



MODULE 9

SEGMENT 1



Module # 9
How & Why Bonuses Work



In This Class

- What Makes A Great Bonus
- When To Offer Bonuses
- What To Offer In Addition To The Main Product
- Packaging It All Together
- Delivering The Bonus

What Makes A Good Bonus

- Bonuses Are A Great Way To Provide Incentive To Potential Customers And Help Them Decide To Buy Or Not
- Bonuses Can Be Offered As Upsells Or Downsells
- Could Mean The Difference Between Someone Buying And Not Buying
- Bonuses Are Used All The Time In Marketing
- Package Your Offer So Bonuses Are Given Away For Free On Top Of The Main Product That You're Offering
- Can Deliver The Bonuses Separate Or With The Main Product

When To Offer Bonuses

- During Your Sales Process For Your Main Product
- Affiliate Promotions
- Webinar Registrations/Attendance
- Product Selling
- Whenever You Need Someone To Perform An Action

What To Offer As Bonuses

- #1 Rule – Bonuses Should Be Relevant To The Main Offer
 - eBooks
 - Video Or Audio Files
 - Mini-Courses Or Personal Coaching
 - Software Or Apps
 - Access To Special Webinars Or Events
 - Access To A Private Community Or Forum
 - Checklists Or Cheat Sheets
 - Quick Start Guides
 - Resource Lists

Packaging It All Together

What's Something That Your Customer Could Find Extremely Useful After Using Your Product?

- **Main Offer** – A Course On Creating Web Videos.
- **Bonus #1** – A Bonus Guide That Reveals The Best Camera Equipment Setup For Under \$200.
- **Bonus #2** – An In-Depth YouTube Marketing Strategy eBook, Complete With Tips From Some Of The Top YouTube Experts In The World.

Delivering The Bonus

- Via Email
- Via Web Link
- Member Site
- Direct Mail
- In Stages
- Sometimes Good To Require Proof Of Purchase

Let's Review

- Select A Relevant Bonus
- Make The Bonus Enticing
- Use It As A Downsell Or Upsell
- Make Sure You Deliver What You Promise