



Win-Win Strategy: Unlock an extra **\$30K in revenue from your current clients**, while upleveling their program experience and retention.

client flow

www.joinclientflow.com

Filip here,
and welcome to
my world.



I've been in the "online arena" for a decade, and for the longest time, my main focus was strategizing and managing online launches.

Goal? Helping clients get as many leads and clients possible in the shortest amount of time.

I was the guy behind the scenes managing **big launch projects, with anywhere from a few hundred people to a record 70,000 participants in a single launch.**

Originally from beautiful Croatia, but I love travelling around the globe, exploring new cuisines, and mixing business with pleasure. While my base is in Croatia, I meet my clients around the globe and attend mastermind events whenever I can.

Personal snippets? Food is life. Fan of strength training, but I fully enjoy my time on yoga mat doing vinyasa. Sometimes stubborn, always driven by excellence. Guided by "amor fati" aka "the love of faith" approach to life (*often easier said than done :D*).

How I help

Fully focused on working with online entrepreneurs through my three different businesses:

client flow

A global consultancy where I empower coaches and online entrepreneurs to uplevel their businesses by delivering exceptional client experience (and significantly increase their client lifetime value).



hearts & numbers

Hosting transformative retreat events along the breathtaking Croatian coast, where entrepreneurs gladly come to “recharge their souls while growing their business”.



lansiraj

A coaching and mentorship platform dedicated to helping 1,000+ Croatian and regional entrepreneurs build and scale online businesses that fully support their values and lifestyle.



Upsells Are Great

(when done the “win-win” way)

I've helped my clients generate millions over the past decade (if you want, you can [check the list of my favourite client launches and testimonials at the back of this freebie](#)).

While big launches are fun, intense, and a roller coaster in every sense of the word, **my secret passion has always been ensuring that most of the clients that convert actually achieve results** as they progress through programs.

Over the years, in my own businesses, I've launched various group programs (live cohort, hybrid, evergreen) while refining strategies to help clients achieve results. Along the way, I've seen how the right upsell strategies can boost client retention, success, and backend revenue by up to 30% (without ever pushing my upsell offers).

There are always clients who want to invest more in working with you, willing to pay anywhere from \$500 to \$15,000 extra—but only if you offer it to them at the right time.

MOST IMPORTANT: When upsell offers are done the right way, they're perceived as a win-win: a win for your clients because they can achieve results faster, and a double win for you because you get more testimonials and revenue without adding new clients.

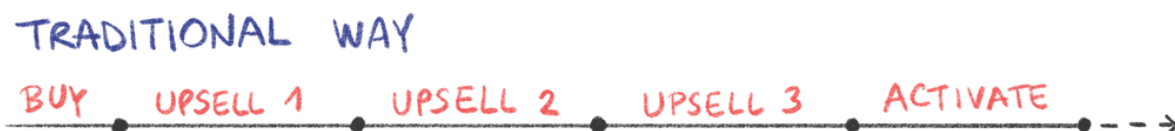
For example, in one of my latest group programs, **implementing this approach led to extra \$10,000 upsell revenue**, by just sending a simple message at the right time.

By the end of this freebie, my goal is to shift your perception of upgrade offers and ideally inspire you to craft your next (or first) one.

Helping vs. Pushing

(new way of presenting upgrades)

The traditional ascension model is still the most common perception of upsells and the upselling process.



It works like this:

A potential client goes through a marketing campaign and is presented with a One-Time Offer (OTO) immediately after purchase.

If they purchase this offer, they're presented with another one-time offer, and potentially another.

This model works, but is mainly applicable to scenarios where creators initially sell a low-priced offer (a small guide, workshop, or training) ranging from \$5 to \$50, and then present more expensive additions.

While most people start by evaluating your offer logically, their final decision to buy is largely driven by emotions.

When emotions are running high, you can present additional offers, and people are more likely to say yes (not being fully aware if it's the right logical move).

However, let me be blunt: When it comes to creating upgrade offers for your group program, especially for higher-priced options, relying mainly on emotional urgency is not only outdated—it's ineffective.

