



Post Launch

DOWNSELL SWIPE



DELIVER YOUR
GENIUS

WHAT IS A DOWNSELL?

A quick and easy way to increase sales and conversions with your launch is to add a downsell offer.

As soon as your cart closes, there will be people who wanted the offer but couldn't afford it, the timing wasn't right or they just weren't ready yet. You've already done the heavy lifting of nurturing them, why not enrol them into buyer status and start the customer journey. FOMO is high the day after cart closes, so why not give them a bite size offer they can't resist.

THE OFFER

Think about what people are asking for or needing help with that DOES NOT take away from your main offer. You don't want your higher end buyers wishing they waited and took the downsell. Instead split off a piece of the program or package up the recordings with a few bonuses.

Since so many people were asking how they could access the challenge trainings because they didn't have time to complete, we bundled the challenge replay videos with my mini course - Content that Converts for \$27.

We had an order bump (an option to add on an additional item on the order form) for my No-brainer program for an additional \$37 (see sample order form to see how we did this). **NOTE: We bonused these to our initial buyers of the Leading a Kick Ass FB Group program.**

The thank you page went to a video sales letter for my 5 Figure Funnel mini course for \$297.

OUR RESULTS

We ran our downsell for 3 days (Saturday - Monday).

# Sold	Product	Price Point	Total Revenue
64	Downsell post launch CTC + Challenge	\$27	\$1728
2*	Downsell post launch CTC + Challenge	\$14	\$28
5	Downsell post launch CTC + Challenge + Order Bump	\$51	\$255
23	Downsell post launch CTC + Challenge + Order Bump	\$64	\$1472
2	Downsell post launch CTC + Challenge + Order Bump + Upsell	\$361	\$722
96		TOTAL	\$4205

* We made an error and had a random link on the sales page with a lower price point which adjusted the pricing on these options, we honored the lower pricing for those individuals since it was our error.

Sales Page Sample



If You're Tired Of Wasting Time On Your Facebook Group Full Of Unmotivated Tire-Kickers...

This Mini Course Will Change Your Life



Christina Jandali

**From The Desk Of Christina Jandali
Success Mentor & Business Growth Strategist**

Dear Friend,

If you'd like to transform your Facebook group members into motivated BUYERS... **this is the most important letter you'll ever read.**

But First, A Warning:

Before we go any further, let me make something abundantly clear:

I'm about to give you a simple fill-in-blanks content planner that you can cut & paste into your business to engage your Facebook group...

But while this simple planner has brought amazing results for myself and my clients (ghosttown to the hopping with activity)...

It DOES take *implementation*.

It'll require you to take action and nurture your audience.

Now, the mini course will walk you through every step of this process to build out your 90 days of content. I've made it as easy and straightforward as possible for you...

But please be aware that no one gets BIG results without dedicated effort.

With that said, let me jump right in and show you...

Exactly What You're Getting

This is **completely different from any course you've ever taken** because it's a simple done-for-you content planner designed for turning your ho-hum audience into highly engaged members that are motivated to buy from you.

There's no fluff or filler. It immediately gets down to exactly what to do, how to do it, and why.

Plus, *it's easy*.

I've made it as clear and concise as possible, and you can literally copy & paste it directly into your business.

But This Is About MORE Than Just Increasing Engagement

Sure, these methods will exponentially increase your engagement...

But if your members are still generally unexcited and uninvested in your services and programs...

There isn't much point in having a group at all.

You see, generating a few likes and comments is one thing, but turning them into RAVING FANS is how you'll continually make sales, genuinely connect with your audience, and make an incredible impact with your business.

When I started my own Facebook group, I wasn't focused on simply gathering as many members as I could.

It was nice to see the number go up, but what I REALLY wanted to do was turn those members into QUALIFIED LEADS who were hungry for my paid offers...without spending hours busting out content.

And by implementing the content planner I'm about to give you, **I was able to easily manage my group and create an experience my members loved, while generating qualified leads.**

Maybe you were one of the members who recently asked,

"What next? How do we keep going?"

Or said...

"This group is the most supportive group I have ever been a part of!"

I'm sure you can imagine how your business could change if you create that level of community and connection with your members.

I'll teach you exactly how to get started to set the stage in your group and follow in my footsteps with my mini course, **Content That Converts.**

Here's a fraction of what you're getting...

