



Upsell Script Worksheet

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Introduction

Use this script to draft out your upsell video. Remember, this is just a framework. Feel free to add and change it however you would like.

1. Congratulate

Congratulate them on taking the first step. Tell them why they've made a good decision.

"Congratulations on downloading the 7 Steps To Scale Your Business PDF! This guide is going to show you 7 really powerful strategies that you can use in your business..."

2. Introduce a bigger problem

Let them know that whilst the step they have taken is a great start, there is still something bigger or more important that it doesn't address.

"Now this guide is going to give you a great strategy, however I know for some people having the strategy and actually implementing it can be two very different things..."



3. Confirm why this is a problem

Help them understand that the bigger problem is what's really holding them back. Make them feel like they need this bigger problem solved.

“In fact, the number one thing that holds entrepreneurs back is not lack of information, but lack of action. You can have all the information in the world, but without being able to put that into a step-by-step action plan, it's not going to help you get where you want to go”

4. Offer the solution

Present a solution to this new problem. This solution is your 'offer'.

“That is why for a limited time I want to offer you a personal 1 on 1 strategy session to help you take this information and turn it into a step-by-step action plan”



5. Add scarcity, social proof and or a guarantee

Add a deadline to get people to act now. Include social proof of others who did act and example the results they got. Include a guarantee or a risk-aversion claim.

“But be quick because we only have 10 strategy sessions available each month, and last months completely booked out, so act now!”