You need to think differently about your upgrade offers.

NEW WAY



Rather than relying on the initial emotional high, dopamine rush, and excitement at the moment of purchase, you need to focus on your clients' behavior as they progress through your group program.

This is why I call it the “**four make or break**” milestones, where 4 distinct types of behavior can trigger upgrade conversation as clients go through your Group Journey.

Why Does This Approach Work So Well?

Because the upsell offers you create are presented as natural, beneficial options that make achieving results easier.

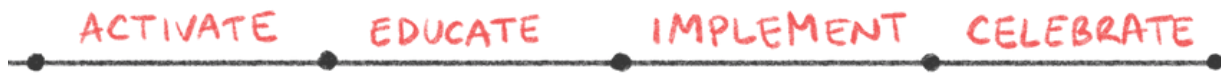
It's not about selling for the sake of selling; it's about providing the right tools and support at the right time, helping your current clients who need extra support.

Each upsell is presented as an opportunity to make their client journey easier, faster, or more rewarding.

Time to get practical and review the four specific behaviors and different upsell types you can start crafting as soon as you're done with this document.

Four Behavior Triggers™

and “Make or Break” milestones



Welcome to the juicy part: different ways of creating and presenting your upsell offers to your current clients as they progress through your group program.

REMEMBER: while most people try to upsell new clients as fast as possible, you'll present your offers when it feels natural for them to take the next step.

So, when is that? One of the benefits of doing big client launches was the first hand opportunity to observe what happens after the launch.

Some launches generated 20-30 new clients. Others converted hundreds of group clients. Finally, the biggest ones selling membership and course offers brought thousands of new students.

Interesting thing is, **no matter the size of the launch or volume of new clients, there are four “make or break” milestones in every program journey.**

These are the key points in your group program where you can either lose clients' excitement and attention or provide the necessary support to help them reach the next milestone successfully.

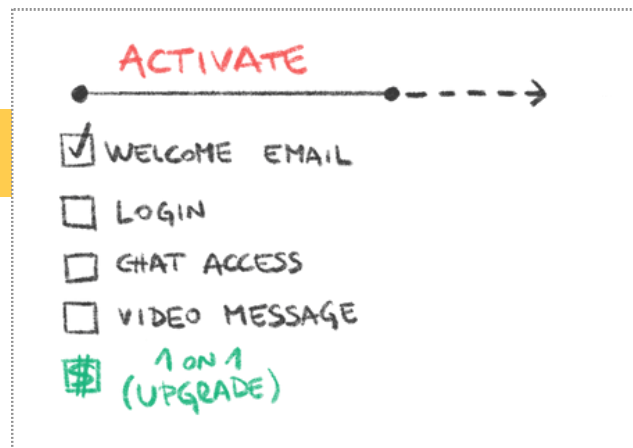
While most of your clients will use the tools and materials provided in your program, there will always be a group eager to say yes to additional support.

I've achieved upsell rates ranging from 5% to 35%, depending on the offer type and the stage of the client journey when the offer is presented.

#1 Activate

Keep them focused

Your clients are excited because they've just joined your program, and are hungry to get results. Now, it's up to you to **help keep their focus, attention and momentum from day one.**



Ensure they know exactly where to begin, the first steps to take, how to access the materials, and all the ways they can receive support (hint: personalized onboarding sequence).

Many coaches overlook this stage, assuming clients' initial excitement will carry them through, and most will figure it out on their own.

But I always ask: **Why not provide an exceptional client experience right from the start?**

In one of my smaller programs, by simply offering a personalized onboarding call with an upsell option, I achieved a **5% upgrade rate of about \$5,000 within the first week.** To some this may seem like a small amount, but I would've done these calls anyway, so it was free money (without ever pushing for those sales).

And it doesn't happen only once but every time you repeat your launch, so if you launch 3 times per year - this is extra \$15,000 without any extra marketing.

Why does this trigger work?

They are in exploration mode, getting their first glimpse of what it's like to work with you at this level.

I guarantee there are clients who, after just a few days, decide they resonate with your teaching style, values, and overall approach, and immediately choose to upgrade for more direct cooperation and access.

