter 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 these things again.

So what you need to do now is simply focus on the benefits of the upsell offer. In fact, your upsell may be nothing more than a benefit-driven headline, a list of benefits, and a call to action.

TIP: As always, test to find out for sure what your 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.

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 extend the upsell offer, you'll want to frame the price so that it focuses on the upsell only.

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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 \$125 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 \$24 more?"

Ahhhh... that's better. That sounds doable. And since the prospect is already planning on spending \$99, that extra \$24 doesn't sound like any big deal.

It's all in how you frame it. 😊

Next...

5. Create a Sense Of 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 might create a one-time offer. This is an offer that's only available right now. If the prospect 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,