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Million Dollar Bonus Report

Surefire Secret For More Sign-Ups
Tactics That Triple Conversions
The Psychology Behind Winning Offers

MarketingMainEvent4.com

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The Million Dollar Bonus Report

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"There is no correlation between the size of the audience and the number of orders you receive."

-David Ogilvy

Introduction

Copywriters learn early in their career that you only have about 20 seconds to capture someone's attention. Ogilvy, the most sought-after wizard in the advertising business, isn't saying the size of the audience isn't important - it most certainly is.

However, a company can have one million 'eyeballs' but if they don't turn into customers then the eyeballs are worth zilch.

However, 1000 eyeballs with a 15% conversion rating...that's money in the bank today, tomorrow, and ten years from now.

**CONVERSIONS ARE WHERE ATTENTION MUST
BE PAID FOR BUSINESSES TO SURVIVE.**

A basic ecommerce formula works like this:

Step One:

Drive traffic to the website - create eyeballs through a variety of marketing methods, including but not limited to content, direct response, advertising, affiliates, etc...

Step Two:

Convert eyeballs to leads (your opt-in list / database).

Step Three:

Convert leads to customers - actual purchasers.

Step Four:

Generate repeat purchases; employ tactics to encourage customers to promote the company's products and services.

BONUS PRODUCTS ARE AN ESSENTIAL VARIABLE IN THIS FORMULA.

They make converting eyeballs to leads and leads to customers possible and with quality bonus products, they also serve to drive traffic to your website and generate repeat customers.

In short, bonus products can boost your marketing success and your profits.

The Golden Number - Leads to Conversions

"Nothing happens until a sale is made."

-Jeffrey Gitomer

Copywriters learn early on that a valuable bonus can make or break a sales letter's effectiveness.

Studies have shown that a piece of sales copy, whether it is online or in your mailbox, has about 20 seconds to capture your attention or it ends up in the "round" file.

You know the one that looks like this...



People read the headline, the first sentence and sometimes the first paragraph, then they quickly scan to the bottom of the sales letter to see the offer and the PS.

This is where your bonus offers reside -

right between the offer and your PS.

A person who is taking a quick scan will often slow down when they see a nice list of bonus offers, particularly if they're bonuses that interest them.

What happens next?

Next, the reader heads back up to the top of the sales page and this time they read it more carefully.

Think about the last time you purchased something that came with a bonus or two.

Did they influence your buying behavior?

They probably did.

Are you offering bonuses on your offers?

If so, are you offering the right bonuses for your audience?

This is where many businesses become stuck - and this is where offering bonuses can make all the difference in the world.

Bonuses tap into a wealth of buying behavior psychology triggers like urgency, scarcity, and reciprocity. Bonuses are often the **pivotal factor** in decision making.

Knowing you're going to get your money's worth and then some, often washes away any residual doubts or uncertainties.

Knowing that if you "act now" you're going to receive more for your money than if you wait, **motivates**.

And sometimes buying decisions are based on the bonus alone.

Sure, the product is great and you'll have use for it, but that bonus is what you're really looking for.

Maybe it's an audio, a video, a great workbook, book or online course - bonuses come in all shapes, styles and types.

Your audience and your market have specific needs, wants and desires. They buy for a number of reasons and they're drawn to certain types of bonuses. You can tap into any of these psychological triggers to make conversions happen time and time again.

However, offering bonuses isn't as easy as putting the words

“But wait – there's more,”

in your offer.

It may work for Ginsu knives and other “As Seen on TV” type products, but we're a long way past those days and internet prospects are savvy.

The key is to know what types of bonuses have the strongest effect on your prospects and target audience.

How to optimize those bonuses for repeated results and profits and possibly most important of all - **how to take advantage of technology to automate, test, track, and even deliver bonuses.**

That's what we're going to cover here.

This short report is divided into three short sections:

- **What Bonuses Are and Why They Work**
- **How to Create Bonuses for Your Target Market**
- **Overcoming Challenges when Offering Bonus Products**

Let's get started!

Chapter One

What Bonuses Are and Why They Work

Just what exactly is a bonus?

For many, the idea of a bonus is free money.

For example, you receive a bonus at work or your auto insurance pays you a bonus if you don't have any traffic violations this year.

While those types of bonuses are nice, that's not what we're talking about. We're talking about add on products you will give away to motivate purchases.

For the sake of this report bonuses are defined as products or services you give away to incite a purchase, a subscription, a referral, or even an opt-in.

For example...

