

# Members Only

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# Privileged Information

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— JUNE 2020 —

# The **CROSS-SELL!**

## How to Get 10 TIMES More Orders from Your Existing Customers!

**Why the “*Do You Want Fries with That?*”  
Psychology Can Unlock a Mountain of  
Hidden Profits for Your Store!**

*Hey Insiders!*

Grab your favorite beverage and highlighter pen. You’re gonna need it!

Here’s another quick-n-easy money-making GSD to sink your teeth into.

As you can clearly see (above), today we’re tackling the ginormously lucrative “CROSS-SELL” email strategy.

Don’t be fooled to think you know all about this one ...

I can almost guarantee there's a big pile of money still left on the table that you're missing each month.

## **Quick summary of this blockbuster report ...**

- What exactly is cross-selling anyway?
- Story behind McDonald's famous "Billion-Dollar Question"
- Why, when, and where to cross-sell in your ecom biz
- Jaw-dropping stats to MOTIVATE you to cross-sell more!
- How to cross-sell if you don't have another product
- Fascinating psychology for cross-selling
- [SWIPES] PRE-WRITTEN cross-sell emails!

## **What Exactly Is Cross-Selling?**

Cross-selling is simply the strategy of offering an existing customer additional products that complement what they just bought or are about to buy.

For example, if you buy a guitar, and you're offered to also buy a guitar case, tuner, spare strings, picks, amplifier, etc. ... those are cross-sells.

## Here's the purpose of a cross-sell:

1. Increase average order value (AOV)
2. Show your clients you have other products
3. Extend the lifetime value of your customers (LTV)
4. Improve their experience so they refer others

A cross-sell is not an upsell. In the case of an upsell, you'd be offered the option to buy an even more expensive guitar right at the moment you're ready to buy! Ever been "super-sized?" Yep, you know it. Speaking of being super-sized ...

## McDonald's "Billion Dollar" Question ...

You know it's coming ... we've heard it too many times to count ...

"Do you want fries with that?" or "Would you like the super size?"

Why do they keep asking us this?

Because 33% of us say, "Sure, why not."

Oh, and also, it makes them multiple billions of dollars.

I'm not kidding. In 2019, it's estimated that McDonalds generated over \$21 billion dollars in revenue. So, these point-of-sale questions literally make them **BILLION\$** of dollars.

Want to know something else?

**If a McDonald's employee is caught forgetting to ask these questions three times, they're FIRED!**

Now, here's the cool psychology at play here ...

Believe it or not, the power of the cross-sell, particularly at the point of sale (time of purchase), is not just about "what" you're offering. It's largely because your customers are already in the buying mode, so it's EASIER for them to say yes!

Think about it ...

When a prospect visits your store, they're in the mindset of, "Maybe I'll buy, maybe, maybe." And then, if you've created enough trust and belief, they'll move from being a "Maybe" to a "Yes, I'll buy!"

Once they've crossed that bridge to buy from you, they're more impulsive, compulsive, and suggestible to offers ... meaning, it's 10 times easier for them to say YES to buying more (as long as you don't completely botch up their buying experience).

## **Why, When, and Where to Cross-Sell in Your Ecom Biz**

Depending on what survey you read or what niche you're in, here are some ***jaw-dropping*** stats for cross-selling:

- Acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining an existing one.
- Cross-selling can increase your customer retention by 10% and your company profits and value by as much as 30%, if done correctly.
- Loyal customers spend 10 times more than new customers.

- You are 50-70% more likely to sell to an existing customer, compared to the 1% to 12% likelihood of selling to a new prospect.

## **When and where to cross-sell or upsell**

There are three main places to offer a cross-sell.

