

5-Point Checklist

We have compiled the below questions based on an analysis of successful Alexa skills across multiple categories. Please ask yourself the below questions as you develop or refine the upsell message for your skills with ISP. While some questions might be more pertinent to specific skill types, we recommend reviewing this list and answering questions that are most relevant to your skill use case.

01	Is your upsell message simple and concise?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
02	Does your upsell message have one clear call-to-action for the customer?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
03	Does your upsell message transition naturally from the customer's immediate prior action?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
04	Does your upsell message differentiate between the free and premium experience of your skill?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
05	Do you communicate the presence of a free trial in your upsell message?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO