

# Subscription Upsell Sales Copy Template

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Do Not Close This Page (1.0 - Control Funnel Flow)  
Pressing Your “Back” button May Result In You Being Double-Billed By Mistake

Limited Time new Customer Special

**Add This \_\_\_\_\_ To Your Order FREE Today**  
**Regularly \_\_\_\_\_ - Now FREE! (2.0 - Headline)**

[IMAGE] (3.0 - Image)

**[YES! ADD IT TO MY ORDER]**

**Add This \_\_\_\_\_ To Your Order FREE When You**  
**Become A Member Of \_\_\_\_\_ (4.0 - SubHeadline)**

This unique \_\_\_\_\_ is not available in stores! Each \_\_\_\_\_ measures \_\_\_\_\_ and features a \_\_\_\_\_ guaranteed to \_\_\_\_\_. This 100% FREE \_\_\_\_\_ is \_\_\_\_\_. Normally sold for \$\_\_\_\_\_, you can add it to your order for FREE when you join \_\_\_\_\_. (5.0 - Paragraph 1)

What is \_\_\_\_\_? We're one of the fastest growing \_\_\_\_\_ on the web. Every \_\_\_\_\_ we send out \_\_\_\_\_. And as an added bonus every member gets \_\_\_\_\_. So each month you'll get \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ so that you can \_\_\_\_\_. (6.0 - Paragraph 2)

And for a limited time you can get this \_\_\_\_\_ FREE when you join \_\_\_\_\_ for only \$\_\_\_\_\_ per month. Cancel anytime and keep the \_\_\_\_\_, bonuses and great content we send as our gift to you. :) You'll receive your first members only bonuses today and we'll ship off your FREE \_\_\_\_\_ first thing tomorrow

**SUBSCRIPTION SCHOOL**

morning. Just click the “YES! Add It To My Order” button below to become a member and add the \_\_\_\_\_ to your order FREE as our gift to you. (7.0 - Paragraph 3)

**Add this \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ To Your Order  
FREE When You Become A Member Of \_\_\_\_\_.**

**\$\_\_\_\_\_ Value - FREE While Supplies Last! (8.0 - Final CTA)**

[YES! ADD IT TO MY ORDER]

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No Thank You, Just Complete My Order. I understand that this is a one time offer and if I want to subscribe in the future I will have to pay \_\_\_\_\_ / month.  
(9.0 - No Thank You)

\_\_\_\_\_

## Sections Explanations

### 1.0 - Control Funnel Flow

The sole purpose of this is to prevent someone from either leaving the funnel, pressing back or skipping ahead. While their card will not actually be charged twice, Clickfunnels may accidentally display the purchase on their thank you page twice.

### 2.0 - Headline

This section tells them exactly what they’re getting as a subscription bonus, how much it costs in a retail setting and that they’ll be getting it today for free. The more tied in this is with your tripwire offer and subscription, the more effective your upsell will be.

### 3.0 - Image

Have a big, clear image of the subscription bonus item you’re giving away ideally in use displaying the primary benefits of the product.

SUBSCRIPTION SCHOOL

#### **4.0 - SubHeadline**

Tell them what they're getting for free again and mention they'll get it when they become members of your monthly subscription.

#### **5.0 - Paragraph 1**

The primary purpose of paragraph 1 is to carry the momentum forward from the headline & sub headline. The focus should primarily be on describing the physical bonus as well as all it's benefits. Tell them about the physical characteristics, benefits as well as the products primary purpose and how it's going to help them. Finish the paragraph by reminding them of the price and that they can get it for free when they join your monthly subscription.

#### **6.0 - Paragraph 2**

Paragraph 2 should focus on the benefits and features of your monthly subscription. What are they getting? How is it being delivered? How often? Take the list of features & benefits you wrote previously and pull out the most impressive, impactful, high value points and highlight them.

#### **7.0 - Paragraph 3**

Paragraph 3 reintroduces the physical subscription bonus they'll be getting when they sign up. Tell them they'll receive the item for free when they subscribe for X per month. The purpose is to tie the physical item together with the monthly subscription while telling them exactly what to do next to claim their free bonus.

#### **8.0 - Final CTA**

Use this final call to action to remind them of the primary features & benefits of your bonus subscription item and tell them they'll get it free when they become a member of your subscription. Finally tell them the retail price and let them know it's free while supplies last.

#### **9.0 - No Thank You**

The "No Thank You" option is a requirement on every upsell page and allows someone to continue in the funnel to the next offer (or thank you page) without purchasing.