

# Guidebook To Bonuses And Incentives



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## The Guidebook To Bonuses

### **103 Tips, Secrets, Ideas, Suggestions, Methods, Hacks, Templates, Shortcuts, Resources And Lists**

Offering bonuses and incentives in your business work wonders to boost conversion rates, reduce refunds, get referrals, and motivate affiliates. That's why you're about to discover 101 tips, tricks and hacks for using bonuses and incentives to grow your business. Here are the three key areas we'll focus on:

- Using Bonuses
- Creating Bonuses
- Optimizing Bonuses

Let's jump in...

### **USING BONUSSES**

Check out these ideas for using bonuses and incentives effectively...

#### **1. 4 Characteristics of a Successful Bonus**

Effective bonuses possess these characteristics:

- They're valuable. Your bonus should be something you can easily sell for \$25, \$50 or more.
- They're in-demand. Simply put, a bonus needs to be something your audience wants, so be sure to do your market research before you create your bonus.
- They're highly related to the main offer. Indeed, the bonus ideally should make it easier or better to use the main offer.
- They're easy-to-deliver. Your bonus won't be very effective for you if you need to deliver it manually. Be sure your bonus is easy to deliver so that high volume doesn't put a damper on your campaigns.

Next...

## 2. 18 Different Types of Bonuses and Incentives

What sort of bonus or incentive can you offer to grow your business? Check out these ideas:

- Ebooks or reports.
- Videos.
- Audios.
- Access to membership sites.
- Access to a private group.
- Coaching/consulting.
- Done-for-you offers or services.
- Webinars.
- Checklists.
- Worksheets.
- Templates.
- Swipes.
- Cheat sheets.
- Planners or calendars.
- Apps, software or plugins.
- Coupons.
- Free trials.
- Multipart ecourse.

Here's the next tip...

## 3. 10 Ways to Use Bonuses to Grow Your Business

There are a whole lot of ways to use bonuses and incentives to grow your business. These include:

- Add value to affiliate offers (which boosts conversions).
- Boost conversions on your own offers.
- Retain members in a membership site.
- Reduce refunds.
- Receive more customer referrals.
- Motivate affiliates.
- Encourage people to share content.
- Get people to join a webinar.
- Give people an extra incentive to request a lead magnet.
- Offer people an incentive for requesting a quote or trial.

This isn't necessarily an exhaustive list. Think about what you want your prospects, customers, and affiliates to do and how you can give them an incentive to take that specific action.

## 4. How to Use Bonuses to Overcome Buying Objections

One good way to boost conversions is by using bonuses to overcome buying objections.

For example, let's suppose you're selling a weight-loss product and the buyer objection is this: "I'm too busy to follow this diet."

You can overcome this objection by offering a bonus that makes it quick and easy to follow the diet, such as a package of meal plans, quick recipes, and accompanying shopping lists.

## 5. How to Use Bonuses to Boost Affiliate Sales

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When you're promoting an affiliate offer, you have a lot of competition. One way to both overcome this competition and boost your affiliate paycheck is by offering bonuses.

Here's the key: you need to offer something that's highly related to the main offer. It should be something that makes using the main product easier and better.

For example, if you're promoting a copywriting course, then you might offer a package of sales letter templates and swipes as a bonus to those who purchase through your affiliate link.

## 6. How to Use Bonuses to Sell More Products/Services

You can boost your conversions on your own products by offering bonuses. This increases the perceived value of the overall offer and pushes people towards the buying decision.

Again, the key is to give people something that's really in demand and something that complements the main offer. For example, if you're selling a weight-loss course, then you might offer a meal-planning app as a bonus.

## 7. How to use Bonuses in a Membership Site

Offering bonuses in a membership site is not only a great way to boost conversions, but you can also use it to retain members. This works really well if you offer delayed bonuses.

For example:

- Offer a new monthly bonus for every month that a customer retains their membership.
- Offer a bonus every three months.
- Offer a "graduation" bonus if it's a fixed-term membership site.

Next...

## 8. 15 Places to Promote a Bonus

In order to make a bonus or incentive as effective as possible, you need to spread the word that you're offering the bonus. Here are 15 places to promote your bonus:

- Sales page.
- Lead page.
- On the order form.
- On an upsell/OTO page.
- Via email.
- Sidebar of a blog.
- Blog header.
- Blog content.
- On a notification/attention bar.
- Embedded in a coupon.
- On social media.
- In a signature file.
- In a "members only" area.
- On a forum or in a group.
- During a webinar.

Next...

## 9. 5 Examples of Creating Related Bonuses

One of the keys to creating a great bonus is to be sure it's highly related to the main offer. But what does that mean, exactly? Check out these examples to get a better idea:

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## Main Offer

Bodybuilding course

PPC marketing course

Dieting guide

Copywriting course

Tourism book

## Bonus Offer

Exercise library on video

PPC ad templates

Meal plans and recipes

Personal sales letter critique

Traveling/packing checklist

## 10. How to Embed Offers in Bonuses

Your bonuses give you another opportunity to make money, so be sure to promote related offers within your bonuses. Here's how:

- Include a "recommended resources" section in a report or book.
- Soft sell a recommendation directly in the content.
- Include a promotion at the end of the product.
- Create a "featured product" as at the beginning.
- Include a link and call to action inside the app dashboard, private group or membership site.
- Promote the backend offer via email to customers.

Next...

## 11. 2 Call to Action Templates

The backend offers inside your bonus products will be even more effective if you include a call to action (CTA). This is where you specifically tell your prospects what you want them to do.



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Check out these two example templates:

Example 1: “If you liked this funding checklist, then you’re going to love getting your hands on the complete collection of business start-up checklists. Click here to get this package now...”

Example 2: “As you can see, these meal plans make it faster, easier and delicious to lose weight. But if you’re like me, then you’re going to want to do your meal planning on your phone, laptop or tablet. That’s why you’ll want to click here to get my recommended meal-planning app today!”

## 12. How to Profitably Splinter a Bonus

One way to start selling more of your main product is to create a great bonus – and then “splinter” that bonus. That means you sell the bonus by itself as a tripwire offer, and then upsell the main product on the backend.

For example, let’s suppose your main offer is a copywriting course and one of your bonuses is a set of headline templates. You can sell this template pack for a low price (such as \$10) to get people into your sales funnel, and then sell the main course on the backend.