- ✓ **90 Day Done-for-you Content planner** that you are free to use in your business that works for just about any niche
- ✓ **4 non-sleazy transitions to seamlessly lead into your offer** (which have generated thousands of dollars in sales for my clients)

...and so much more.

But it gets even better.

Because you're also getting...

Full access to the 5 Day Grow Your Group Challenge Lessons, Prompts and Video Trainings

At the end of the day, your content will either attract or repel your ideal clients.

If you want to boost engagement and demand for your offers, you have to know **WHAT** to say and **HOW** to say it.

That's why I'm giving you **simple scripts and fill in the blank content that I've personally used for myself and my clients across multiple industries.**

You can immediately insert them into your business and start getting results. It's as simple as that!

Plus, you'll keep access to all of the challenge trainings so you can forever go back to those lessons and implement to get a boost in member growth.

Here's What To Do Next

My "Content That Converts" course normally sells for \$197...

But for a very limited time, **you can get it for just \$27.**

As soon as you place your order, you'll get an email with a link to access the course.

Oh, and in case you're wondering...

THERE IS NO CATCH!

With a price this low, you might expect to receive follow-up calls from behind-the-scenes marketing staff or get signed up for an expensive program behind your back.

But this offer has no catch.

There are NO hidden programs you'll be automatically signed up for.

I've decided to give you this course for just \$27 so you can see for yourself how this simple content strategy brings Facebook group hosts a massive boost in engagement and starts laying the breadcrumbs for ready-to-buy members.

My intention is that you'll love it, get amazing results, and beg me for more!

But be warned...

Time Is Very Limited

Right now, I'm offering you this course for just \$27... which is **86% OFF its normal price.**

PLUS, you're getting my **Complete 5-day Challenge Lessons, Prompts and Trainings** for FREE.

It cost me thousands of dollars and MONTHS of testing to create this game-changing content plan...

So it goes without saying that **this offer can't last forever.**

If you're interested, it's time to act NOW! The offer closes on Monday, July 27th at midnight PST.

This Is Truly A Limited Offer, So Get The Course For 86% Off While You Still Can

[CLICK HERE TO GET THE COURSE](#)

Thanks for taking the time to read this letter. I look forward to hearing from you soon!

Christina Jandali

P.S. If you're like me and skip to the end of these letters, here's what you need to know:

I'm offering you a mini course and done-for-you content planner that outlines how to turn your Facebook group members into raving fans who will beg to buy your paid offers.

The mini course is \$27.

PLUS, you'll get my full Grow your Group Challenge Lessons and Training videos..

AND you'll get my "Done-For-You 90-Day Content Plan" so you can swipe my tried-and-true plan for attracting qualified leads and drop it directly into your business...

But this special offer is only available till Monday.

ORDER FORM STEP 2 WITH ORDER BUMP



1 YOUR INFO
Your Name & Email

2 BILLING INFO
Your Payment Details

← Edit Contact Details

Item	Price
<input checked="" type="radio"/> Content that Converts Special Offer	\$27

Credit Card Number:

Card number

Exp: MM / YY CVC: CVC

Item	amount
Content that Converts Special Offer	\$27.00

Yes! Upgrade My Order So I Can Create Cash & Scale WITHOUT Burning Myself Out!

ONE TIME OFFER: If you've been struggling to get clients in the door (or you just want to see some quick cash on demand), the solution is easier than you think! In my "Create A No-Brainer Offer" mini-course, you'll learn how to use a low-ticket offer to create a money-making sales funnel in record time. You can skip all of the endless trial and error, sales calls with tire-kickers, and waiting around for your next client to appear and skip straight to the good part - MAKING MONEY! Inside the course, you'll get your next money-making offer mapped out and receive a sales strategy with the daily actionable steps you need to sell it out. Once you've implemented a no-brainer offer in your business, you'll have MORE TIME for your family, hobbies, and the parts of your business you enjoy the most... and you'll be one giant step closer to putting "SOLD OUT PROGRAMS & FULLY BOOKED" on your website! You can now add this to your order for just \$37! CHECK THE "YES" BOX ABOVE to add it to your order! (This offer is not available at ANY other time or place!)

Complete My Order

* 100% Secure & Safe Payments *

HERE'S JUST A FRACTION OF WHAT YOU WILL LEARN:

- ✓ **The chance to look over my shoulder as I set up my content strategy right along with you** (so you can copy it EXACTLY - even if your content is falling flat or you don't have a following)
- ✓ **The strategy I've used** to help coaches, consultants, course creators, experts, agency owners, copywriters, and social media strategists find BUYERS in a fraction of the time
- ✓ **4 non-sleazy transitions to seamlessly lead into your offer** (which have generated thousands of dollars in video sales for my clients)
- ✓ **BONUS:** plus you'll get my "Creating Killer Video Scripts" templates for free, which include the exact video scripts I used to generate \$30K of monthly income....

