

Course: The Creator CEO: Build & Scale Your Digital Product Suite

Lesson 10: The 1-Click Upsell & Order Bump

1. Core Concept & Learning Objective

Core Concept (149 words): This lesson is pure "profit optimization." You've built your "Evergreen Funnel" (L9) to get a "sale." Now, how do you *double* that sale, at *the moment of purchase*? You use an "Order Bump" and a "1-Click Upsell." An "Order Bump" is a small, "no-brainer" checkbox on the checkout page (e.g., "Add the \$19 'templates' to my \$50 course?"). A "1-Click Upsell" is a "pop-up" after the purchase (e.g., "Wait! Add my \$200 'workshop' with one click, no re-entering your credit card!"). This is how you "ascend" your customer on your "Staircase" (L2) *instantly*, maximizing your "Average Order Value" (AOV).

Learning Objective: By the end of this lesson, you will be able to **differentiate** between an "Order Bump" and a "1-Click Upsell" and **build** a simple, automated checkout flow that dramatically increases your Average Order Value (AOV).

2. Interactive Content Activities

Activity 1: Case Study: "The '\$27 Sale' vs. The '\$74 Sale"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios (for the *same* customer):
 2. '**Checkout A**' (**The 'Single Sale'**): A customer buys your "\$27 'Tripwire' E-book." Your "Sale Value" is \$27.
 3. '**Checkout B**' (**The 'Optimized' Sale**):
 - 1. A customer buys your "\$27 'Tripwire' E-book."

- 2. On the checkout page, they "check a box" to add your "\$19 'Template Pack'" (Order Bump).
 - 3. After they pay, a page pops up: "Wait! Add the \$47 'Mini-Workshop' with 1-Click?" (1-Click Upsell). They click "Yes."
 - 4. Your "Sale Value" is \$93.
4. In the text box, answer: "What is 'Average Order Value' (AOV)? How did 'Checkout B' triple the AOV from the same customer with zero extra marketing?"
- **Expected Outcome:** An "a-ha" moment that "the checkout" is not the "end" of the sale; it's the start of the next sale.

Activity 2: Tool Exploration: "Finding the 'Bump' & 'Upsell' in Your Tech Stack"

- **Type:** Tool Exploration
- **Time:** 20 minutes
- **Instructions:**
 1. This feature depends on your "Tech Stack" (L6).
 2. Go to a "checkout" tool that allows this (e.g., Thrivecart, Stan, SamCart, or Kajabi).
 3. Create a "test" product.
 4. Go to the "Checkout" or "Funnels" tab.
 5. Find the button that says "Add an Order Bump."
 6. Find the button that says "Add a 1-Click Upsell."
 7. You don't have to "build" it, just *find* where this feature "lives" in your platform.
- **Expected Outcome:** Technical validation that your "Tech Stack" (L6) can (or can't) do this. (If it can't, you may need a new checkout tool).

Activity 3: Strategic Exercise: "My 'No-Brainer' Order Bump"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**

1. An "Order Bump" *must* be a "no-brainer." It must *complement* the main purchase, not *compete* with it.
 2. Your task: Brainstorm your "Order Bump."
 3. *Main Product*: "The \$50 'Creator CEO' E-book."
 4. *Good 'Bump'*: "The \$19 'Canva Template Pack' that goes *with* the e-book."
 5. *Bad 'Bump'*: "The \$500 'Creator CEO' Course." (This is "too big" and creates "decision-paralysis" at checkout).
 6. Fill in the blank: "My 'Main Product' is [Product]. My 'No-Brainer Order Bump' is [Your Bump]."
- **Expected Outcome:** A clear, *complementary* "Order Bump" offer.

Activity 4: "Is My 'Order Bump' a 'No-Brainer'?" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. Go to the community discussion board.
 2. **Post:** "My 'Main Product' is [Product]. My 'Order Bump' is [Bump] (from Activity 3). Is this a 'no-brainer'?"
 3. **Example:** "Main: '\$50 E-book on TikTok'. Bump: '\$19 '100 TikTok Hooks' Template.' Is this a 'yes'?"
 4. Reply to one other student's post and answer "Yes" (and why) or "No" (and why).
- **Expected Outcome:** Peer validation of your AOV "stack."

