

## Current Situation/My Questions:

I'm currently editing a landing page for an upsell.

Right now the copy is doing the job in terms of what it's saying but it's not selling at all, (1.5%) conversion

I want to know what I could add in that would create desire and how I can differentiate the upsell from the free program as much as possible.

I'm also going to try to re-upsell them while they are taking the free challenge as a "here's what to do next" and "Don't lose access, upgrade to VIP"- Do you believe this would sell better after they've had more exposure to my client and the trust is higher, or do you think the conversion would remain the same.

I may need to go back to the drawing board and figure out the specific goals of each program to differentiate them but this offer is going to close before I would have a reasonable amount of time to do that

For now, I want to focus on the upsell being them getting extra value, training, and support to hit their dream state.

### My questions are

- Where does the copy seem repetitive/lose readers' attention within the upsell/intro copy
- Where can I add specificity to create intrigue?
- In what ways throughout the copy can I frame the upsell as being the next step for getting support and a deeper understanding of how to sleep?
- You may have better ideas than me so anything you think I could change/redo/improve is appreciated

Thanks, G's

## Winner's Writing Process

### 1. Who am I talking to?

- a. Middle-aged adults with sleep and injury issues

### 2. Where are they now?

- a. Just decided to join the free challenge
- b. **Level 4 awareness** - They now know why they aren't sleeping well, or as well as they could (Mechanism Aware), from the page of joining the free sleep Challenge

I need to frame the upsell as the next logical step for them by telling them it will be more focused on how t

- c. **Stage 3** - This market is tired of claims from sleeping pills and mattress companies, however, they understand and are open to the approach of learning how to sleep from an expert(build credibility as an expert)  
Send a survey to his entire email audience to show how Dr. Martone has helped them

**Current State-** Exhausted, fatigued, run-down, aching, injury-prone, tired of relying on sleeping pills, tossing and turning, feeling like a zombie when they wake up, bleary-eyed, tired of relying on carb and caffeine crutches “just to get through the day”

- d. **Dream State-** Energized, optimized sleep, uninterrupted sleep, great workouts, fewer injuries, improved work and workout performance, and more energy to spend with loved ones.
- e. Perceived cost is middle - time in the middle, effort in the middle, 47.99 pricepoint
- f. - I can mitigate time by telling them they only need to spend 10 minutes a day to see results  
- Step-by-step guides as well as calls to answer their questions minimize perceived effort
- g. At this stage, they have likely scratched the itch of improving their sleep so I need to show them why getting access to more advanced strategies is going to help them.
- h. Belief in the idea - By now they believe the idea of learning how to sleep because they've opted in for the free challenge
- i. Trust/knowledge in the company- Middle High- they know my client or have signed up for his free sleeping challenge.
- j. I want them to purchase the upsell

#### What do they need to experience/think/feel to do that?

- k. Catch interest with the header- “\$1000 worth of...”

#### Markets Roadblocks

- **Struggle to fall asleep-** Tossing and turning and staring at the ceiling, overthinking about jobs, to do lists, kids activities etc.
- **Wake up in the middle of the night and can't get back to sleep-** Tossing and turning, wake up and can't get back to sleep so their just frustrated and exhausted
- **Wake up and go through the day exhausted** hindering work performance, family relationships, and physical fitness, worried it may cause other health issues
- **Spinal misalignment that causes joint pain as well as neurostructural disfunction-** Making everyday activities painful and hindering their ability to workout/better health. On

top of that they are much more susceptible to diseases in the digestive system, brain, and heart.

Position in the funnel- Just came from free challenge that they believe will help them improve sleep, I need to figure out how to position this as the next step for them

Challenge page conversions 20%- 43 and Upsell 1.9%

## Upsell VSL-

Congratulations on taking your first step to getting W.A.Y. Better Sleep,

I'm so excited that you're here,

Now right now you're about to sign up for our free sleep challenge where I'm going to be showing you how to improve the quality

However, if you want to be able

Then this might be the most important video you'll see in 2024

As of now, you have access to the challenge and all the extra materials for 5 days

But once those dates pass, you won't be able to see them again until we re-launch in around 3 months

Upgrading to VIP today gives you lifetime access to the challenge's materials and resources.

That way you can revisit the content whenever you need a refresher

Secondly, along with other VIP members, you will be invited to every live challenge webinar

During this event, I will cover additional sleep strategies as well as give you personal guidance for any problems you're facing.

And finally you'll get to test drive our brand-new W.A.Y Better Sleep Membership program for an entire month.

Inside this membership I've dropped over \$1,000 worth of video modules, podcasts, and guides that reveal everything I've learned in my last 24 years of practice.

Including step-by-step strategies to overcome back pain, sleep apnea, and racing bedtime thoughts.