On the other hand, some clients may love everything your program has to offer but feel overwhelmed and realize they need more guidance as they progress.

Even though they're just starting your group program, this could be the perfect moment to inform them about more direct ways to work with you.

Do you even offer that premium option?

Are you letting them know they can get more personalized support?

Perhaps during a special onboarding call, you casually mention upgrade options?

The first few days offer plenty of opportunities to enhance the client experience and introduce potential upgrades.

My upsell example

When I welcome new people into my programs, I always mention an alternative upgrade option to work with me as part of my personalized onboarding sequence (**HINT: I've shared a detailed step-by-step example in the final chapter of this freebie**).

#2 Educate

Deliver knowledge,
not overwhelm

The next important milestone occurs when your clients start consuming your educational content.



It doesn't matter if you do live weekly training sessions, have pre-recorded materials, or offer a hybrid model.

The key is to deliver actionable knowledge that fuels motivation without overwhelming your students.

For example, instead of covering every possible topic under the sun to showcase your “exceptional value”, focus on the key topics they need to learn to take next set of action steps.

💎 Why does this trigger work?

Some clients will want more education and extra materials (templates, worksheet, examples...), regardless of what's included in your program.

So why not give them an opportunity to upgrade and get access to some of your premium educational materials?

👁️ My upsell example

In one of my programs, I taught the offer creation process. Many clients were particularly interested in creating online courses (which wasn't part of my core program), so we put together a 4-week bootcamp, “From Idea to Online Course,” and 14% of group clients purchased an upgrade for that experience.

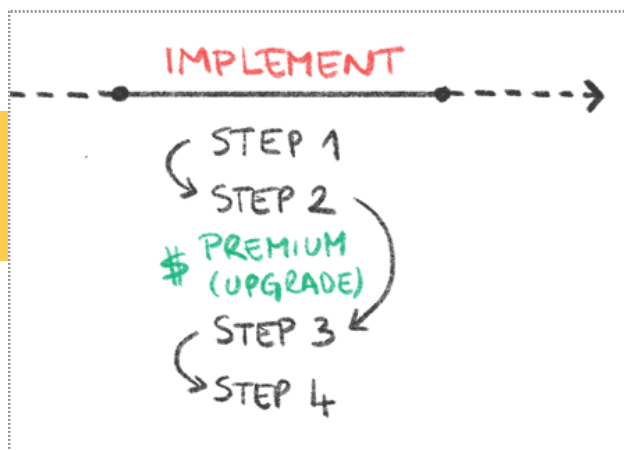
#3 Implement

Inspire action that delivers results

This milestone is the biggest make-or-break point of your program because many clients slow down when it comes to taking effective action.

You need to help them break free from the cycle of binging “just one more lesson” and start seeing real growth through action.

During this phase of your Group Journey, you have the greatest opportunity to present an upsell offer as a natural next step.



Why does this trigger work?

Fast action-takers will achieve results quicker than most of your other clients and will naturally want more access and faster support, which means upgrading to work 1-on-1 with you.

Others may be slower to implement because they need feedback more frequently, which falls outside the scope of the included support in your group program.

Either way, **think about how to cater to those clients who need extra support and hand-holding.**

We all all want those juicy testimonials and case study stories, and focusing on this milestones and “implement” behavior triggers will help increase your client success metrics the most. So it makes sense to be ready for the moment when your clients need you the most.

My upsell example

The easiest upsell for me is to get more people to work 1-on-1 when I see them taking fast action and start getting results.

It's simply a normal conversation where I genuinely present a more optimal option based on their "A-Player" client profile.

Such an upgrade pays for itself quickly, so these are no-brainer decisions where 80-90% of people say yes (Important: I offer it only to the top 1% of my clients).