## 13. How to Deliver Affiliate Bonuses Instantly

If you’re an affiliate, then you know that delivering bonuses manually can really become a time-consuming task if you’re promoting a popular product. Here are two ways to automate the process:

- Use a sales platform that delivers bonuses automatically. One such example is JVZoo.com.
- Ask the vendor for a special download page. If you provide a lot of volume for a vendor, they may be willing to give you a special link where your customers end up on a personalized download page that includes your bonus.

Here's another tip...

## 14. Use Unannounced Bonuses...

An unannounced bonus doesn't help with conversions, obviously. However, this sort of bonus does boost customer satisfaction, which in turn reduces refunds and increases future purchases.

You'll want to put the unannounced bonus in multiple places so that all customers see it, including:

- On the download page.
- Inside the main offer.
- In follow-up emails you send to customers.

Here's another idea...

## 15. Create Hybrid Bonuses

Hybrid products are those that are part digital and part physical products that you need to ship. For example, you might make the main product a digital product, and then offer a physical bonus.

Here are the advantages of a hybrid offer:

- The digital portion of the product provides instant gratification, which boosts customer satisfaction.
- The physical portion of the product boost the perceived value of the offer while reducing refunds (since people need to ship it back to get a refund).

Which brings us to the next point...

## 16. 3 Examples of Hybrid Bonuses

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What does a hybrid product look like? Here are three examples:

Example 1: You might offer a weight loss guide in digital form, and then offer a set of accompanying exercise DVDs as a physical bonus.

Example 2: You offer a debt-management guide as a main product, and then offer a physical debt-management workbook as a bonus shipped in the mail.

Example 3: You offer a copywriting course that's instantly downloadable, and then offer a copywriting app (that scores sales letters) as a shipped bonus.

## CREATING BONUSES

Now that you know different ways to use bonuses, let's take a look at how to create an effective bonus...

### 17. Find Out What Your Audience Wants

Don't even think about creating a bonus until you know what your audience wants. Here's how to do that:

- Find out what they're already buying. Search marketplaces like Amazon.com and ClickBank.com, and take note of the bestsellers in your niche.
- See what marketers are advertising. If a marketer spends money promoting a product, then that's a good sign that it's an in-demand offer.
- Check what the big sites in your niche are selling. If several marketers are selling similar products, that's a sign that the product is popular.
- Ask your market. But don't depend on this method in isolation, because people's survey answers don't always match their actual behavior.

Next...

## 18. Use This Bonus Worksheet

Use this worksheet to decide what sort of bonus to create. Answer these questions:

1. What is your main product?
2. What is the main goal of your product?
3. Is there a bonus you could offer that would make it faster, easier, etc. for people to accomplish this main goal?
4. Is there a bonus you could offer that helps people take a step directly before they start working on the main goal or directly after they complete the main goal?
5. Is there any step in the process that could use more in-depth instruction?
6. Brainstorm all the tools, information and resources you could provide to help people achieve the main goal.
7. Which of these tools, information and resources are in-demand in your audience?
8. Which of these tools, information and resources are relatively easy for you to create and deliver?

Once you've answered these questions, you should have plenty of ideas for bonus products to offer alongside your main product.

## 19. 3 Factors for Creating a Great Title

Your title can make or break your bonus (and your entire offer as a whole). That's why you'll want to create a title for your bonus product that possesses these characteristics:

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- It's benefit-driven. Determine the top benefits of your bonus product, and then include them in your product title. Here's a real-life example: "How to Win Friends and Influence People."
- It includes "trigger" words. Whenever possible, include powerful sales trigger words such as you, how to, easy, quick, fast, discover, reveal, secrets, amazing, new, scientific, proven, better, surprising, startling... and similar.
- It arouses curiosity (where applicable). E.G., "Discover the Secrets of Rapid Weight Loss."

Next...

## 20. Titling Templates You Can Put to Work ASAP

As you start brainstorming titles for your bonus product, use these templates:

How to [Get a Benefit]. E.G., "How to Instantly Whiten Your Teeth."

The Secrets of [Getting a Benefit]. E.G., "The Secrets of Enjoying Luxury Travel on a Shoestring Budget."

Everything You Need to Know About [Topic]. E.G., "Everything You Need to Know About SEO."

[Number] Amazing Tips for [Getting a Benefit]. E.G., "27 Amazing Tips for Rapid Weight Loss."

How to [Get a Benefit] in Just [Some Short Amount of Time]. E.G., "How to Land Your Dream Job in Just 60 Days From Now."

How to Tell If [You Have Some Problem] – And How to Fix It. E.G., "How to Tell If You Have a Slow Metabolism – And How to Fix It."

The Ultimate Guide to [Some Topic]. E.G., "The Ultimate Guide to Launching a Six-Figure Business."

[Number] Tricks and Tips for [Getting a Good Result]. E.G., “17 Tips and Tricks for Beating Your Personal Best in Your Next Marathon.”

## 21. Five Simple Ways to Create a Bonus

Ready to start creating your bonus? Here are five ways to do it:

1. Do it yourself.
2. Outsource to a qualified freelancer.
3. Purchase licensed products (such as private label rights content).
4. Crowdfund (get experts or other contributors to create it).
5. Repurpose your existing content.

The method you choose depends on:

- How much time you have to devote to product creation.
- How much money you can invest in the process.
- Whether you have the skills to do it yourself.

Next...

## 22. DIY Tips for Creating an Amazing Bonus

If you’ve decided to create a bonus yourself, then check out these three tips:

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- Choose reputable sources. If you need to do research to create your bonus, be sure to get your information from reputable sources only (such as known experts, universities, academic journals and similar).
- Create an outline. Be as thorough as possible. Browse similar products to see what they included, and then make your product even better (by including more benefits).
- Cut out distractions. When it's time to create, then shut off the TV, close unnecessary browser windows, and turn off the phone.

Next...

## 23. 4 Places to Find Your Next Freelancer

One of the keys to finding a great freelancer to create your bonus is to initially cast a wide net. The more potential freelancers you review, the more likely it is that you'll find the best one to meet your needs and budget.