Plus you'll get direct access to me and our W.A.Y Better Sleep Community so there's always someone there when you have questions, concerns, or just want to share your progress.

Now I know what you're thinking.

Ok Dr. Sleep Right, it's a good offer but how much am I paying for all of this?

Because I want to make this accessible to everyone who signs up, this offer is only \$47.99 every purchase is made risk free with a 30 Day Money back guarantee.

So for whatever reason you aren't satisfied with the content in the program, and the results it gets you, we'll give your money back, no questions asked.

I look forward to seeing you inside our program and helping you on your journey to get W.A.Y Better Sleep.

ACTUAL PAGE BELOW 

Don't Click Off this Page, Your Registration Isn't Finished Yet!

Before You Register...

Upgrade to VIP and Get Lifetime Challenge Access!

Plus \$1000 Worth Of Sleep Training, Community Groups,  
Coaching Calls, And MORE...

Learn About Your VIP Experience...(Sound On)

VSL Goes Here

- **Discover New Limits With Better Sleep:** Gain insight to my most advanced strategies that will boost your mental clarity, enhance your physical performance, and have you saying "Let's do this" every time you get out of bed.

- **Find Comfort in Community:** No longer face your sleep challenges alone. Join a group of like-minded individuals who support, motivate, and share their success stories on a journey to better sleep.
- **Join An Expert LIVE:** Gain direct access to live sessions where you can learn the latest sleeping tactics, ask questions, and receive personalized guidance to overcome your sleeping issues

[UPGRADE ME FOR ONLY \\$47.99](#)  
[Yes! I Want Lifetime Access Plus the \\$1000 Worth of Bonuses](#)

[No thanks... take me to the registration page](#)

## Why Upgrade to VIP?

### Take Your Sleeping Skills Beyond Just Falling Asleep

Right now with our free challenge, I will be teaching you step-by-step how to fall asleep for uninterrupted nights and revitalized mornings.

However, if you want to discover how much your health and energy can improve when you're finally doing all of the right things.

Then this VIP upgrade is for YOU.

Inside this program, I am revealing my most advanced sleep strategies created over my last 24 years in practice so you can experience heightened energy, better productivity, and improved performance during the day.

## Here's Everything You'll Get When You Upgrade to VIP Today

### Why Upgrade to VIP?

### Take Your Sleeping Skills Beyond Just Falling Asleep

As of now, you have access to the challenge and all the extra materials for 5 days, but once those dates pass, you won't be able to see them again until we re-launch in around 3 months

That's why when you upgrade to VIP today, you will get lifetime access to the challenge's materials and resources.

Allowing you to take the challenge at your own pace and revisit the content whenever you need a refresher...

Secondly, along with other VIP members, you will be invited to our LIVE challenge webinar where I will answer your questions and go even more in-depth on each day's content

[UPGRADE NOW](#)

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## PLUS Get an Entire Month of Our Exclusive Membership When You Join VIP!

### Corrective Sleep Program- \$297 Value

A healthier life begins by mastering your sleep...

In this program, we're taking your sleep to the next level.

Not only will you learn some of my most advanced sleeping strategies for optimal rest and recovery, but you'll also discover how to improve your physical performance and reduce pain while you sleep!

Each week you'll unlock 1 of the 30 content-packed modules that will help guide you step-by-step to getting deep, uninterrupted, and re-aligning sleep.

But in case you don't believe me, here's a sneak peek of some of the incredible lessons you'll find inside the program:

- Discover the sleeping position I used to **correct years of debilitating back pain** and shoulder impingement. (Lesson 1)

- The **Ostrich-like** setup my patients use to create a feeling safety and security in bed (Lesson 6)
- The #1 **before-bed hack** I use to drop my core temperature and enhance my deep sleep (Lesson 11)
- How I help my sleep apnea patients get nighttime airflow by **simply adjusting thier pillow** (Lesson 27)

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## 10-Minute Sleep Routine-\$40 Value

Effortlessly drift into sleep every single night...

When it comes to mastering your sleep it's important to understand that you only control how you fall asleep.

In this tutorial, I will help you master the first 10 minutes of sleep so that you sink into deep restful slumber every time your head hits the pillow.

Discover my sleep-transforming strategies like:

- **How to Adjust to the Corrective Sleeping Position:** Successfully change your sleeping position for countless sleep and health-related improvements
- **Optimizing Your Space:** The 7 environmental must-haves to get restorative and uninterrupted sleep.
- **Getting Out Of Your Head:** Learn the mental hacks I use to clear my mind and "Let go" before falling asleep.

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## LIVE Monthly Webinars- \$198 Value

Join Dr. Sleep Right LIVE every single month...

In addition to all of the pre-recorded materials and resources provided with the membership, you'll be invited to our member-only webinars every single month.