### **1. Point of sale:** At the moment of purchase

- Product page
- Thank you page
- Funnel pages

### **2. Pre-Delivery:** Before order has arrived

- Email
- SMS text
- FB retargeting

### **3. Post-Purchase:** After order has arrived

- Offer in delivered package
- Email
- SMS text
- FB retargeting
- Phone call

## **You might not have thought of this**

Another (and less-used) opportunity for a cross-sell is in the **Cart Abandonment email flow**. This can be done by suggesting other products in the emails that are trying to save the abandoned cart, or individual

emails promoting a different product, if the prospect didn't respond to the initial cart abandonment emails.

## What If You Don't Have Products to Cross-Sell?

Fear not, there's help available!

### Flashback to our August GSD 2019, "Awesome Apps!"

Jeremy Friedland, our much-loved EI superstar, 7-figure award winner and BGS team member, shared a cool app that helps you sync other people's products seamlessly to your store!

The app is called **Syncio** ([syncio.io](https://syncio.io)).



We interviewed Jeremy about his app back in August, so to save you time digging it up, here's the transcript:

**Jeremy:** Okay. So, the app lately that I've been loving is called "Syncio."

So, how I've been using that is I wanted to have essential oils on my site, but I didn't want to have to pay for all these oils in advance. What I did was I found a company that has really good oils and I said, "Hey. Do you guys want to have your oils on my site? Then I'll just pay you. I'll tally up all the orders every month and pay you a percentage." So, it's a great way to have other people's products on your site that are in a similar niche.

I think it can benefit the ecom insiders crew too, because there are a lot of us that have, not the exact same niches, but they have niches that will complement each other. So, you can say, "Hey. You want to carry some of your products on my site, or vice versa?"

What Syncio does is you both install the app and then you basically just create, it's like a web hook or something like that, and then you can literally download every single item on their store and it'll sync over all of the product descriptions, all the pictures, all the prices, all the tags, everything over to your store.

So, now you can carry their full inventory, or you can pick and choose whatever items you want. So, these guys have some CBD items on their stores, but I don't want those items on my store because I'll get flagged by Shopify. So, I choose to have those off my store. So, that's been really nice. It took probably 15 seconds or so for all their inventory to shoot over to my store.

Tanner: **Once they're in your store, you can edit each description and whatever if you need?**

Jeremy: You can choose whether or not Syncio uses their pricing or you can change your own, because if they're doing a sale on their site or something like that for 40% off, you can choose, well, maybe I don't want to sell those oils for 40% off. I want to keep them full price. You can say, "Don't change the price on my site," whenever they change the price on their site.

Tanner: **Got you.**

Jeremy: So, you can do that. The other cool benefit to this app was I said, "*Hey, guys. I want to start creating some custom subscription boxes on my store. I know you guys don't do those. But can we game plan out some subscription boxes for the rest of the year and you guys can create them on your store, but keep them hidden? Then I can transfer them in my store and make them live.*" So, they have all these subscription boxes that they created for me, custom subscription boxes for my customers that do not show up on their site, but that do show up on mine.

Tanner: **Very cool. So, obviously, it syncs the products together. But also, as an order comes in, it passes over to them, so when it ships from them and all that. How does that process work?**

Jeremy: Yeah. It ships from them. So, that's the cool thing is that it holds them in the app. The only pain in the butt part is you have to go in there and manually push the order. So, they can fix that issue. That'd be nice if you could just do "push all," but they don't have that yet. But the cool thing is, it does not share the customer email with them. So, you can choose to say, "*Do not share customer email,*" so that they can't market to your customers. So that's a pretty cool feature as well.

Tanner: **So, let's just walk the flow out real quick. So, an order comes in on your site for, say, Devon's product. So, the order comes in, you click push, and it pushes it over to Devon's store to be fulfilled, Devon picks, packs, and ships, the shipping notification comes into his store. Does it get pushed back to your store?**

Jeremy: Not yet.

Tanner: **Okay. But does the customer receive a shipping notification from Devon?**

Jeremy: No, because they don't have the email. So, if you chose to share the email, then it would get sent out. But if you choose not to, then they don't.

Tanner: Got you.

Jeremy: So, right now, what you can do is you can either say you're not getting a shipping notification, or whatever, or they can download the orders when you push them, once they're fulfilled, and then send you an Excel spreadsheet and you can do it that way.

Tanner: **Yep, and have a VA do something like that. But that's actually really cool because an example in the EI group is Klaus and Carrie. Right?**

They've been sharing products back and forth and now Carrie's actually going to be sharing her products with Barrett on Barrett's site. Now they can just sync inventory that way as well. Cool way to access a product line without having to actually deal with it.

Jeremy: Yeah. For sure.

Bret: **So, how do you negotiate the profit share? Do you jump on the phone with them? Is there any guidance around that?**

Jeremy: Yeah. So, I jumped on the phone with them. It's basically based on volume. So, we actually did it two ways. The subscription boxes are kind of a CPA, cost per acquisition, type deal. So, as I get more, they pay me more money per subscription box. But in the oils, the more volume I do in oils on a monthly basis, the more they're going to give me. So, we negotiate.

We actually set it up in basically chunks, and I'm forgetting the proper word for that, but basically like goals. So, he'll say once we get to this point, he'll pay me this. And when we get to the next point, he'll pay me this, etc. etc. So, they keep paying me more and more as the volume goes higher.

Bret: **Cool. Does that volume start off from scratch again each month? Or is it accumulative?**

Jeremy: Yeah. So, with the subscription boxes, that is whatever it is that month. Let's say, for instance, I have 100 subscribers or whatever, they'll pay me a percentage per that. If it drops down below that, then we'll go back to the other deal. So, pretty much goes that way.

Tanner: **That's got to be a win-win all the way around. Sliding scales typically work better for that kind of stuff.**

So, the other angle that could be used—another side you could approach—are manufacturers that have your products, but don't do any kind of drop shipping or have the functionality to do that, and simply by setting something like that up, you could literally create a drop ship relationship that's trackable.

Jeremy: Yeah. For sure.

Bret: **I was just thinking of some members who've only just got one product line and they complain about product research. This is a quick and easy way to test, isn't it?**

Tanner: I don't know that it would be a quick way to test, because you have to go do the negotiations with the company. So, you better at least know you want to make that effort and not waste their time. So, I wouldn't say it's a way to test products.

Jeremy: You're putting work on the other company, right? So, they want to make sure that you're going to have enough volume to make it worth their time to pick, pack, and ship your orders.

Bret: True.

Seth: **Jeremy, this could be a good solution, too, for if you have a retail store and a wholesale store within the same brand, to sync inventory across and duplicate products across both stores.**

Jeremy: Yeah, and the cool part is, like I said, you can hide the stuff. So, if you don't want people to know you have a wholesale offer on your site, you can duplicate your items and keep them hidden and use that "bulk product edit" app, change the pricing to wholesale, and then share that with someone else. So, it's a great way to do that.

**## End of Transcript ##**

So there you have it ... a perfect solution to finding a cross-sell offer, if you don't have any other products to offer your customers.

Now, for some tantalizing brainfood ...

## **Fascinating Psychology of the Cross-Sell (or Upsell)**

Here's how to THINK about your cross-sell offers.

For starters, you should designate time in your calendar to "THINK." That's right—prioritize thinking time. And in that time, plan out your ...

### **Customer cycle journey**

If you haven't already done this, spend time mapping out your customer journeys to identify how they will use your product, and how it will help them.

When your customers start seeing/feeling results from your product, they'll typically start telling other people about it, eventuating in referrals.

Once they've reached this milestone in the customer journey, they'll have built enough trust to be open and excited to hear your cross-sell or upsell. This is typically the point where you have the best chance to make the cross-sell sale.

But, there's another important factor to consider ...

### **Be congruent and relevant**

When planning your customer journey, ask yourself what the most relevant and congruent offer to what they just purchased is.

Now, this next part is super important, so pay attention!