Here's where to look:

- Search Google. Be sure to check both the organic results as well as the sponsored ads.
- Post projects on freelancing sites. These sites include upwork.com, freelancer.com and guru.com.
- Ask your colleagues and contacts. Send private emails or messages, post publicly on Facebook, and blog about your needs.
- Create a want ad. You can place an ad in a local newspaper, or even on a website like Craigslist or a local employment group on Facebook.

Next...

## 24. 5 Questions to Ask Before Hiring a Freelancer

You've decided to hire a freelancer to create your bonus product. Do your due diligence so you can answer the following questions about each potential freelancer you're considering:

- Does the freelancer have an impressive portfolio?
- What do the references say about the freelancer?
- Does the freelancer have good feedback and ratings on freelancing sites (where applicable)?
- Does a Google search show that the freelancer has a good reputation for providing high-quality work?
- Does the freelancer's rate fit your budget?

Next...

## 25. 5 Things Every Project B.R.I.E.F. Ought to Include

One of the keys to getting great results when you're outsourcing is to create an effective project brief for your freelancers. Here are five things every B.R.I.E.F. ought to include:

**Bountiful Details:** Your freelancer isn't a mind reader, so provide plenty of details such as the working title, purpose of the product, what you want readers to do when they're finished reading, and everything else the freelancer knows to create a good end result.

**Requirements:** These are the specifics, such as how long you want your product to be, whether you want graphics included, and similar requirements.

**Invitation to Ask Questions:** You want to make sure your freelancer doesn't feel like they're bothering you if they ask questions.



Examples: First you tell your freelancer what you want, then you show them examples so they truly understand what you're looking for.

Formatting Instructions: For example, you might tell your freelancer you prefer to have a text document that includes lots of bulleted lists.

## 26. 4 Places to Find Licensed Products

Here's how to find private label rights content and other licensed products:

- Search Google. Search for your niche keywords (like "gardening") alongside words like "PLR" or "private label rights."
- Seek them out on ClickBank.com. Check the marketplace and use the search term "PLR" or "private label rights" to find offers.
- Solicit recommendations. Ask your colleagues, contacts and followers to recommend PLR products.
- Source them from a known high-quality provider. For example, get your PLR from a reputable provider such as Jimmy D. Brown at PrimePLR.com.

Here's the next tip...

## 27. How to Get Awesome PLR Content

The key to buying high-quality PLR content is to do your due diligence before you make a purchase.

Do your research and answer these questions:

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- Is the PLR from a reputable seller?
- Is the PLR engaging and well-written?
- Is the content factual/accurate?
- Does the PLR fit your needs?
- Does the content license allow you to turn the content into a bonus/incentive?
- Does the PLR fit your budget?

Next...

## 28. 4 Ways to Make PLR More Unique

If you use PLR content directly out of the box, then you're going to be using content that dozens or even hundreds of others are using. You can make your PLR unique using the following tips:

- Rewrite the introduction and conclusion. Build anticipation in the intro, and include a call to action in the conclusion for a related offer.
- Rearrange the content. E.G., If you're sharing a list of 10 tips, then rearrange the order to make it more unique.
- Reflect your voice. Tweak the content with words and phrases that reflect your unique style.
- Revise the content. Make it unique by removing unnecessary fluff and adding in your own tips, examples and stories.

Next...

## 29. Another Unique Way to Use PLR Content

Another way to make PLR content more unique is to excerpt out sections and/or compile multiple pieces from different content.

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For example, if you have 10 PLR articles, you can compile them to create a bonus report.

Another example: take an excerpt out of a long ebook to create a report.

Still another example: combine a report, a set of articles, and excerpts from an ebook to create something entirely new.

Next idea...

## 30. Two Effective Ways to Crowdfund

There are two ways to get other people to create your bonus for you. Specifically:

- Ask other experts to contribute to your bonus. For example, ask a dozen or more experts to all contribute an article, and then compile them into a bonus report. Or ask those experts to join a webinar as a guest on a panel.
- Ask members of your niche to help you create a bonus. For example, if you're creating a weight-loss bonus, then ask members of your audience for their best dieting tip or even their favorite low-calorie recipe.

Next...

## 31. Where to Find Experts to Create Your Bonus

So, you've decided you want to get several experts together to help you create your bonus. Here's where to find these experts:

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- Search Google for your niche keywords. See who has the most popular sites, blogs, newsletters and other platforms in your niche.
- See who's selling popular products. Check out Amazon, ClickBank and similar sales platforms to see who has the bestsellers.
- Seek active social media participants. Again, look for those who have the most popular social media pages and groups in your niche.
- Scan affiliate contests. Those who land on affiliate leaderboards in your niche are good candidates for helping you create a bonus.

Next...

## 32. What to Look for in a Potential Contributor

The key to creating a great bonus is to find contributors who create great content and have awesome reputations. You'll also want to look for people with big platforms (like a popular blog), because a good contributor will usually help you promote your offer.

Do your research in order to answer the following questions about each potential contributor:

- Does the contributor have at least one popular (large) platform, such as a newsletter, social media page, blog, forum or group?
- Does the contributor have a good reputation in the niche?
- Does the contributor typically post high-quality content on their own sites?
- Does the contributor create high-quality products?

If you can answer "yes" to all questions, then that person would make a good contributor.

Next...

## 33. Use This Template Email to Land Contributors

The best way to get other experts to contribute to your bonus is to build relationships with them first, and then later ask if they'll contribute to your product. Once you've built relationships, then you can use a template that looks something like this to recruit contributors:

Subject: Looking for a [topic] expert...

Hi [Name],

I'm creating a [type of product] that's all about [few words explaining what it's about], and I need a [topic] expert – naturally, I thought of you!

Let me explain...

What I'd like is 15 minutes of your time to interview you on [topic]. I'll then use the transcripts to create the product. In exchange for your time, you'll get an opportunity to promote your website and offers at the end. Since this offer will go out to [approximate number] customers, you can anticipate plenty of traffic, exposure and sales for your small investment of time.

You're my first-choice expert for this interview, so please hit and reply to let me know ASAP if you're able to share some wisdom on the phone. I look forward to hearing from you!