BEHAVIOR TRIGGER

#4 Celebrate

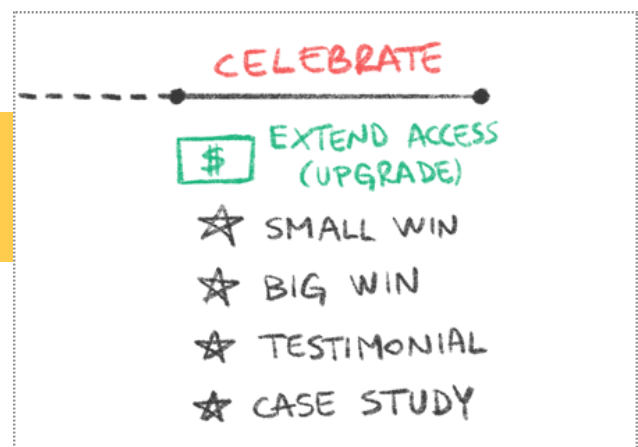
Celebrate their wins and plan next steps

The final important milestone is all about what happens at the end of your group program.

While many people talk about onboarding, few pay attention to the "offboarding" process, especially in time-limited programs (e.g., a 12-week journey).

By the end of your program, clients will be at different stages of progress. Some will have already achieved results and become success stories, while others will be progressing at their own pace.

So what happens to them in the end? For example, in my 4-month group coaching program, offering clients a special "extend your access" offer in a simple message resulted in a 30% upgrade rate.



Why does this trigger work?

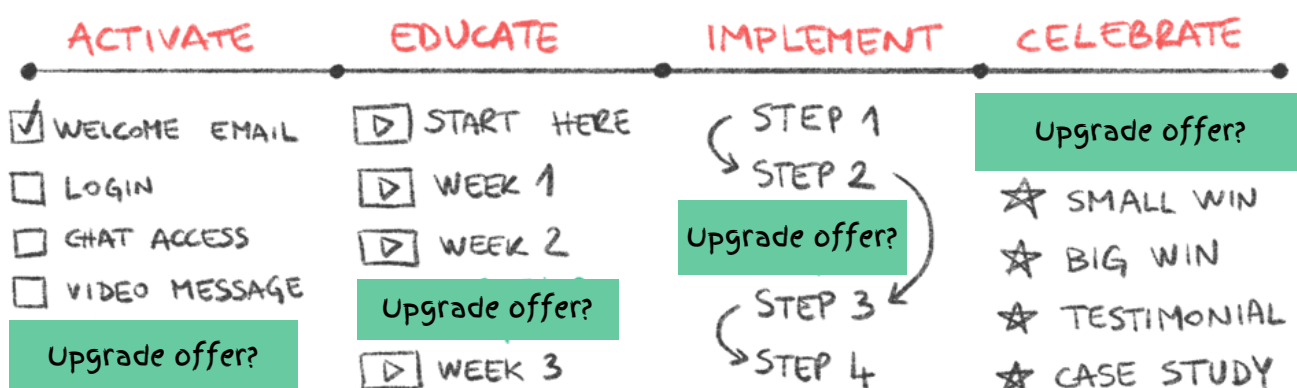
This one depends on the type of your group program, but the most important question you need to answer for your clients is: ***“What are my options if I want to keep going?”***

Some will be excited and eager to say yes to a more premium offer, others will want to buy longer access to your materials, and some will be ready to move on. Whatever the case, make sure to clearly communicate their options.

My upsell example

In one of my programs, 30% of my group said yes to paying extra for extended 6-month access to my materials and monthly coaching calls - as a simple reply to my “goodbye” message.

There you have it...



Every Client Flow Journey is different and depends on factors like the program curriculum, the creator’s teaching style, and the overall business strategy.

You’ve seen how I approach crafting different upgrade offers based on my Behavior Triggers™. Now it’s up to you to brainstorm upgrade offers that fit uniquely to yours.

Still need extra inspiration? Keep reading, because on the next page, I’ve put together a mini case study with exact steps on how to implement a winning Activation Upgrade offer.

Mini case study

Activation upgrade

A simple 5% upgrade to a premium 1-on-1 offer during the onboarding phase of my Group Journey experience.

Here is how I use my upgraded “onboarding sequence” to send welcome video messages to new clients using a simple automation. Every time someone signs up for the program, I get a notification and record a 60-90 second welcome video with a casual conversation starter (and teaser a premium 1on1 option).