- A bonus could be an online course you give away in exchange for an opt-in email address.
- A bonus could be an eBook you give away when someone purchases your coaching program.
- A bonus could be a software program you give away with membership.
- A bonus could be a video or an audio you give away with the purchase of an eBook.
- A bonus could be all of the above combined and much more.

You can create one bonus to give away with your product or service or twenty bonuses to give away.

The decision is yours and will be determined in large part by what your audience appreciates, responds to and what your testing and tracking data tells you - (*and we'll talk about testing and tracking this information in just a bit*).

First, let's take a look at why bonuses work, how bonuses can help you build an empire and the types of bonuses you may want to offer.

The Psychology of Bonuses

Robert Cialdini, author of "**Influence: The Psychology of Persuasion**", says there are certain things which trigger or influence our purchasing behavior.

Bonuses tap into several of these triggers and motivate a lead to become a customer. The triggers include:

Reciprocity

Reciprocity is the tendency we have as people to respond to something in kind. If someone opens a door for you, you're more likely to turn around and open a door for someone else or to do something nice for that person who opened the door for you. The concept also works negatively. If someone does something negative or harmful to you, you're more likely to do something harmful to them

Bonuses are the epitome of positive reciprocity. Customers receive a free guide, a free video, a free e-book as an opt-in bonus - now they're feeling grateful. You gave them an excellent product for free. It triggers feeling of reciprocity. It also gets their wheels turning because they start thinking, "Wow, if the free stuff is this good, the products you pay for must be darned amazing."

Commitment and Consistency

Psychologists tell us that we're more likely to say yes to something big if we've already said yes to something smaller. And in sales, people often employ this tendency, called commitment and consistency, to get their prospects to buy by getting them in the habit of saying 'yes'.

You can use bonus offers as a tool to get your prospect into the habit of saying yes.

When you ask them to pay for a product, they'll be more likely to. Frequent bonuses and offers delivered get your prospects into the habit of receiving from you - and it still taps into reciprocity. Bonuses are truly one of the best tools for ensuring that your prospects will convert.

Liking

Who doesn't like someone who gives them something for free?

People buy from companies they like, from personalities they relate to. When you consistently deliver more than they've asked for, more than they've paid for, you're liked. Heck, you're probably loved!

Scarcity / Urgency

Buy now, only 10 copies left!

The first 50 customers receive a free \$100 gift certificate, a free DVD, a free book etc...

Scarcity sells.

Use a limited bonus or give an extra bonus to customers who act quickly. It motivates people to purchase now rather than to wait and possibly change their mind.

Bonuses are a great tool to motivate people to go ahead and click that "pay now" button. If your customer is on the edge and undecided about making a purchase a bonus, or a whole slew of bonuses, can give your offer that extra umph it needs to motivate a purchase.

And when then bonus products are just as valuable as the product or service they purchased, you've earned a customer for life - a customer who will share with the world how wonderful your company is thus driving more traffic and profits.

It's important to note at this point that bonus products are also a great tool to provide to your affiliates to help them presell your products and services. They can give away bonus products to build their opt-in list or if you offer a tiered affiliate system then they can give away bonus products to help build your affiliate team.

Before we can jump into the types of bonus offers that will work best for your audience and industry it's important to spend just a bit on the conversion process so you can see where bonus products fit in.

The Eyeballs to Conversions Process

As a business owner, you have several tasks to make your business successful. In addition to offering a valuable product or service to your prospects, you must drive traffic to your website.

Once there, your most important job is to convert those visitors into clients or customers.

As consumers become savvier and competition increases, the job of converting eyeballs to sales becomes a real challenge.

The goal of your sales page is to:

- ⇒ Create interest
- ⇒ Hold interest
- ⇒ Make the sale

However, let's step back a moment and explore how bonuses can be used to generate leads.

Using Bonuses to Convert Eyeballs to Leads

A database is worth its weight in gold (assuming you're able to convert the contacts into customers - we'll talk about that next). Converting eyeballs, those people who are just visiting your website and browsing, to leads, actual names on your database, is vital to building your online business.

Although a lead does not necessarily equal a sale, it does equal a future potential sale. Once you have their name and email address, you're able to move into step two - **converting them to customers and making sales.**

Bonus products work very well as a tool to build this opt-in list and free giveaways in exchange for an email address are a common lead generating tool.

Just about anything can make this conversion possible, including:

- Newsletters
- Free reports
- E-books
- Coupons
- Sweepstakes entries or contests
- Giveaways
- Free trials
- Consultations
- Reviews
- Workbooks
- Resource lists
- Upgrades

Most important is your visitor's willingness to part with contact information to receive the bonus being offered.