[sign off]

## 34. 8 Ways to Turn Existing Content Into a Fresh Bonus

Another quick and easy way to create a bonus offer is to see if you can repurpose any of your existing content. Check out these simple ways to turn existing content into a fresh bonus:

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- Use your best blog articles, newsletter articles or social media posts to create a bonus.
- Take an excerpt out of a larger product to use as a bonus.
- Use the transcripts from an audio, webinar or video to create a report.
- Turn an article or report into a slide-share video.
- Turn a report into a multipart ecourse.
- Turn an ecourse into a report.
- Compile multiple pieces of content to create a “vault” membership site.
- Convert an article or report into a webinar.

Now check out these ideas...

## 35. 2 Best Practices for Repurposing Content

If you're turning existing content into a bonus, then you'll want to keep these best practices in mind:

- Update content as needed. If the content is a little older, then depending on your niche you may need to rewrite it to reflect newer information.
- Use only the best content. Not every word of your existing content is gold, so be ruthless during the editing process and get rid of anything that's not useful.

Next...

## 36. 4 Ways to Increase the Perceived Value of a Bonus

A bonus should help boost the overall perceived value of your offer. In order to effectively do this, the bonus itself needs to be valuable. Check out these proven ways to increase the perceived value of your bonus:

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- Offer advanced/expert level information. Higher-level information is viewed as more valuable than beginner-level information.
- Provide tools to help customers achieve a goal. This includes items such as checklists, worksheets, templates, apps, calculators and similar tools.
- Consider offering a physical product. These carry higher values than digital (downloadable) products.
- Offer in a format other than text. Audios, videos, and live events (like webinars) carry a higher perceived value than text-based products.

Now check out these potential mistakes...

## **37. 3 Bonus Mistakes You May be Making**

Are you making mistakes with your bonuses or incentives that decrease their effectiveness? Find out by reviewing these five bonus mistakes:

### ***1) Not Embedding Backend Offers***

Every bonus you should create is an opportunity for you to make even more money, so be sure to embed backend offers into your bonuses.

For example, let's suppose your bonus is a low-calorie cookbook. You can offer "Volume II" of the cookbook as a paid offer on the backend.

### ***2) Failing to Do Market Research***

In order for your bonus to be effective, it needs to be something your audience really wants. That's why you need to do your market research. A good way to do this is to find out what your audience is already buying, and then create something similar as a bonus or incentive product.

## ***3) Creating Bonuses as an Afterthought***

You should be planning your bonus at the same time that you're planning your main offer. That way, the two products will complement each other.

## **36. How to Use a Private Group as a Bonus**

One of the main advantages of using a private group as a bonus is that if people ask for a refund on the main offer, then they'll lose access to the group (and the friends they've made in the group). That's why you'll want to make sure your customers participate in the group, which will make it more difficult for them to leave.

Follow these two tips:

- Interact with all members. You should personally be posting regularly in the group, starting discussions, and commenting on posts in order to get people to be more active.
- Encourage new members to introduce themselves. You may even offer an extra incentive (such as access to a report) to anyone who actively participates in the group.

Next...

## **39. How to Create a Valuable Checklist**

If your main product is a "how to" information that's covering a big task with a lot of steps, then your audience will enjoy receiving an overview of these steps in the form of a checklist. Here's how to create a valuable checklist:



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- Pull the main steps and points out of your overall product. You'll want to go page-by-page to be sure you include all steps and actions your audience needs to take to complete a task.
- Use a succinct sentence to summarize each of these main steps and points. To make the checklist more valuable, list the page numbers in the main product where the instructions for each step appear.

E.G., "Create Your Headline (see page 24 for instructions)."

Encourage users to print the checklist and keep it into their workspace. This makes the checklist more useful to your customer, and it also ensures they'll see your links and calls to action more frequently.

Next...

## 40. 2 Tips for Creating a Useful Worksheet

Worksheets are good tools to help customers take action on what they've learned inside your main information product. Here are two tips for creating a worksheet:

Ask a lot of questions. You want to get your audience thinking about their problem, how to solve it, and how to avoid common missteps.

For example, if you have a weight-loss worksheet, then you might ask a question like this: "What do you intend to do instead of snacking when you get the munchies in the evening? List three activities:

\_\_\_\_\_ "

Create a worksheet that puts people one step closer to their goal. For example, let's suppose people want to create a sales letter headline. Your worksheet may go through the steps of helping people profile their target market, list the benefits of their product, and then brainstorm headlines around these benefits.

Next...

## 41. How to Create a Cheat Sheet

If you're using a cheat sheet as a bonus, then check out these two best practices:

- Offer succinct points. A cheat sheet should have a LOT of tips, steps and ideas, but no in-depth details about any of them.
- Use graphics to make it more aesthetically pleasing. If you're not good with graphics and design, then hire a freelancer to create an eye-catching cheat sheet design for you.

Next...

## 42. How to Create a Planner

People love planners because it helps them take the information they've learned and put it to work for them. Check out these two tips for creating effective planners for your audience:

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- Brainstorm your planner first. Make a list of all the things you do to complete a process (such as launch a blog) and when you do these steps. Then draft your initial planner around your own personal process.
- Build a customizable planner. Even though you're sharing your personal planner, be sure its customizable so that people can tweak it to meet their needs. For example, you might make a list of 10 things people need to do, but you can note that people can complete those 10 things in any order.

Next...

## 43. How to Create a Bonus Report

Here are two best practices to use when you create a report to use as a bonus:

Pick a succinct topic. Your report will be most effective if you choose one problem to solve, and then offer in-depth instructions.

For example, instead of teaching people how to write an entire sales letter, focus on teaching them how to create better headlines.

Polish the report. Be sure to proof and polish so that it's free of typos and reads well. People will judge you by the quality of your writing, so make sure it reflects well on you.

Next...

## 44. How to Decide What Sort of Template to Create

If you want to offer a template as a bonus but you're not sure exactly what to create, then follow these steps:

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- Determine the possible templates you could create on the topic. For example, if you're creating templates for a copywriting guide, then you could offer headline templates, opener templates, P.S. templates, guarantee templates, call to action templates... or templates for any other part of the sales letter. You could even offer templates for the entire sales letter.
- Do your market research. Once you know the possible templates you could create, do your market research to find out which templates are most popular. If people are buying a certain type of template, then you know creating something similar as a bonus will be an effective strategy.
- Decide which template best fits your product and your prospect's needs. In other words, which template best helps your prospect achieve their goals?

