

Ascension Ideas

- 1.) Simply sell the level you want them to buy.
- 2.) Upsell them at the time of purchase to the next level.
- 3.) 30 Days into the program we make an offer in the form of a webinar disguised as a training.
- 4.) A permanent video in your members area that sells the next level of your program.
- 5.) You should have a Member Matrix of all the levels of your program and what is included with each.
 - a.) We need to put in a place that people can see it
 - b.) In membership area
 - c.) In your newsletter
 - d.) Any communication you have with members
- 6.) Special Promotions for various levels
 - a.) We do a promotion to our own members once or twice a year promoting various levels.
- 7.) Run webinars specifically on the idea of upgrading to the next level. If you have 5 levels you would have 4 videos detailing the next level. In the form of a webinar where they have to sign up for it.

- 8.) We purposely drop what happened in the higher levels that they are not a part of. This is to make them aware of what is happening in those levels and make them curious.
- 9.) Pre-program a message to members after X number of days. 45 - 60 days after they joined. Ask them if they ever thought about upgrading to the next level. Give them the benefits and then also give them a link to a video as well.
- 10.) Interview members who are at the higher levels and use that as content in all levels of our program. This gives people a glimpse into the type of person, their business and what happens at the high levels.
- 11.) Offer a free one-time consult - Where they are, what they are doing and what they should do next. The idea is what they would do next is upgrade to the next level.
- 12.) Give members a timeframe of how long they should be at each level for, in other words give them the time upfront of when they need to upgrade. It's like giving them mile markers.