90% of clients reply with either text or video response, 5% go for premium option after getting more information.

1



Choose app for sending video messages

In my case, I have decided to use [Bonjoro](#) application to send welcome video messages directly from my phone.

3

Personalized welcome message

Your notification can include custom information about your client, so you immediately know extra details when recording your message (e.g. location, new vs. previous client, audience segment...)

5

Casually mention your upgrade

In your welcome message, be sure to casually mention that there's a premium option available and highlight 1-2 key benefits of choosing that option.

2

Automate the process

Integrate video app and your CRM system to get new notification as soon as someone joins your program. Bonjoro automatically creates “video task” for me.

4

Add a “mini challenge” to your message

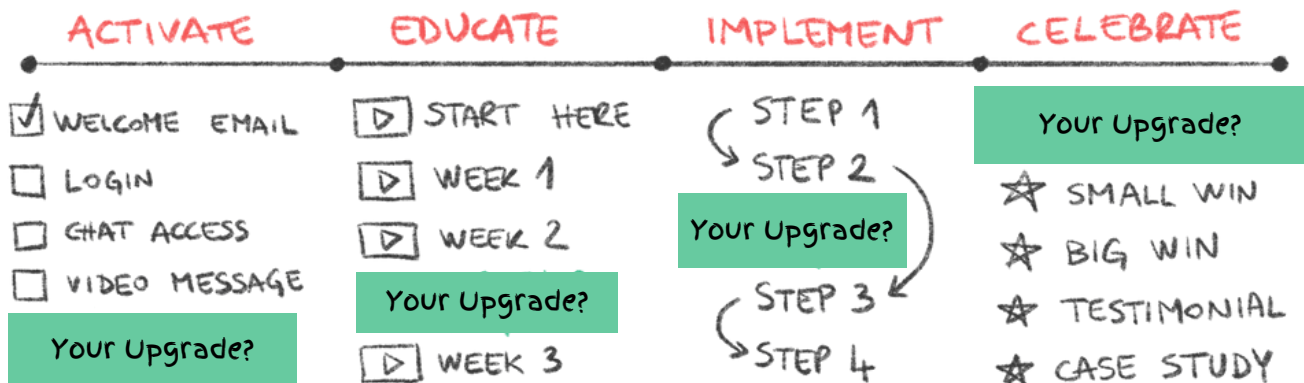
Key is to ask a question to start conversation, and your clients would normally respond to your welcome message with a text, but I challenge them to record a video reply (30-40% reply with video) so we connect deeper.

6

Don't push it!

The premium option is just a bonus. Your main goal is to first get their "glad to be here" response, then see if they're interested in learning more about the premium offer.

Want my help?



Together we will:

- Map out your Group Journey experience
- Identify and create 1-4 Upgrade offers
- Place offers into your current group program
- Optimize upsell conversions

Or in short, we'll work on **adding 10-30k (or more)** in extra revenue from your current clients by using methods I've just shared with you.

Interested?

DM me on **Facebook** / **Instagram** / Substack or send an email at: filip@joinclientflow.com, and let's chat.

My favorite client projects

(and what they say about working together)

Check out some of my favorite client launch projects, where I strategized and managed the entire campaign and client teams from start to finish—gaining deep insights into large-scale client behavior and driving better results.



I helped the legendary “21.7 Billion Dollar” man, Jay Abraham shape the unique challenge idea (the power of preeminence), and turned it into a fun and engaging content, for more than 5,000 business owners.



Can you imagine standing on a stage in front of 75,000 people waiting to learn from you? Scary, I know, but that's how Jamal Miller's transformational challenge looked like (and it was just one of several launches we've successfully executed together in the past four years)



New York Times Bestselling Author Laura Doyle delivered an emotional 5-day challenge to more than 5,000 women, helping them fix relationships with their partners.



Probably my favorite challenge launch project. Charlie Wallace and his team managed to attract more than 25,000 guitar players from all over the world for five days of jamming and powerful guitar sessions.