Take those three steps and you'll know what sort of template to create.

## 45. Why Web Audits Make Good Bonuses

Here's a nifty bonus to offer if you're offering web design services or information: create a web audit. This is where you go through someone's website (either manually or using a tool) and rate it on SEO factors, usability, web design, and similar factors. You can then offer your services or information to help them solve their website's weak points.

## 46. How to Brainstorm an App Bonus

Apps, plugins and other software tend to be effective bonuses. However, the trick is to pick a type of app that will be really useful for your customers.

To help you brainstorm good ideas, ask yourself the following questions:

- What kind of app would make my customer's life easier?
- What kind of app would make it faster for people to complete a process?
- What kind of app would save my customer's money?
- What kind of app are my competitors offering?
- What kind of app do my prospects say they want?

Here's the next idea...

## **47. Two Types of Bonuses to Offer Alongside Services**

Let's suppose you have a service business, such as ghostwriting for clients. You can land more clients by offering bonuses. Here are two types of bonuses you can offer:

- A product. For example, if you offer a ghostwriting service for bloggers, then you may offer a report on getting more traffic, a collection of blog themes, or even a WordPress plugin.
- Another service. For example, if you create sales letters for businesses, you might offer a set of three related autoresponder emails for free.

Next...

## **48. 5 Examples of MMO Bonuses**

Let's suppose you're offering a "make money online" course. Here are examples of bonuses you can offer to sweeten the deal:

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- A worksheet for picking a niche.
- An app that helps people budget for a business startup.
- A set of advertising templates.
- A report on generating traffic.
- Access to a product-creation webinar.

Here are examples from another niche...

## 49. 3 Examples of Health-Related Bonuses

Let's suppose you're selling a book on training for a marathon. Here are three bonuses you could offer:

- A fitness-tracking app.
- A checklist for preparing for a marathon.
- A buyer's guide for picking the right shoes.

Here are examples from another niche...

## 50. 5 Examples of Gardening-Related Bonuses

Let's suppose you're selling access to a membership site that details organic gardening methods. You might offer a set of delayed bonuses to increase retention, including:

- A pest-identification video.
- A set of organic pest-control "recipes" people can make at home.
- An organic gardening checklist.
- A plant-disease identification infographic.
- A blueprint for building a raised flower bed.

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Here are examples from another niche...

## 51. 5 Examples of Travel-Related Bonuses

Let's suppose you've created a video about touring France. Here are five examples of bonuses you might offer:

- A self-guided tour of the Louvre delivered via an MP3 file.
- A map of the best "off the beaten path" places to visit in the French countryside.
- A guide to the best restaurants and hotels in Paris.
- A report for tips and tricks for saving money on travel.
- A video introducing the history of the top tourist spots.

Need more ideas? Here are examples from another niche...

## 52. 3 Examples of Relationship Bonuses

Let's suppose you're selling a guide to strengthening one's marriage. You might offer a bonus such as:

- A couple's workbook with exercises to strengthen their relationship.
- A report on how to improve communication between the partners.
- A video with case studies of how different couples strengthened their marriages.

Now let's move onto another idea...

## 53. 7 Items to Include In a Bonus Toolkit

Consider including these types of items in a toolkit and offering them as a bonus:

- Worksheet
- Workbook
- Templates
- Swipes
- Planner/calendar
- Checklist
- Cheat sheet

Next...

## 54. 5 Effective Video Bonuses

Are you thinking about creating a video to use as a bonus? Here are five types of videos to consider creating:

- Talking-head video, where you point the camera at yourself and share information.
- Demo video, where you show how to do some task.
- Animation or doodle video, where you present cartoon-like figures to keep the video engaging.
- Slide-share video, where you present text-slides with voiceover narration.
- Combination, which is where you combine two or more of the above types (e.g., talking head and demo video).

Which brings us to the next topic...

## 55. 2 Tips for Creating Engaging Bonus Videos

You can create better-looking videos by using these tips:



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- Watch a lot of popular videos. See how they pace the video to hold your attention, how the narration sounds, and what the visuals look like to keep people engaged.
- Don't do it all in one take. If you're doing a talking-head or demo video, be prepared to create the video in smaller segments and splicing those segments together.

Naturally, you can also hire someone to create your video for you.

## 56. 3 types of membership sites

Thinking about offering access to a membership site as a bonus? Consider these ideas:

- Vault-style site, where members get all the information at once.
- Monthly membership site, where members get new information every month or even every week.
- Fixed-term membership site, where members get new information for a set amount of time (such as six months).

Next...

## 57. The Benefits of Using Expert Interviews as Bonuses

Thinking about using interviews as bonuses? Consider these benefits:

- You can create your bonus fast and easy. For example, spend just 20 minutes recording a phone call and your bonus is about done.
- The expert may help you promote the bonus. This is a big benefit if the expert has a large platform (such as a big mailing list or social media following).
- You can borrow the expert's credibility. If you're just getting started in the niche, it's advantageous to associate your name with the names of known experts in the niche.

Now let's move on to optimizing your bonus strategy...

## **OPTIMIZING BONUSES and INCENTIVES**

Now that you know how to use and create bonuses and incentives, take a look at the following tips, tricks and strategies for optimizing them...

### **58. Create Professional Delivery Pages**

If you're creating a special page for your bonuses or incentives (such when you're an affiliate and you need to deliver your bonuses), then be sure this bonus page is polished and professional. This gives customers a good impression of you, and it boosts the conversion rate on any additional offers you may promote on this delivery page. (More on this strategy in a moment.)

### **59. Using Bonuses to Motivate Affiliates**

Are affiliate sales stagnating? You can jump start them by offering bonuses to your top-performing affiliates.

One way to do this is by setting up commission tiers that increase as affiliates make more sales. For example, if an affiliate makes up to 10 sales, they get 50% commissions. If they make 11 to 25 sales, they get 60% commissions... and so on. You can even trigger these thresholds on a monthly basis, so that affiliates are motivated to promote month after month.

