



This ALL-NEW course teaches you basically EVERYTHING I know about creating high-converting upsell funnels — in less than ONE hour of your time.

I have held *nothing* back.

(So ironically, there's no upsell at the end of it 😏)

But before I tell you what is *in* this course, let me be VERY clear about a few things:

- **This is a TEXT course** — like my *Email Copywriting Compendium* or *Adventures in Copyland!* — rather than a video course
- **It is ONLY accessible via my mobile app** — there is NO desktop access or printable copy, so if that bothers you, please do NOT read any further down this page
- **The course is around 7,000 words long** (i.e. roughly the equivalent, content-wise, as if I created a 45-minute video course). That is short enough to read multiple times in an hour — while also being substantial enough to cover everything I need to teach you about upsells
- **If you believe length = value, you might as well stop reading now.** As with EVERYTHING I create — brevity is my GOAL. (My courses *Upwork in One Hour* and *\$10,000/Hour Sales Page Secrets* are examples of the kind of value I can deliver in less than an hour.) So if you say “gee, that’s a lot of money for only 7,000 words” — without realising the incredibly valuable concepts those 7,000 words teach — you are not the kind of person this course is for.

But if you are okay with all that...

Here is just SOME of what you can expect to learn in *\$10,000/Hour Upsell Secrets*:

- **The single highest-converting upsell offer type for almost every offer you can imagine**
- Do you publish a newsletter? I'll show you a “double-upsell” trick publishers like Agora & The Motley Fool use to boost AOV & LTV on newsletters — even if you don't have ANY other relevant offers to use as upsells!
- **Why the current wisdom (promoted by experts like Justin Goff) saying you should “offer them more of what they just bought!” is NOT always the best upsell to make — and SIX words that give you a better idea of what to sell instead**
- How I “adapt” upsell ideas from other industries (the very course you are reading about RIGHT NOW was originally an upsell based on an idea I got from my old whisky bottle-of-the-month club)
- **How to work out WHAT your upsells should be based on your product**
- A very simple way to tell if an offer will make a good upsell, judging by nothing but the first 100 words of the copy
- **[KEY INSIGHT] How “upsell pages” differ from regular sales pages (two things you should REMOVE — and two you should have MORE of)**
- How many upsells to have in a funnel
- **Why the default upsell page suggested by platforms like ThriveCart can KILL your upsell sales if you use it!**
- How much money I personally made from upsells when I launched *Adventures in Copyland!* (no, this has absolutely no bearing on your life or business, but you’re curious, aren’t you, you voyeuristic sucker?)
- **What your FIRST upsell should be if you have more than one in your funnel**
- Where to put your most expensive upsell
- **Why you cannot rely on your ‘standard’ copywriting instincts when writing to upsell buyers**
- How to make money (sometimes *lots* of money) from an upsell if nobody buys it ... without selling it again or even changing it in any way
- **Why you should congratulate people for NOT buying! (Sometimes. Only sometimes. Actually, if you do this the wrong time it'll really backfire quite badly, so ... unless you actually buy this course, forget I said this, or it'll screw you over bad.)**
- How to make more sales by “flaking out” on your customers after you pitch them
- **Whether evergreen offers should come BEFORE or AFTER limited-time-only offers in your upsell funnel**
- And more!

Again — this is a *short* course, by design.

Because I want you to FINISH it.

Preferably, in one sitting, within an hour of buying it.

And then, you can read it again and take notes ... and then go and apply them next time you build an upsell funnel for your business (or a client's).

Or even better ... go and tweak an *existing* funnel, and potentially make back the entire cost of this course as soon as *tonight*.

With this knowledge in your pocket ... you will possess one of the most *valuable* skills a copywriter can have: the ability to turn what would have been a \$1 sale into \$2 ... \$5 ... \$10 ... or even \$100!

If you're interested, use the form below to unlock your copy in my app...

Contact information

Your first name

Your last name

Your email address

Your business name

Czech Republic

State/region

ZIP

☐ I agree to the [terms and conditions](#)

NOTE: Access will be tagged to the email address you purchase from. If you have an account in my app already, please use the same email to avoid issues!

Payment information

Card number

MM / YY CVC

Complete Order



\$10,000/Hour Upsell Secrets

\$500

Total payment

\$10,000/Hour Upsell Secrets

\$500

All prices in USD