NEED HELP?

Email us at help@deliveryyourgenius.com



Upsell Page Sample

**You're About To Get A Ton Of New Leads...
But They Could Go To Waste If You Don't
Have THIS Proven System In Place**

Watch the 7-minute video below!

I'm showing you the same exact system that cost me thousands of dollars and countless hours to create, test and perfect.

 **YES, Upgrade My Order**
Upgrade My Order For Just \$297!

 **NO, Don't Upgrade My Order**
I'm Not Interested

**PLEASE READ THIS If You Want A High-
Converting Funnel That Generates Leads &
Turns Them Into Clients FAST...**

If you're constantly hearing "I can't afford it" on sales calls...

If every great month is followed by a dry period of low sales...

If you're burning yourself out by manually creating leads and booking sales calls...

You might not be prepared for what will happen after you read my eBook!

Sure, a huge surge of new leads SOUNDS great...

But if you don't know how to identify motivated buyers and get consistent clients WITHOUT getting overwhelmed or running out of time, **all of the results you've been looking forward to could slip through your fingers.**

Here's How To MAKE BANK From Your New Leads...

My **5-Figure Funnel program** will help you put what you've learned from my book into action - immediately.

It's for anyone who wants to **attract ready-to-invest clients and have 5-figure months on repeat** (without taking up all of your time!).

I'll help you accelerate the client-generating process with automation AND set up a 5-figure funnel (that attracts leads, qualifies them, and fills your calendar) **in one weekend.**

This Is MASSIVELY Important Because...

This program is the difference between *knowing* what to do and **actually taking action...**

And **this is where the huge results show up.**

How much easier would it be to get consistent clients if you had a system to automate the process - AND someone to walk you through the entire setup?

What would it feel like to **receive applications** from people wanting to work with you **EVERY day?**

What would it feel like to finally say, **"I did it!"**

What if you could **PROVE to yourself and others that there are truly no limits** to the kind of freedom you can create for yourself and your family?

What do you think your spouse and loved ones would say?

And how much more profitable and EXCITED would you be if **you finally got that first 5-figure month** (and entered the fast track to a million-dollar empire)?

This program is the key to getting all of the above and MORE.

Plus...

I'd Like To Feature You As A Success Story!

Once you've completed this program and your business is *thriving* because of it...

I'd like to feature you as a case study.

I'm building an amazing collection of case studies from dozens of business categories, and I'd love to work with you.

Just imagine me interviewing you 6 months from now - and you sharing how you achieved **your breakthrough year!**

HERE'S WHAT YOU'LL GET

- ✓ **My Complete, Step-By-Step 5-Figure Funnel System** (including a fill-in-the-blanks client-generating funnel so you can scale your business WITHOUT running out of time)
- ✓ **All Of My Proven Templates For Lead Generation** (that cost me thousands of dollars and countless hours to create, test, and perfect)
- ✓ **My Best-Converting Email Sequence** (so you can copy and paste it into your own business and immediately have emails that get SALES!)
- ✓ **My Best-Converting Opt-In Page, One-Time Offer Page, And Call Booking Pages** (so you can always know exactly what to say and stop wasting time on fonts & designs)
- ✓ **Be My Next Case Study** (I'm building an amazing collection of case studies from dozens of business categories, and after you've taken this course and had your breakthrough year, I'd love to interview you!)

When you sign up for the course, you'll gain instant access to all of the above (which I previously only shared with my private coaching clients who pay over \$15,000).

HERE'S WHAT TO DO NEXT

You can get this exclusive training for just \$297.

****This is your ONLY CHANCE to purchase this training. It isn't available anywhere else at any other price.****

Click the button below if you want a high-converting funnel that generates leads and turns them into clients FAST!

 **YES, Upgrade My Order**
Upgrade My Order For Just \$297!

 **NO, Don't Upgrade My Order**
I'm Not Interested

[Add To Order For Just \\$297](#)

NOTE: The following email examples are NOT to copy but to inspire you and be used as an example.

Email Copy

(sent to entire launch list excluding those who did not buy)

Email #1:

Subject: How to keep access to the challenge trainings (time-sensitive)

Hey, can I still access the training?