### **60. 3 Tips for Creating Bonuses Faster and Easier**

Once you see how well bonuses work to grow your business, you'll want to start creating a lot of them. Here are three tips for making this process faster and easier:

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- Construct templates. For example, if you create a lot of cheat sheets, then design a graphical template that you can use to quickly create additional cheat sheets.
- Collaborate with others. One quick way to create a bonus is by working with others. For example, you can secure an exclusive coupon for a popular product from the vendor, and use that discount as an incentive. Or you can do a webinar with another expert and use the recordings as a bonus product.
- Create content with tools. For example, using a speech-to-text app like Dragon Naturally Speaking helps you create reports more quickly.

Next...

## 61. Brand Your Bonus or Incentive

No matter what type of bonus or incentive you're offering, be sure to include your company brand.

For example:

- Create a coupon with your logo, slogan and other branding.
- Design an ebook with your branding in the header and footer.
- Embed your branding in the slides of a slide-share video.
- Include your branding inside a membership site.
- Put your branding in the dashboard of your apps.

This helps build top-of-mind awareness, which leads to more sales in the future.

## 62. Include Download Page Offers

You've got someone coming to your website to download their bonus or incentive. You know have the chance to promote another product or service. Just be sure that it's highly related to the bonus.

For example, if your bonus is a low-calorie cookbook to help dieters lose weight, you might sell “Volume 2” on the delivery page.

## 63. 10 Coupons That Work Like Crazy

Stuck for ideas regarding what sort of coupons to offer? Check out these ideas:

- Percentage-off coupon.
- Dollar-amount-off coupon.
- BOGO (buy one, get one).
- Buy one at full price, get one at a discount.
- Matching credit coupon (buy today, get a matching credit to use on a future purchase).
- Low-cost trial offer.
- Free trial offer.
- Bonus coupon (buy today and get this nice bonus gift).
- Flash sale coupon (good for a short amount of time, such as 24 hours).
- Introductory special coupon.

Next...

## 64. The Contest Incentive

A good way to boost contest participation is to offer entrants an extra incentive for participating. This works particularly well if the contest requires some “work,” such as if you ask participants to submit a photo of them using your product or even create a short video.

For example, you might offer entrants a deep discount on their next purchase, such as 75% off.

## 65. The Lead Page Incentive

You're already using a good lead magnet to attract subscribers to your mailing list. If you want to boost your conversions even more, then you can offer an extra incentive to join your list. In short, offer a bonus alongside your lead magnet.

For example, if your lead magnet is a copywriting tips report, then you might offer a bonus sales letter checklist to get more people joining your mailing list.

## **66. A Surprising Way Bonuses Can Reduce Refunds**

You know bonuses can boost your conversions. But did you know they can also reduce your refunds?

One way (as you've learned) is to offer delayed bonuses (after the refund period). Another way is to offer unannounced bonuses, which boosts customer satisfaction. Still another way is to offer a physical bonus (which customers need to ship back to you in order to request a refund).

Here's a fourth and perhaps surprising way that bonuses can reduce refunds: tell customers they can keep the bonus even if they request a refund. You can even state this if it's a digital offer. Several marketers have tested this and found that adding this statement reduces refunds. Go ahead and test it for yourself to see if it works for your audience, too.

## **67. The Super Affiliate's Bonus Strategy**

Most affiliates know they should add value to an offer in order to land more affiliate sales. But most affiliates also have no idea how to use this strategy for maximum effect. Check out these tips:

- Choose a bonus that people REALLY want. If you create an attractive enough bonus, you'll get people buying through your affiliate link solely because they want the bonus!
- Create exclusive bonuses. In other words, don't give the same bonus for every product you promote. Instead, create new and exclusive bonuses for each offer.

Next...

## 68. The BOGO Incentive

The idea here is go offer a buy one, get one for free offer. This works best if:

- You're offering something the customer can use two of, such as a consumable. For example, buy one sales letter, get the second one free.
- You're offering something the customer can give to a friend. For example, buy one weight loss guide, get the second one free to give to a friend.

Next...

## 69. The Holiday Sale Incentive

Here you create a coupon or bonus offer with a holiday theme. For example, you might offer 25% off your products during Christmas.

## 70. The "Come Back" Incentive

This strategy works well to get former customers (who've since grown "cold") to start spending money with you again. For example, "Come back and you can take advantage of this 40% discount on any item!"

## 71. The "Cold List" Incentive

The purpose of this incentive is to get a cold mailing list to be responsive again. What you'll do is offer a really enticing bonus product. Be sure to put the offer right in your subject line to get people opening your email.

E.G., "Here's your free meal-planning app..."

## 72. 3 Tips for Creating Impressive Bonuses

If you want to make a great impression on your customers, then be sure your bonus looks professional. Check out these tips:

- Debug your apps. Don't release them until they've been thoroughly beta tested.
- Deploy good graphics. Use good stock photos (from a site like depositphotos.com), and/or hire a designer to create the graphics for you.
- Develop your content. Add in stories, examples and tips to make it more useful. Be sure to proof the content when you're all done.

Next...

## 73. A Simple Way to Get More Exposure

Want more exposure for your bonus? Create a bonus for other marketers and offer it to them for free. In particular, create an exclusive bonus for an upcoming big product launch and piggyback on their success.

TIP: If the marketer refuses the bonus, then you can use it to promote your affiliate link instead. Either way, it's a win for you!

Next...

## 74. Make More Money and Get More Exposure

Here's a quick and profitable bonus strategy: license your bonuses so that other marketers can use them too.

Tip: Be sure to license them by offering resell rights only. That way, your links stay intact so you can enjoy backend income. You may make these links rebrandable so that the license holder can embed their affiliate links for your products.

## 75. Optimize Your Bonus Strategy

There's only one good way to really tell what's working: test and track your bonus strategy to see what's putting money in your pocket. You can test these factors:

- The title of your bonuses.
- How you've positioned your bonuses.
- How many bonuses you're offering.

Next...

## 76. The Benefits of Using a "Precursor" Bonus

This strategy is offering a bonus that people can use before they use the main product. This is a good bonus to offer if you suspect your audience may lack the knowledge or tools needed to complete a step at the beginning of a process.

For example, let's suppose the main product is a guide to creating engaging blog posts and monetizing the blog. Your bonus might be an in-depth tutorial on how to set up a WordPress blog.

Next...

## 77. How to "Sell" Your Bonus

One of the keys to an effective bonus is to sell it the right way. In other words, you need to consider how you position this bonus.



