



PORTFOLIO SAMPLE

Budget Brainiacs VIP Upsell Letter

Promotional Email / Sales Copy

Melanie Rhodes

Resonate Copywriting

Subject line: 48 hours only! Unlock Our Most Personalized Financial Education for Your Kids

Preview Text: Smart money management matters. Can your kids afford *not* to join?

**Introducing *Budget Brainiacs* VIP membership...
a Highly Personalized Financial Education for Your Kids
That You Won't Find in Any School**

Hi again %%FIRSTNAME%%,

I wanted to personally reach out and thank you for signing up for our *Budget Brainiacs* Clubhouse. You've made the important choice to prioritize your children's financial education ... putting them miles ahead of the game.

After all, we know you only want the best for your kids, both now and in the future. And instilling smart money habits in them today helps ensure a healthy financial future for them tomorrow.

So we put together something special just for you. Something that will help you jumpstart your children's financial education and deeply ingrain smart money habits in them before they ever set foot in the real world.

Today, I want to invite you to join our VIP membership tier.

This is the most personalized experience we offer here at *Budget Brainiacs*.

When you become a *Brainiacs* VIP member, it shows you are serious about safeguarding your children's financial future. And we are equally serious about partnering with you.

So when you decide to join our highest membership tier, you'll receive:

- **VIP Office Hours.** Have specific questions about a learning channel? A thought or two about what would make your children's membership even better? Even a webinar topic idea you'd love to see (more on that below)? Pass them along to your VIP concierge during Office Hours, held every Monday at 2pm.
- **Dedicated VIP Phone Line.** Questions arise outside of Office Hours? Take advantage of your special, exclusive VIP phone line to our Customer Service Team, available 9AM to 5PM EST, Monday through Friday.

- **Discounts on Club items.** Help your child maximize the bang for their Points buck with 10 to 25% off prizes in our online store.
- **Quarterly VIP webinars.** Enjoy deeper dives on topics you and your children are most excited to learn about, like picking the right online bank, finding practical ways to save money, identifying the best places to invest, and more.

Our VIP members tell us all the time that they love the deeper dives and customized experience they get at this exclusive membership tier. Just ask K. Morgan, full-time mom:

“My daughter struggles in group settings because she’s too shy to ask questions in front of others. Thank goodness for VIP Office Hours! Being able to talk one-on-one, away from all the pressure of larger groups, has made all the difference for her, especially while learning more complex topics like interest and investing.”

Because you’ve already opted into *Budget Brainiacs*, you’ve given your children the gift of financial literacy packaged in an engaging online Clubhouse, with new quizzes, games, and activities added every week for them to complete and earn points for coveted prizes.

And when you choose to upgrade to our VIP membership tier, you’ll unlock an even higher class of financial education for your children that will transform the wisdom of those lessons into deeply instilled habits.

It’s like taking your children from public school education and enrolling them in private, one-on-one tutoring tailored to their individual needs.

But when you take advantage of today’s limited-time offer, you won’t pay pricey private tutoring rates to access our VIP tier.

You won’t even pay the regular ~~\$197~~ it costs to join.

If you respond within the next 48 hours, you’ll only pay a one-time fee of ~~\$197~~ **\$97** to unlock your VIP membership access.

That’s less than half of what it usually costs to join our highest membership tier.

And we’re so confident that you’ll love the difference being a *Brainiac* VIP member makes, that we’re also offering a 100% money-back guarantee.

[Try out our VIP membership level today.](#)

Sit in on our Office Hours.

Enjoy your exclusive Clubhouse discounts.

Tune in on an upcoming webinar (or check out past webinar recordings!).

And if in the next 30 days you decide that our VIP membership isn’t for you and your kids, just give our Customer Service team a call at [XXX-XXX-XXXX](#) for a full refund.

But like I said earlier, I think you’ll be thrilled with the tailored experience your children will receive as VIP members ... and experience peace of mind about their financial futures like never before.

[Sign up for your VIP membership here](#) and unlock a personalized financial education for your children that you won’t get anywhere else.

But remember, this offer is only available for the next 48 hours. And since it’s never too early to teach kids the importance of smart money management, there’s no time like the present to jumpstart your children’s financial education.

So go ahead and [unlock your VIP membership here](#).

To your children's financial success,

Sandy Franks
Membership Director

P.S. Remember, your one-time \$97 investment today unlocks a deep-dive education that's truly tailored to each of your children, one that you won't find in any school setting in America.

This customized experience could mean the difference between your children constantly drowning in debt ... or practicing life-changing habits like budgeting, saving, and investing.

If you believe that learning to manage money well is a value worth instilling deeply in your children's minds, then [take advantage of our VIP discount](#) today before your 48 hours runs out.

Want to discuss a project like this? resonatecopywriting.com