

You're going to be exporting this document, downloading it as a PDF, uploading it to your AI (or you build it into a Poppy board). You then integrate a list of your Upsell information (what you're selling, your stack) and you mix those two together to make yourself a niche upsell.

## Upsell Framework

Looking at the provided template, here's a framework we can use for creating compelling upsell pages:

### 1. Opening Pattern Interrupt

- "IMPORTANT: DO NOT CLOSE THIS WINDOW"
- Welcome message
- Video instruction

### 2. Congratulatory Opening

- Acknowledge their initial purchase
- Build excitement about their decision
- Create anticipation for the additional opportunity

### 3. Status Elevation

Structure:

- "You've joined the 1% who..."
- Present the exclusive opportunity
- Share a major achievement (like your \$1.4M channel)

### 4. Strategic Reveal

- "Because I'm going to give you a shot at something..."
- Create intrigue
- Present risk (like "this is risky for me to share...")

### 5. Stack Presentation

Format:

...

CORE OFFER:

- Main benefit
- Key component 1
- Key component 2
- Key component 3

BONUSES:

- Bonus 1 (with value)
- Bonus 2 (with value)
- Bonus 3 (with value)

...

## **6. Value Stacking**

- Show individual values
- Total real value
- Dramatic price reduction
- One-time offer emphasis

## **7. Urgency Elements**

- Time-sensitive language
- One-time only opportunity
- Risk-free guarantee
- Clear call to action

## **8. Binary Choice**

- Yes (with clear benefit)

- No (with implied loss)