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Let's suppose you're offering a collection of worksheets, checklists, templates, swipes and more to help people become better copywriters. If you list each of these items separately, it may just look like a hodge-podge of stuff. Instead, position this collection as a "sales letter toolkit," and suddenly it will take on a higher perceived value.

## 78. Swipe This Template for Selling Your Bonus

Need help selling your bonus? Check this out:

*But that's not all – if you act now, you'll also get [Name of Bonus Product] for FREE! This [type of product] [explain what it does in a succinct benefit or two].*

*Others are paying [dollar amount] for this product, but it's yours free if you're one of the first [number] of people to act now!*

## 79. A Powerful Way to Promote an Affiliate Bonus

Most affiliates are going to promote their bonuses in a myriad of ways, such as on their blog, social media platforms and in their newsletters. These are all good ways, but there's one method that stands head and shoulders above the rest: get the product vendor to promote the bonus. This lends credibility to you and your offer, which boosts conversions.

How do you get the vendor to endorse your bonus? Simple: ask the product vendor to do an interview with you, and then promote the vendor's offer and your bonus at the end. You'll also want to encourage the vendor to distribute the webinar, which will further boost exposure.

## 80. Swipe This Copywriting Template for Selling an Affiliate Bonus

Need to promote your affiliate bonus? Try out this template:

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*Now here's the best part...*

*If you purchase [Name of Main Offer] using the link below, you'll also get [Name of Bonus Product or Service] absolutely free.*

*Go ahead and look around – no one else is offering a deal like this. So, if you like getting the most bang for your buck – and you like [solving some problem] – then you're going to want to click here now to take advantage of this special offer!*

## 81. How to Optimize Membership Site Bonuses

Membership bonuses can help you close the sale and retain members over the long term. Put these tips to work for you:

- Offer the best content in the form of delayed bonuses. This keeps people as members of your site just so they can get the bonuses.
- Encourage members to use the bonuses. That way they'll see the value of them, and they'll be more likely to remain members.

Here's another strategy...

## 82. 6 High-Value Bonuses

If you're selling a high-ticket offer, then you'll want to include a premium bonus. Here are the top X high-value bonuses:

- A home study course.
- Coaching or consulting.
- A “done for you” service.
- Apps or software.
- Access to a monthly membership site.
- Expert/advanced information.

Now take a look at this...

## 83. Pros and Cons of Offering Service Bonuses

If you’re considering offering a service as a bonus, then first check out these pros and cons...

### Pros

Services often carry a high perceived value.

You can offer a customized service, which makes the offer very compelling.

### Cons

Most services require you to trade time for dollars.

You can become overwhelmed trying to provide services on a popular product.

### Tips:

- Offer services on high-ticket products only.
- Consider offering a limited number of services (which not only keeps you from becoming overwhelmed, but it also creates urgency and boosts conversions).

Next idea...

## **84. Limited Time Bonus Offers**

A fast-action bonus is a great way to boost conversions. This works particularly well during a product launch or during a live event, such as during a webinar to close the sale.

E.G., "Take advantage of this offer in the next hour and you'll enjoy a \$50 discount!"

## **85. Limited Quantity Bonus Offers**

Another way to create urgency and boost conversions with your bonus is to offer a limited quantity.

E.G., "Be one of the first 100 people to take advantage of this offer, and you'll get a landing-page creator app for FREE!"

## **86. Bonuses that Make Money**

One advantage of offering trials as bonuses is that these bonuses give you the potential to make money in the near future.

For example, you might offer a six-month trial membership as a bonus. After the trial has expired, many members will pay out of their pocket to retain their membership.

## **87. The Instant Gratification Bonus**

The idea here is to create a bonus that allows customers to get quick results. In turn, this strategy reduces refunds and creates satisfied customers.

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For example, let's suppose you're selling a traffic-generation guide. You might offer a bonus package that includes a report and templates to help people quickly and easily set up a Facebook ad campaign. This bonus lets customer set up a campaign in minutes and start receiving traffic almost instantly.

## 88. How to Value Your Bonus

One mistake a lot of marketers make is to over-inflate the value of the bonus. Prospects can often see right through this scam, and they'll come to not trust you.

So, here's what you do instead: put a realistic value on your bonuses. Indeed, you may even decide to sell your bonuses to a limited number of people just to prove they are worth the value you've assigned.

E.G., "Others have paid \$100 for this app, but it's yours free if you act now!"

## 89. The Product Launch Bonus

This strategy is all about getting prospects to move fast and purchase a product during the first few days of a product launch. In turn, this builds momentum, buzz and social proof, which further boosts sales.

E.G., "If you're quick, you'll get [name of bonus product] for free – but hurry, this special introductory offer ends [date and time]!"

## 90. Add Bonuses to Higher-Priced Options

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If you have a membership site or other product where people can choose a “level” (such as bronze, silver or gold), then put your bonuses into your higher levels. This helps boost the perceived value of those levels and gets more people joining at the higher level.

For example, you might offer one simple bonus (such as a report) at the Bronze Level. For the Silver Level, you’d offer that report plus an app. At the Gold Level you’d offer the report, the app, access to a private group, and a toolkit. If you price it right, the Gold Level clearly becomes the best deal, and customers will flock to it.

## **91. Put Referral Incentives to Work for You**

Your customers can be some of your best advocates, and this is especially true if you incentivize referrals. You might even create a two-sided referral program where both the referral and your existing customer get a reward.

For example, you might offer both parties a 25% discount on their next purchase, or you might offer them a bonus product.

## **92. Utilize Social Share Incentives**

Would you like more people sharing your content? Then offer them an incentive to do so. You can even use an app like SocialShareMonkey.com to automate the process. If you’re running a contest, then use an app like Rafflecopter.com to give people extra entries in exchange for sharing.

## **93. Employ Outsourcing Bonuses**

Want to enjoy better and faster work from your freelancers or even your employees? Then start utilizing bonuses for work well done. These can be either announced or unannounced bonuses. For example:

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- Let freelancers know upfront that you'll give them an X% bonus for every day they deliver a project early (up to some set percentage).
- Surprises freelancers with a bonus when they've done an exceptional job (and be clear about why, exactly, they're receiving that bonus). This bonus could be cash or even a gift certificate to a nice restaurant or retail shop (like Amazon).