ARTISTS IN BUSINESS

with Alexis Fedor

6,000+ Challengers



Alexis Fedor managed to run 2 amazing challenge launches - in spite of the world being turned upside down. Each challenge attracted more than 6,000 artists ready to turn their art into a profitable long term business.



Jamal strikes again! More than 30,000 challengers were brought together to work and heal themselves by breaking vicious cycles from their past. This was one of the most intense experiences I helped curate last year.



Launching our "challenge campaigns" with Filip's help proved to be extremely useful in improving our students' success rates and their "lifetime value".

We are always looking for different methods that will provide added value and keep our student community active. Our clients have been delighted with the "kickASK challenges" so we will continue to launch them regularly.

Ryan Levesque

CEO, ASK METHOD COMPANY & #1 NATION BEST-SELLING AUTHOR



We generated 2,500+ new student memberships and \$612,000 in revenue.

Filip is a genius not only when it comes to creating messaging and marketing strategies, but also in analyzing/understanding the audience and what they want in order to achieve a win-win situation - for clients, but also for your business.

Jamal Miller

CEO, MILLER MEDIA GROUP



We have a membership program and after the launch campaign with Filipa, women stay longer in our program (2x) and a higher percentage of them enroll in more expensive programs.

Working with Filip on the project was very fun. He is very organized and knows exactly what tactics and strategies to use for our needs. I recommend working with him to everyone.

Laura Doyle

NEW YORK TIMES BESTSELLING AUTHOR



One message from Filip was "don't forget to add this segment to your newsletter campaigns" and resulted in an additional \$10,000 on top of our launch campaign - literally because we added one thing to our campaigns.

That cooperation turned things around for us and in the meantime we had several successful launches.

Patricia Lohan

FENG SHUI MASTERY CREATOR

What clients say about my Client Flow experience:

TANJA'S STORY

A mentor with a soul.

"The time came when I dealt mostly with technical things and least with what I'm an expert in - helping people raise children. I hired Filip at a time when there were so many clients, so much demand and so much of my desire to give to people, to help in their upbringing, and I simply didn't make it anymore.

💎 He gave me the idea for a survey that gave me in black and white what my followers were most interested in, which was filled out by over 170 of them in the first 15 minutes - eventually thousands of parents participated. That research ended with a webinar to which 3,500 people signed up.

💎 We also worked on systematizing the launch process so that I could be dedicated to what I love and what I'm an expert in while my team does everything else. Now I have two additional people in the team.

💎 Even though my dad asked me 2 years ago why I didn't have paid advertising and looked at me strangely saying why shouldn't I reach out and help more people who don't know about me, it took Filip to sort it out. This allows me to reach people who need help but didn't know about me, as a result, my income has increased, and my content, which I have been giving to people for free and endlessly for years, is working for me.

💎 He encouraged me to always have an open calendar in which I first enter my vacation, and then business projects. Now I know how I can visually record everything, and my assistant always has access to that calendar in order to perform her tasks. A mentor with a soul."



Tanja Hrvatin-Šimičić (Parenting and personal development, Best selling author: e-book Parenting with less stress)
www.tanja.hr

IVANA'S STORY

"Working with Filip is like hanging out with a friend who is a few steps ahead of you in business.

He is able to take your business as his own, analyze statistics (what you don't get, but fills him) and build a strategy out of everything, while at the same time, with great humility and empathy, he keeps the space for you to develop your business in your own way.

He helped me improve the systems, arrange the sales page, gave me fresh ideas for continued growth. If you are looking for a mentor who will provide you with technical as well as human support, look no further".



Ivana Zaher (owner of Zaher Pilates and Loop online training platform)
www.zaherpilates.ch

MELISSA'S STORY

"Before the joint cooperation, I had my own mentoring program, which I thought was of high quality, but in fact it was not at a satisfactory level.

I heard about Filip through a recommendation and when I saw his work, I immediately knew that I would take the program because I found myself in everything he mentioned.

He also helped me again clearly define my ideal group of clients and how I will communicate with them, but also how I will help them exactly as they need it.