To increase your conversion rate for a cross-sell or upsell, think of it like this ...

You want to build on top of the existing desire that made them say “YES” to the first product.

Did you get that? Go back and reread it sloooowly ...

**“Build ON TOP OF their existing desire.”**

One of the fastest ways to LOSE money is to try and create a desire for something that doesn't already exist.

**Note:** If you want an absolute masterclass education on sales psychology, read the first three chapters of the cult-classic marketing book *Breakthrough Advertising*, by Eugene Swartz. The #1 most-treasured and referenced book by all the world-leading copywriters (and for good reason!).

Whereas, if you make a cross-sell offer for a product that promises to help them get closer to their desired outcome (faster, easier or cheaper), then you could have a winner!

That's what it means to be congruent with your offers.

And remember: if you *nail* the cross-sell offer and increase AOV or the LTV (lifetime value), then you're able to spend more money on acquiring new customers.

This is HUGE ... because, in the competitive marketing world ...

**Whoever can afford to acquire new customers faster, WINS!**

## Implementing Your Cross-Sell (or Upsell)

To set up a cross-sell FLOW (Klaviyo term), I'd suggest checking out the library at [Klaviyo.com](https://klaviyo.com). They have simple-to-follow guides (including screenshots) that walk you through setting it up.

You'll also find instructions on how to set up SEGMENTS for customers who bought one product but have not bought another product.

Simply google "Klaviyo Cross-Sell" and you'll be all set.

## **SWIPES: Pre-Written Cross-Sell Emails**

Now for the section everyone LOVES ... the pre-written email swipes!

Below you'll see a CROSS-SELL strategy you can implement as a back-populated campaign, or an automated FLOW at the appropriate time after purchase.

But before we go any further, I want to quickly share a simple "Pre-Delivery" Cross-Sell email that works!

Members who've been around longer than a year will recognize this email, because it has popped up in several GSD reports. The reason for that is simple: it makes money!

So, here is our tried-and-tested "pre-arrival" cross-sell email we call ...

## The “Profit Adjuster”

A Profit Adjuster is an upsell (or down-sell) offer that can be included in a customer’s original order to increase AOV (average order value) for the combined order.

We’re going to show you TWO examples:

1. Product Offer (60 minutes to order)
2. Product Offer (Three to five days to order)

Check it out ...

### **Profit Adjuster post-purchase email**

Remember: you can use this anytime to claw back some much-needed profit after a heavily discounted promotion.

### **Bird’s-eye view**

What you’re about to see is a simple “post-purchase” email that gives first-time buyers a small window (60 minutes) to add another product to their order, included in the same shipping cost.

#### ***Here’s how it works:***

- Find a high-profit-margin product at a price your customers won’t be able to resist.
- This email should be sent out immediately after they’ve made their first purchase, so you can include it in the same delivery (ideally).
- You can segment this same email and make a different offer, depending on what the customer initially bought.

**Klaviyo set-up:**

- Trigger = Ordered Product
- Trigger filter = Doesn't contain <product name>
- Flow filters = Has ordered product 1 over all time

This example (and results) came from a time when Tanner and Drew Sanocki worked together.

The strategy was to offer first-time buyers a \$12 “Basic Plain Tee” for only \$9.

Important notes:

1. **This is a high-profit-margin** product.
2. **Plenty of stock**, so it won't run out.
3. **Best to find ONE product**, so it's an easy decision (instead of a multiple choice)—but that's up to you.
4. **60-minute timer**, so that you can add it to their existing order.
5. **New value proposition**, since your customer might be overwhelmed with seeing “discounts.” Try changing it to “Take \$3 OFF.”

Thanks for your purchase! You want fries with that? Buy any black, grey or white tee for just \$9.

K A R  
M A L  
O O P

MEN'S WOMEN'S SALE

**HURRY!**

**ADD ANY BLACK, GREY OR WHITE TEE TO YOUR ORDER FOR JUST \$9.**



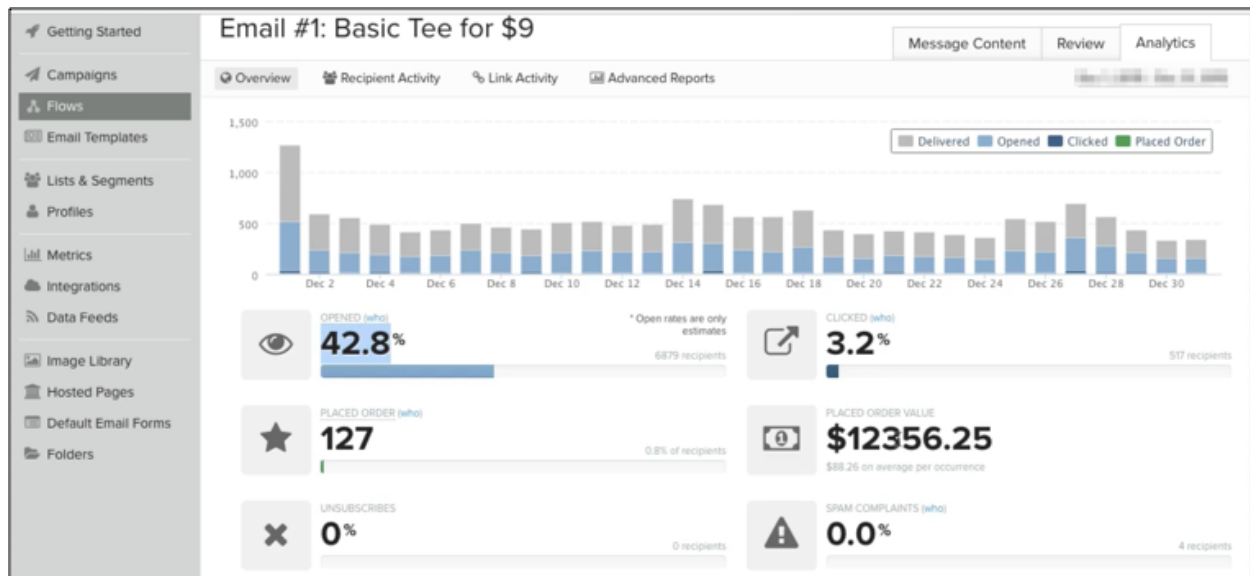
Order in the next 60 minutes.  
Use code **NRQMD9GM**

The Basic Tee in Black - \$9.00    The Basic Tee in Grey - \$9.00    The Basic Tee in White - \$9.00

SHOP \$9 BASICS

i s t

CONTACT US GET OUR APP HELP

**RESULTS:**

Again, this was sent immediately after their first order to recoup some profit, which is why we call it a “profit adjuster.”

Here’s some other copy you could use.

**Subject line ideas:**

1. Welcome! Add a <Product Name> for only \$X!
2. Thank you! Take \$X off this <Product Name>.
3. Gift for <First Name> to say “THANK YOU!”

## **Welcome, <First Name>! Here's Your Welcome Gift ...**

Congratulations!

We're about to ship your first order (exciting!), but first ...

Since you're new to the <your band> family, we're doing something special to say "THANK YOU!" during our Black Friday sale.

Get this ...

**Add this <Product Name> to your order for only \$X!**  
(Normally \$XX, but only \$X for you for the next 60 minutes.)

We're packaging up your order soon, so if you want us to add this discounted "welcome" gift, you need to let us know in the next 60 minutes!

<insert countdown or clock image>

<insert coupon code>

<insert product + image>

**Add This \$X <Product Name>**

**60 mins only with <Coupon Code>**

Thank you again!

<Sign-off>

Next up ... a quick and easy seven-day promotion for a cross-sell.

## Campaign Strategy & Delivery Table

Please note: the campaign sequence below is only a suggestion and can be altered to your liking. That said, the EI members who simply implement as we suggest typically report back with awesome money-making stories.