Here's the next idea...

## 94. Offer Loyalty Bonuses

The idea here is to reward long-time customers for their loyalty. You can do this by starting up a loyalty program, where customers receive rewards after they've earned so many "points" or purchased X number of products from you.

For example:

- Purchase seven products and get the eighth one free.
- Earn 1000 points and you can start turning those points in for discounts, free products and other rewards.

Alternatively, you can simply send out an email to offer rewards and bonuses to long-time customers.

For example:

"To thank you for your years of loyalty, we're offering you six months of free membership inside our online marketing membership site! There are no strings attached, no credit card required, no hoops, no obligation. This is our gift to you as our way of saying thank you for sticking with us!"

Here's another idea...

## 95. Extend First-Time Customer Bonuses

One of the hardest sales you'll make is to convince a potential first-time customer to spend money with you. You can make this sale a little easier by offering discounts or bonuses to first-time customers.

For example:

- First-time buyers will enjoy a 50% introductory discount! Click here to get started...
- To sweeten the pot, first-time buyers will also get the lead page templates absolutely free!

Next...

## 96. Provide Social Proof

Here's an idea for making your bonuses even more effective: use social proof.

E.G., "100 people have already taken advantage of this bonus and they love, love, love their results! Just look at what Jack from Ann Arbor, Michigan says about this product..."

Using social proof helps eliminate your prospect's skepticism, which in turn makes the bonus more attractive. And when the bonus is more attractive, your overall offer is more attractive too!

## 97. Use This Email Template

If you're sending out an email series to sell a product, then one of your emails should be solely focused on the bonus offer. Here's an example email template that does exactly that...

*Subject line: Get [name of bonus] free?*

*Hi [Name],*



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*Yes, I know... it sounds almost too good to be true.*

*But it IS true... if you act now (and I mean right now), you can get [name of bonus product] for free when you purchase [name of main offer] today.*

*This is a great deal. That's because [name of bonus product] is your [solution to some specific problem]. Just look at what you get when you download this offer today:*

- You'll discover a little-known secret for [getting some result].*
- You'll learn the top 10 costly [type of] mistakes and how to avoid them!*
- You'll get the insider tips and tricks for [getting some result].*

*And much, much more!*

*If you purchased [name of bonus] separately, you'd pay [\$x] – and it would be worth every penny and then some. But it's yours free when you order [name of main offer] right now!*

*Click here to get started: [link]*

*[sign off]*

*P.S. This special bonus offer ends [date] or whenever the first [number] customers have taken advantage of it, so it won't last long. Click here to get it while you still can!*

Here's another template...

## **98. Tweak These Social Media Blurb Templates**

If you're promoting a bonus offer or incentive, then chances are you're going to post on social media.

Here are two short template blurbs you can use to promote you offer:

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Bonus Template:

*Order [product name] and get [popular bonus product] for FREE! Click here to get yours now – hurry, offer ends in 24 hours!*

Incentive Template:

*Flash sale! Get all your favorite [type of] products for 35% off! No limit on quantities so stock up. Click here fast to claim your coupon – hurry, this offer is good for one day only!*

Next tip...

## 99. Aim for Easy Bonuses

While your bonuses need to be high-quality, valuable and in-demand, that doesn't mean they need to be difficult to create. In fact, some really high-value bonuses can be really simple to create.

Here are examples of bonuses that are relatively simple to create:

- A gear list, which is a list of tools or resources people need to complete task.
- A webinar – it only takes 30-60 minutes to create, and then you have the recordings to offer.
- A talking-head video. Just spend 30 minutes or so sharing in-demand information, edit your video, and you'll have a nice bonus on your hands.
- Do an interview with an expert. Let the expert do the work, and you can reap the rewards.

Now take a look at this...

## 100. Questions to Ask Before Releasing a Bonus

Here are five questions to ask yourself before you release a bonus:

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- What is the purpose of this bonus?
- Does this bonus fulfill that purpose?
- Are you going to offer the bonus for a limited time?
- If you do offer it for a limited time, what will you do with the bonus after that point? (E.G., repurpose it to create another product.)

Next...

## 101. The Key to Delivering a Physical Bonus

If you're offering a physical product (perhaps as part of a hybrid product), then you may be wondering how to deliver it. If you're doing it all yourself, then you'll spend a lot of time packing and shipping the bonus, which is tedious and time-consuming.

Here's an idea: use a print-on-demand manufacturer. For example, Disk.com makes and ships a variety of physical products including books, USB drives, CDs, DVDs and more.

## 102. Segment Your Lists to Boost Conversions

If you're offering a bonus or incentive, then segment your lists according to the bonus or incentive that someone claimed. That way, you can send out highly targeted content and offers.

For example, if someone takes advantage of a coupon discount, then be sure to note that in your mailing list. That way, you know who on your list is particularly responsive to coupons. (And you can avoid sending the same offer to someone who's already taken advantage of it.)

TIP: To make this strategy even more effective, you might even offer prospects and customers their choice of bonuses so that you can segment your list.

For example, if you're selling a weight-loss course, you might offer customers a choice of a low-calorie cookbook OR an exercise video. Then segment your lists by bonus in order to send highly targeted emails.

And finally...

## 103. The High-Converting Bonus Checklist

As you're creating your bonus, use this mini checklist to be sure you end up with a high-quality, effective product...

- Did you do your market research before creating the bonus?
- Does your bonus complement the main offer?
- Is the bonus valuable?
- Did you embed another offer within the bonus?
- Does your embedded offer include a strong call to action?
- Did you include graphics or multimedia (where applicable) to add value to your bonus?
- Did you proof your bonus to be sure it's well-written?
- Did you fact-check your bonus?
- Does your bonus look professional?
- Did you spend time brainstorming an attention-getting title for your bonus?
- Did you create professional ecover graphics for your bonus?
- Did you attach a realistic value to your bonus?
- Did you present the bonus using compelling sales copy?
- If you're offering a limited bonus, does your call-to-action create urgency?

Now let's wrap things up...

## **Conclusion**

You just discovered 103 tips, tricks, hacks and strategies for using bonuses and incentives to grow your business. Some of these tips are so easy that you could implement them in as little as a few minutes from now – so, go ahead and put these ideas to work for you!