Doors are closed for The Leading a Kick Ass Facebook Group and so many smart and savvy Facebook group hosts in our FREE FB Group are asking...

“What’s happening with this amazing group?!”

“What can I work now to get ready for when the Kick Ass program opens again?”

You’ve created momentum in your business and group and I don’t want that to stop.

So if you’ve been asking, what’s next...

Yes, the Facebook group will be archived....

Yes, the training videos have come down...

But, I have a special invitation for you...

A way you can access ALL of the trainings with no time limits...

And get your hands on 90 days of engagement and sales boosting content that is done-for-you (you just need to fill in the blanks)....

So you can create some wins and gear up to join me in the next round of the Leading a Kick Ass Facebook group.

[Click here](#) to learn about an incredible, no-brainer opportunity for us to stay connected and keep working together beyond this point! But hurry, this offer expires THIS MONDAY at midnight!

Xo
Christina

P.S. This invite is TIME-SENSITIVE and expires Monday! Take 5 and check out the details [here](#).

Email #2:

(sent to entire launch list excluding those who did not buy the program or the downsell)

Subject: Important note for <NAME>

Hey you!

After getting so many questions about how to continue the momentum after the 5 Day Grow Your Group Challenge, maybe you too have been asking...

“What’s happening with this amazing group?!”

“What can I work now to get ready for when the Kick Ass program opens again?”

“Is there a way I can still access the trainings?”

Yes, doors are closed for The Leading a Kick Ass Facebook Group 9.0, but I’ve put something special together just for you...

You’re making progress and I don’t want that to stop.

For the first time ever I’ve created an opportunity where you can access ALL of the trainings with no time limits...

And get your hands on 90 days of engagement and sales boosting content that is done-for-you (you just need to fill in the blanks)...

So you can create some wins and gear up to join me in the next round of the Leading a Kick Ass Facebook group.

[Click here](#) to learn about an incredible, no-brainer opportunity for us to stay connected and keep working together beyond this point! But hurry, this offer expires THIS MONDAY at midnight!

Xo
Christina

P.S. This invite is TIME-SENSITIVE and expires Monday! Take 5 and check out the details [here](#).

Email #3:

(sent to entire launch list excluding those who did not buy the program or the downsell)

Subject: <NAME> open me up!

Hey NAME,

Wasting time on Facebook?

You know you need connection with your Facebook group members (or soon-to-be members) if you want a profitable Facebook group, but you're not sure how.

Maybe you've noticed that...

...you're attracting tire kickers rather than buyers to your group and have no idea how to change that.

...or you're spending countless hours creating content and know there is a better way.

If that's you, stop searching and keep reading...

I have a special invitation for you...

A way to get your hands on 90 days of engagement and sales boosting content that is done-for-you (you just need to fill in the blanks)...

So you can create some wins and gear up to join me in the next round of the Leading a Kick Ass Facebook group.

[Click here](#) to learn about an incredible, no-brainer opportunity for us to stay connected and keep working together beyond this point! But hurry, this offer expires TONIGHT at midnight!

Xo

Christina

P.S. This invite is TIME-SENSITIVE and expires tonight! Take 5 and check out the details [here](#).

Email #4:

(sent to launch list who clicked on previous emails, excluding those who did not buy the program or the downsell)

Subject: For Facebook hosts who want a profitable group

Hey NAME,

I'm pretty sure this message directly affects YOU.
Doors are closed for The Leading a Kick Ass Facebook Group and so many smart and savvy Facebook group hosts in our FREE FB Group are asking...

"What's happening with this amazing group?!"

"What can I work now to get ready for when the Kick Ass program opens again?"

You've created momentum in your business and group and I don't want that to stop.

So if you've been asking, what's next...

Yes, the Facebook group will be archived....

Yes, the training videos have come down...

Then I have a special invitation for you...

A way you can access ALL of the trainings with no time limits...

And get your hands on 90 days of engagement and sales boosting content that is done-for-you (you just need to fill in the blanks)...

So you can create some wins and gear up to join me in the next round of the Leading a Kick Ass Facebook group.

[Click here](#) to learn about an incredible, no-brainer opportunity for us to stay connected and keep working together beyond this point! But hurry, this offer expires TONIGHT at midnight PST!

Xo
Christina

P.S. This invite is TIME-SENSITIVE and expires today! Take 5 and check out the details [here](#).