3. Assignment & Project Milestone

Assignment: The "Optimized Checkout" Plan (Component 10 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page "flowchart" (Whimsical, etc.) of your "Optimized Checkout" flow.

- **Description:** This is the "blueprint" for your "AOV-Maximized" checkout. You will *visually map* the "staircase" (L2) at the point of sale.
- **Step-by-Step Instructions:**
 1. Open your flowchart tool.
 2. **Box 1 (The 'Trigger')**: "Customer clicks 'Buy' on [Your 'Tripwire' Product]."
 3. (Arrow)
 4. **Box 2 (The 'Page')**: "Checkout Page."
 - *Inside this box, add:* "Checkbox: 'Add the \$19 [Order Bump]?'"
 5. (Arrow)
 6. **Box 3 (The 'Page')**: "The 1-Click Upsell Page."
 - *Inside this box, add:* "Wait! Add the \$97 [1-Click Upsell]? (Yes/No)."
 7. (Arrow)
 8. **Box 4 (The 'End')**: "Thank You Page."
 9. Save this 1-page "flowchart." This is Component 10 of your Final Project.
- **Connection to Final Project:** This "Optimized Checkout" is the *engine* of your "Digital Product Staircase" (L2). It is the *automated* mechanism that "ascends" a customer from "Step 1" (Tripwire) to "Step 2" (Mid-Ticket) *instantly*.
- **Evaluation Criteria:**
 - **Excellent:** The flowchart is clear and *correctly* differentiates the "Order Bump" (on the checkout page) from the "1-Click Upsell" (on its own page, after checkout).
 - **Proficient:** The flowchart is complete, but it *confuses* the "Bump" and the "Upsell" (e.g., puts them both on the same page).
 - **Needs Improvement:** The flowchart is just a 2-step "Buy -> Thank You" and is missing the "Bump" and "Upsell."

4. End-of-Lesson Assessment

(Multiple Choice 1) What is "AOV" (Average Order Value)?

- A. The *total* value of *all* sales in a month.

- B. The average dollar amount spent every time a customer places an order.
- C. The "Customer Lifetime Value" (LTV).
- D. A "1-Click Upsell." (Answer: B)

(Multiple Choice 2) An "Order Bump" (like "Add these templates?") happens...

- A. On the checkout page, before the customer pays.
- B. After the customer pays, on its own "pop-up" page.
- C. In an "email" 3 days later.
- D. In a "live launch" (L8). (Answer: A)

(Multiple Choice 3) A "1-Click Upsell" (like "Add this workshop?") happens...

- A. On the checkout page, before the customer pays.
- B. After the customer pays, on its own "pop-up" page (and doesn't require re-entering a credit card).
- C. In an "email" 3 days later.
- D. In a "live launch" (L8). (Answer: B)

(Multiple Choice 4) In the "\$27 vs. \$93" case study, how did the same customer's AOV triple?

- A. By forcing them to buy 3 products.
- B. By using a "Live Launch" (L8) and "Evergreen Funnel" (L9).
- C. By offering them a complementary "Order Bump" and "1-Click Upsell" at the moment of purchase.
- D. By "pre-selling" the product (L3). (Answer: C)

(Short Answer 1) What is a "no-brainer" 'Order Bump' for your 'Main Product' (from Activity 3)?

- (Example Answer: "My Main Product is a '\$50 E-book on TikTok'. My 'Order Bump' is a '\$19 '100 TikTok Hooks' Template pack.")

(Short Answer 2) Why is a "\$500 Course" a bad 'Order Bump' for a "\$50 E-book"?

- (Example Answer: It's "too big." It creates "decision paralysis" (Should I buy the \$50 or the \$500 product?), which makes the customer 'abandon' the cart.)

(Scenario-Based 1) Your 'Main Product' is a "\$300 Video Course."

- 1. What is a "no-brainer" '\$49 'Order Bump' (Complement)?
- 2. What is a "no-brainer" '\$197 '1-Click Upsell' (Next Step)?