Together, we re-structured the entire mentoring program into clear parts so that she could guide clients more easily in each phase of the program. We also prepared a plan for content advertising and what exactly to do when a future client contacts me."

▶ [READ THE REST OF MELISSA'S EXPERIENCE \(HERE\)](#)



Melisa Idrizi (owner of physiotherapy Femur and initiator of the only mentoring program for physiotherapists)
www.fizioterapija-femur.hr

TINA'S STORY

"Although I have quite a bit of experience in starting projects and am not a beginner in online business, what I have been missing the most so far...

...in the creation and launch of projects, is support, exchange of experiences, ideas, opinions, and constructive criticism and suggestions, all of which I received with the program itself.

At the weekly group workshops, we went through various modules (from marketing activities, defining the offer, breaking mindset blocks...) with which we developed ideas step by step, commented on the completed tasks together, and thus together, step by step, progressed towards the final project.

What I particularly liked in that segment was that we had a great combination of group dynamics that make you progress and try even harder, with an individualized approach, where advice and strategies are adapted to each project specifically and to its specifics - without "one size fits all" solutions...

▶ [READ THE REST OF TINA'S EXPERIENCE \(HERE\)](#)



Tina Šmanjak (co-founder of the Fitzone.hr platform)
www.fitzone.hr

DUNJA'S STORY

"The decision to invest in this program and hire Filip as a mentor is, I'm sure, one of the best business decisions (and investments) I've made in the last 5 years.

It's nice to have in one mentor an expert, support, a mentor who really cares, and it's also very important for me, a mentor who understands me as a person and an entrepreneur, and who made an effort to understand in detail what I do.

▶ [READ THE REST OF THE QUINCE EXPERIENCE \(HERE\)](#)



Dunja Tadić (entrepreneur, owner of the Planner Boutique brand and initiator of the Ease of Achieving Goals program)
www.planner-boutique.com

"From the very beginning when I saw his ads and the recommendations of people I trust about him, I knew that it could be the best investment for me - it turned out that way."

Pinja Poljaković / Media and public speaking trainer ([LinkedIn Profile](#))

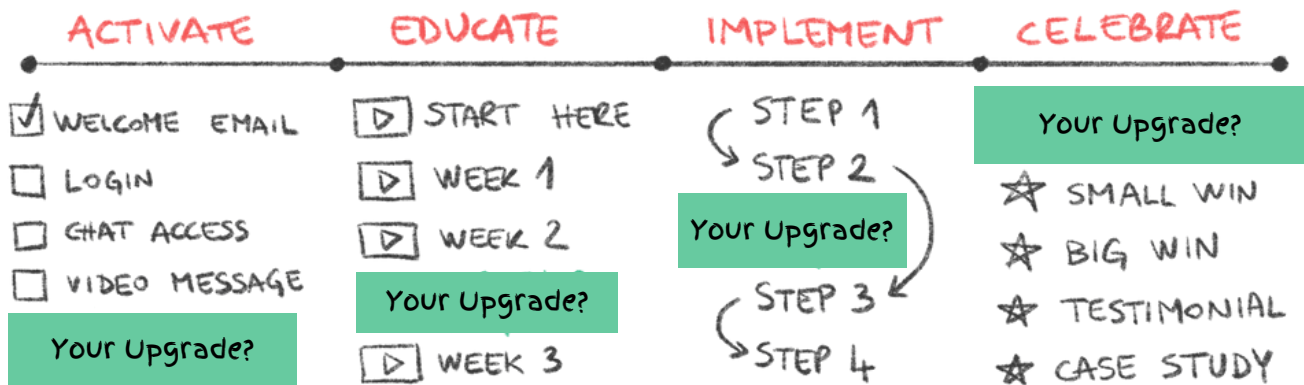
"You have this ability to be able to put yourself in the situation of a beginner and a more advanced person so that everyone feels understood and supported..."

Helena Pavković / Online fitness programs for women ([Snačna.com](#))

"You understand exactly what we need and how we feel..."

Melisa Idrizi / owner of Femur Physiotherapy and the first mentoring program for physiotherapists ([web](#))

Let's work together.



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