



MODULE 9

SEGMENT 4



Module 9 Review



Bonuses

- ✓ We learned that bonuses **add value to our offers and boost sales!**



Bonuses

✓ **Bonuses can be used in various ways**

1. For your own products to **boost value and sales**
2. As incentives for people to purchase affiliate offers from you or to take an action (like take a survey).

Bonuses

✓ You learned:

- **10 types** of bonuses that you can use with a few real world examples.
- **5 ways** to deliver your bonus.
- **How to package** them

Bonuses

✓ We also learned...

**"Don't forget to
under-promise
and then
over-deliver"**

[Upsell / Downsell Examples]

✓ An Upsell is...

A chance to buy a more expensive version of the same type of product. (aka, "**Want fries with that?**")



[Upsell / Downsell Examples]

✓ 3 types of Upsells

1. An **Upgrade** with more bells and whistles
2. A **Related** offer that can be applied to, or work with, the main product to increase results or goals.
3. An offer that **Accelerates** results.

[Upsell / Downsell Examples]

✓ **Examples:**

- **“Done for you”** or service for hire.
- **A Tool** that saves time.

[Upsell / Downsell Examples]

✓ **Examples:**

- Same content but in a **different format** (such as Audio or video).
- **Your time** or access to someone else's (Webinar or Coaching)

[Upsell / Downsell Examples]

✓ **We learned what NOT to do...**

Do **not** make the main product's benefit dependent upon the upsell.

[Upsell / Downsell Examples]

- ✓ We learned that average sales conversion rates for Upsells are **25%**.

So 25% of those who purchased the front-end product will potentially take you up on the Upsell offer!

[Upsell / Downsell Examples]

✓ A Downsell...

Typically **removes an obstacle** to get the sale which can be price or a downgraded version (the opposite of the upsell "upgrade" approach)

*You take away something from the upsell and offer it for a lesser price.

Pricing Strategies

✓ **We learned...**

That pricing structures are not always the same across all niches.

Pricing Strategies

- ✓ We looked at **3 sample funnels** with varied Pricing structures (for reference when setting up your own).

Pricing Strategies

- ✓ **We learned some Do's and Don'ts**
- ❖ **DON'T** price your front-end product the same as your upsell because it will generate high refund rates because customer thinks they've been billed twice for the same product.

Pricing Strategies

- ❖ **DO** name your front-end and upsell product differently (if the upsell is an "upgraded" version of the same) so that it shows as a different purchase on the customer's statement.

Pricing Strategies

- ❖ **DO** consider splitting up high priced upsells into a payment plan.
- ❖ **DO** test different prices in funnel as your niche may not be as "accepting" to prices that are "acceptable" and the "norm" in other niches. *See what your competition is doing to get a "feel" for what the market is bearing!*