

Create A Killer Bonus

Hook, Line and Sinker



Create a THEME and a HOOK to entertain your audience

You want to create a theme and hook for your bonus offer and page. You want to show your subscribers and customers that you want them to remember your offer and that you want to work hard for their money.

Making Your Killer Bonus

- ▷ Have a FUN theme that everyone can relate to
- ▷ Deliver VALUE and VOLUME
- ▷ Your bonus needs to fill a VOID in the original product offering
- ▷ Your bonus needs to be CONGRUENT to the offer you are promoting

Creating Your Killer Bonus

- ▷ Your bonus needs to be unique and different from everyone else promoting the same affiliate offer
- ▷ You must make sure you delivery quality and good content. Make is useful and AWESOME
- ▷ You want to create congruent bonuses to the main product you are promoting
- ▷ The most important thing to creating great bonuses is making them USEFUL

What Are Some Bonus Ideas?

- ▷ eBooks and Reports
- ▷ Video Content
- ▷ Audio Content
- ▷ Group Coaching Calls
- ▷ Interviews

What Are Some Bonus Ideas?

- ▷ Use PLR Content
- ▷ Repurpose Your Own Content

Remember

Don't over think the creation of the bonuses you are going to deliver. That's the easy part. Many of these can be created and delivered after the promotion ends.

Keep it FUN and EXCITING for your tribe.. Be UNIGNORABLE!

“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”