On these exclusive calls, you'll receive:

- **Interactive Deep Dives:** Get in-depth explanations on key topics to better understand crucial elements for a good night's sleep.
- **BREAKING SLEEP NEWS:** Get up-to-date information on sleep-transforming discoveries as well as how to combat the latest challenges facing the sleep community
- **Expert Q&A:** Having Problems? Ask me a question and I'll give you the know-how you need to smash through your sleep roadblocks
- **Never Miss A Beat:** Every session is recorded and sent directly into our webinar log so you can gain the insights you need and revisit the content whenever you need a refresher.

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## W.A.Y. Better Sleep Fundamentals- \$199 Value

Dr. Sleep Right's 5 Pillars for W.A.Y. Better Sleep

Here's the truth: Just because you get 9 hours of sleep doesn't mean your body is getting the rest and recovery it needs.

Seemingly normal (but destructive) habits, coupled with poor sleeping posture, can wreak havoc on your sleep quality, leaving you foggy, fatigued and aching when you wake up the



next morning.

In this guide I will help you overcome these habits by revealing:

**The 5 Pillars of W.A.Y Better Sleep:** Understand the five critical focus areas of sleep and how they individually affect your sleep.

**Sleeping With a Partner-** How to get a great night's sleep even when someone else is in the bed

**What NEVER to do if you wake up at night:** This is the exact reason why you wake up and can't get back to sleep.

**13 BONUS TIPS:** Golden info nuggets to help you get the most out of the 8 hours you spend in bed.

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## W.A.Y. Better Sleep Community- \$100 Value

Join our growing community of almost 1,000 members...

Because I want to make your journey to getting W.A.Y Better Sleep as easy as possible, I created an online support system for everyone who joins this membership.

Inside this exclusive community you'll be able to:

- **Connect with members:** Build relationships with fellow community members on a mission to get W.A.Y better sleep.
- **Share Your Experiences:** Whether it's a question, a concern, or a personal success, the community is here to support you.
- **Overcome Obstacles:** Connect with friends facing the same challenges and work to overcome them

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## Plus Extra Member Only Benefits

*Neck Nest*



**LIFETIME 20% OFF**

Whether your a first time customer or one of our regulars, enjoy 20% off the Neck Nest store during the lifetime of your membership.

So you get the products you need at a price you love

## Open Access to All Dr. Sleep Right Podcasts



Dr. Sleep Right With Dr. Steven Gundry M.D.

Gain deeper insights into your health and body with early access to the latest Dr. Sleep Right podcasts, empowering you to expand your knowledge and make informed decisions about your well-being.

**\$150 Value**

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## So What's The Difference?

## W.A.Y. Better Sleep Challenge:



- Sleep Tracker
- Pre-recorded Challenge Webinars
- 4-Day Limited Challenge Access
- No Membership Access

## VIP Challenge Upgrade:



Plus So Much More...

Lifetime Challenge Access  
Sleep Tracker  
Pre-recorded Challenge Webinars  
VIP Webinar with Dr. Sleep Right

## + 1 Month Trial Membership

Corrective Sleeping Program  
10 minute sleep Routine  
Live Monthly Webinars (as a member)  
W.A.Y. Better Sleep Fundamentals Course  
W.A.Y. Better Sleep Community  
Neck Nest Discount  
Dr. Martone Podcast Library

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## Moneyback Guarantee? YOU GOT IT

Because I am so confident that this program is going to transform your sleep in a way no mattress, pill, or Youtube video ever could...

I'm putting my money where my mouth is and backing every purchase with an Iron Clad 30-day Money-Back Guarantee.

So for whatever reason you don't get the best night's sleep of your life within the 4 weeks... I'll refund your entire \$47.99, no questions asked.

Just send my team [customerservice@necknest.com](mailto:customerservice@necknest.com) an email with the subject "refund request" and we'll refund your investment quickly with zero hassle.



# Here's One Last Recap Of Everything You'll Unlock

## WHEN YOU UPGRADE TO VIP TODAY!

Lifetime Challenge Access (\$100 Value)  
VIP Webinar with Dr. Sleep Right(\$98 Value)

Corrective Sleeping Program-(\$297 Value)  
10-minute sleep Routine- (\$40 Value)  
Live Monthly Webinars (as a member) -(\$198 Value)  
W.A.Y. Better Sleep Fundamentals Course-(\$199 Value)  
W.A.Y. Better Sleep Community-(\$100 Value)  
Neck Nest Discount  
Dr. Martone Podcast Library(\$150 Value)

**TOTAL VALUE: \$1182**

**Today Only: \$47.99**

[UPGRADE MY EXPERIENCE NOW](#)

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## FAQ's

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Disclaimer: Although everything I recommend has been backed by testing and scientific study, it's critical that you consult a physician and follow all safety instructions. Every effort has been made to accurately represent the potential of this training however, results are not guaranteed for everyone who participates and specific results may vary.