Also, this sequence can be turned into a FLOW (i.e., campaign).

The concept is to send a value-add email about the cross-sell product. It would be a blog article, video, or like I've outlined below, a story email.

Usually, in the first email, I would only "tease" them or give them a "heads-up" that a SALE will be announced the next day. However, in the example below, I decided to try and sell from the very first story email.

I also decided to have two bites of the cherry with this. What I mean is, after the initial deadline expires for a 10% discount, the very next day I offered them a rare 15% off (for those who hadn't purchased previously).

### **Why am I trying so hard to get this sale?**

Because getting a SECOND sale from a customer is a MASSIVE milestone.

Like I harped on at the start of this report ...

When done correctly, you could get 10 TIMES more orders from existing customers with well-thought-out cross-sells and upsells.

Lastly ...

You'll notice that the email swipes below are fill-in-the-blank templates. Our more seasoned EI members would know that this is slightly different than the usual email swipes.

The reason for that is these emails are "product-focused," not "holiday-focused" (e.g., Valentine's Day, Mother's Day, etc.).

It's almost impossible to write a general email to suit all niches represented in our EI community, so these fill-in-the-blank templates will help you customize the emails to fit your specific product(s).

**Final note:** Try changing your email font size to 15- or 16-point and report back with your results. You might be in for a pleasant surprise!

Okay, that's enough rambling—check it out ...

| The “CROSS-SELL” Promotion |                   |                               |  |
|----------------------------|-------------------|-------------------------------|--|
| #                          | Type              | Message                       | Audience   |
| <b>Day 1</b>               | Story             | Story → Segue → Sell          | Bought product X but not Y (Y = cross-sell product).               |
| <b>Day 2</b>               | Spontaneous Buyer | 10% Off announcement          | Exclude people who bought cross-sell product from previous email.  |
| <b>Day 3</b>               | Methodical Buyer  | More info + proof             | Exclude people who bought cross-sell product from previous emails. |
| <b>Day 4</b>               | Humanistic Buyer  | Top reviews / stories         | Exclude people who bought cross-sell product from previous emails. |
| <b>Day 5</b>               | Competitive Buyer | Deadline: Last Day            | Exclude people who bought cross-sell product from previous emails. |
| <b>Day 6 (morning)</b>     | Extended          | Now 15% off + Extended 24 hrs | Exclude people who bought cross-sell product from previous emails. |
| <b>Day 6 (afternoon)</b>   | Last Chance       | Last chance for 15% off!      | Exclude people who bought cross-sell product from previous emails. |

**TEMPLATE:** Email #1—Story email—Day 1

**Subject line:** Amazing story of <Fascinate>: [e.g., Single mom with three kids under four]

**Preview text:** <“If” and “then”>: [e.g., If you struggle with self-doubt, then this story will give you goosebumps of inspiration ...]

**Amazing Story of a Single Mom with Three Little Munchkins Under Four!**

Hi <first name>, I hope you're well.

Oh boy, you're going to love this—especially seeing as how you already have <product #1> and want to <see/feel benefit #1 and #2> even faster!

In short ... if you struggle with any kind of <insert problem>, then this story will make you feel <insert positive emotions>.

Meet Kelly S.: Kelly is a single mom from <state of residence> with three little munchkins, aged three, two, and eight months.

**Kelly really struggled with <insert problem #1>.**

This often led to <aggravate problem or insert problem #2>.

Kelly tried almost every other solution under the sun, including <insert other solutions that didn't work>.

**She felt like giving up.**

Luckily, Kelly stumbled across our store and decided to try our <insert product>, along with the <insert cross-sell product with clickable link>.

**What happened next was nothing short of awe-inspiring!**

In just <insert time>, Kelly saw <benefit #1> and <benefit #2>!

That's the kind of results we expect when using <cross-sell product>.

In Kelly's own words, <Insert Kelly's review about cross-sell product>

Our whole team at <your brand> wants YOU to get <benefits> too, just like Kelly.

So, we organized an exclusive 10% OFF coupon code (XCL10) to use right now for <insert cross-sell product>.

We want to tell *your* success story one day.

Your 10% discount expires in five days, so **place your order today**, so we can ship it right away!

<Sign-off>

**TEMPLATE: Email #2—Announce—Day 2**

**Subject line:** This works! 10% off to get <benefit> faster!

**Preview text:** Four-day sale open! Let us prove that this <insert product> will make you <get/feel benefits> faster ...

**“This Really Works!”**

**Take 10% off for the next four days only!**

Yesterday we shared the amazing story of Kelly, a single mom of three kids under four years old, who went from <problem> to <benefit> in <insert time>.

Her secret?

She started using <insert cross-sell product>.

You deserve to get <benefits> like Kelly.

So, for the next four days only, we activated an exclusive **10% OFF coupon code (XCL10)**, so you can save on <insert cross-sell product>.

**Grab this today while it's on special!**

|               |  |
|---------------|--|
| Product image | <b>Headline:</b> <ul style="list-style-type: none"> <li>● Benefit bullet #1</li> <li>● Benefit bullet #2</li> <li>● Benefit bullet #3</li> </ul> |
|---------------|--|

**See more**

**10% Off Code: XCL10**

<insert Review>

Remember: you're covered by our <guarantee>.

You've got nothing to lose, except <problem>.

Yes ... this really works!

Hurry! Sale ends in four days!

<Sign-Off>

**TEMPLATE: Email #3—Day 3**

**Subject line:** Five ways <product> will make you <#1 benefit>

**Preview text:** This works, even if you <insert common objection>. Now at 10% off, but only for three more days ... so hurry!

**5 Ways <Product> Will Make You <#1 Benefit>**

Even if you <insert common objection>

Hey <first name>,

Only three days left to use coupon code **XCL10** and save 10% off this popular <insert cross-sell product>.

If you struggle with any kind of <problem/s>, then this will make you feel <insert positive emotions>.

Need more convincing? Take a look ...

**5 Ways <Product> Will Make You <#1 Benefit>, Even If You <insert common objection>**

1. <insert text for reason #1 + short review relating to #1>
2. <insert text for reason #2 + short review relating to #2>
3. <insert text for reason #3 + short review relating to #3>
4. <insert text for reason #4 + short review relating to #4>
5. <insert text for reason #5 + short review relating to #5>

**Take 10% OFF! Code: **EXC10** [Only three days left before sale ends.](#)**

Product 1

**See more**

**10% Off Code: **XCL10****

Hurry! Sale ends in just three days!

<Sign-Off>

## TEMPLATE: Email #4—Reviews—Day 4

**Subject line:** <First name>, what's your story? Inspiring customers!

**Preview text:** Do you have a story? Take a peek at these hall-of-fame customer stories for <cross-sell product> before the sale ends in two days!

Hey <first name>, we haven't seen your order for the <cross-sell product> with your **10% off coupon code: XCL10**.

Is everything okay? This sale ends in 48 hours.

In truth, we'd love you to try this because we know it works, and ...

We're looking for our next wave of success stories!

### Do you have a story to tell?

Like so many of our other customers, maybe there's another chapter to your story that could be fulfilled after using <cross-sell product>.

### Here are our Hall-of-Fame stories (that you could belong to)

|   |                  |
|---|------------------|
| Review: "Headline"<br>Review: Body copy<br>Review: Name + state | <Person's image> |
| Review: "Headline"<br>Review: Body copy<br>Review: Name + state | <Person's Image> |
| Review: "Headline"<br>Review: Body copy<br>Review: Name + state | <Person's Image> |

**Take 10% OFF! Code: EXC10** [On sale here for a limited time.](#)

|                      |  |
|----------------------|--|
| <b>Product image</b> | <b>Headline:</b> <ul style="list-style-type: none"> <li>● Benefit bullet #1</li> <li>● Benefit bullet #2</li> <li>● Benefit bullet #3</li> </ul> |
|----------------------|--|

**See more**

**10% Off Code: XCL10**

Hurry! Sale ends in just 48 hours!

<Sign-Off>

**TEMPLATE:** Email #5—Day 5: Last Day

**Subject line:** Sorry, last day!

**Preview text:** Hurry! Say goodbye to your 10% off the <cross-sell product> to help you <benefits> ...

**Say Goodbye to 10% OFF!**

Sorry <first name> ...

Last day to use code **XCL10** to get 10% off <cross-sell product>.

Drop everything and get this, if you are serious about <benefits> and want to say “goodbye” to <problems>.

**Hurry! Last day to take 10% OFF!**

|               |  |
|---------------|--|
| Product image | <b>Headline:</b> <ul style="list-style-type: none"><li>• Benefit bullet #1</li><li>• Benefit bullet #2</li><li>• Benefit bullet #3</li></ul> |
|---------------|--|

**See more**

10% Off Code: **XCL10**

<insert Review>

Remember: you're covered by our <guarantee>.

You've got nothing to lose, except <problem>.

Yes ... this really works!

Last day to place your order for 10% off [right here](#).

<Sign-Off>

**TEMPLATE:** Email #6—8:00 a.m., morning—Day 6: Now 15% (Extended)**Subject line:** Announcement: Now 15% OFF (12 hours only)**Preview text:** Good news! We increased your discount to 15% for the next 12 hours only! Get your <cross-sell product> now, while there's time!**Now Get 15% OFF for 12 Hours Only!**

Good news, &lt;first name&gt; ...

Copy this coupon code: **NEW15**

We know this &lt;cross-sell product&gt; will make such a difference in &lt;benefits&gt; for you, that we decided to extend the sale for another 12 hours!

Not only that ...

**We increased your discount from 10% to 15% OFF!!**

Again, for 12 hours only, so hurry while you still can.

Now more than ever you'll want to jump on this while there's time.

**Hurry! Last day to take 10% OFF!**

|               |  |
|---------------|--|
| Product image | <b>Headline:</b> <ul style="list-style-type: none"> <li>• Benefit bullet #1</li> <li>• Benefit bullet #2</li> <li>• Benefit bullet #3</li> </ul> |
|---------------|--|

**Take a look****15% Off Code: NEW15**

&lt;insert Review&gt;

Remember: you're covered by our &lt;guarantee&gt;!

**This is a rare 12-hour sale—use code **NEW15** now [right here](#).**

&lt;Sign-Off&gt;

**TEMPLATE:** Email #6—2:00 p.m., afternoon—Day 6: Last chance  
15%

**Subject line:** Six hours: Last chance for 15%

**Preview text:** Countdown is nearly done. This RARE 15% will be gone. You still have time to grab <cross-sell product> before the doors close ...

## Only Six Hours Left to Get 15% OFF

You've got this, <first name>!

The countdown is nearly done ...

This RARE 15% OFF will soon be gone; however, you still have time!

Copy code **NEW15** now and jump over [here to save on this popular <cross-sell product>](#).

## Last chance! Don't waste your 15% OFF

|               |  |
|---------------|--|
| Product image | <b>Headline:</b> <ul style="list-style-type: none"> <li>• Benefit bullet #1</li> <li>• Benefit bullet #2</li> <li>• Benefit bullet #3</li> </ul> |
|---------------|--|

**Last chance**

15% Off Code: **NEW15**

<insert Review>

No more reminders after this, sorry.

Don't waste this RARE 15% before it expires in six hours.

Treat yourself with code **NEW15** now [right here](#).

<Sign-Off>

Alrighty ... that's all, folks!

You know what's next. Go "G.S.D." and then report back in the Facebook group with your results!

*Tanner, Matt and Bret*