The method which gets the visitor to offer up the information isn't as important as the percentage of visitors converting from eyeballs to leads. What you offer and how you offer it largely depends on your target audience. Don't worry a little later in

this report we'll cover the "psychology of bonuses" where we'll talk in depth about what types of bonuses convert eyeballs to leads and leads to sales.

Reports, eBooks, audio and videos, ecourses, and even small software products have all been used for this purpose. If you're not already using a giveaway to motivate opt-ins, then now is the time to test it.

Using Bonuses to Convert Leads to Sales

Once you have your prospect's attention - you've captured their information - you're able to focus on converting them into customers.

Bonuses once again make the difference between a prospect leaving your website or making a sale.

Bonuses multiply conversions!

We've already briefly discussed the psychology of offering bonuses. They give your prospect a bit more courage to make the purchase; they inspire reciprocity, commitment and consistency, liking, and scarcity.

Step outside of the box for a moment and take a look at the buying process from your prospect's perspective.

Imagine you're considering buying a very expensive online course - perhaps the entire course is several thousand dollars.

That's a good chunk of change for many people and there are the typical concerns that will enter most people's minds even if you have the best sales content imaginable.

- Your prospects will wonder whether the product is worth the price

- They'll want to know what's in it for them
- They'll want to know you're an authority on the subject
- They'll want to be assured that their return on investment will be sizeable.

A substantial bonus product or a series of bonus products can help convince them they're making the right decision.

Bonus products will enhance the offer thus they may think that even if the product isn't all they hope it will be, the number of bonus products will likely make up for it.

Bonus products, particularly when they're linked to other experts in your industry, can enhance your authority.

For example, if you're selling a coaching program and you offer a bonus book written by Brian Tracy then you'll enhance your credibility by linking with such a well known expert.

Simply adding a number of relevant bonuses to each offer is a great way to increase your sales.

However, you can do more with bonuses than give them away with a purchase to inspire an opt-in.

How To Offer Your Bonus Products or Services For Maximum Results

You can use bonuses to build your sales in a number of alternative methods.

Here are just a few ideas to get your creative juices flowing:

- ⇒ Consider giving away bonuses when your customers achieve a pre-determined level of sales. One way to do this is to reward on a tiered system where the more the customer buys, the more bonuses the customer receives - for example, increasing membership status from silver to gold and gold to platinum

- ⇒ Consider giving away bonuses to customers who help you build your opt-in list. For example, you could reward every email a friend gives leads toward a bonus. Or every friend that signs up from the leads means a bonus for the referring friend.

- ⇒ Consider giving away bonuses to prospects and customers who are active and participate in your online community. There are a few ways to accomplish this. You could create a point system for comments, links or visits.

- ⇒ Another option is to give bonuses to members for a certain number of weeks or months or you can create membership levels that receive different bonuses with subscriptions.

- ⇒ Finally, because bonuses can be very enticing adding scarcity or urgency to the offer can really motivate sales. Consider giving time sensitive bonuses by offering the first to click gets a special bonus. You could also offer those visitors who sign up by a certain time receive a bonus and visitors who register during their first visit to your website receive a bonus.

Wrapping This Section Up

There are few people in the world who don't get excited when they get something for free. Banks used the method for many years (and sometimes still do) to draw in new customers or to get existing customers to try new products. For example:

"Free Toaster with Each New Account Opened Today!"

Being able to claim a free toaster was enticement enough to get the customer through the door. Today the retail auto companies are good at using the same technique. All you have to do is stop in with the brochure you get in the mail and you're guaranteed to win a prize. Once the customer is through the door then the salesmen go to work to create the sale.

Your website can use bonuses in the same way that banks, auto companies and other walk-in businesses use the "free with" promotion. The goal is to draw people to your website for the free information and then offer them enough to keep them there once they arrive.

However often the real power of a bonus offer rests in making the sale. Bonuses work quite well to motivate a purchase and to urge those undecided folks to a sale. Experts say if you're giving away an item, then a visitor is more likely to feel obligated to purchase a product when receiving the free product - reciprocity. Although this is good, the better scenario is to provide a website so packed with products and information that visitors are knocking down your door to purchase more from you (now and in the future).

Do it well enough and they'll be spreading the good news. Word of your top-notch products and services will spread faster than you can say "word of mouth marketing". And when your bonuses are remarkable in quality and information, you can bet they'll build your business and your bottom line.

Give your visitors more than they expect or ask for, and you'll create a lifelong relationship with those visitors.

We've spent a bit of time talking about when and why to offer bonuses and we've mentioned a few types of bonuses. In the next chapter, we'll take a look at a few popular bonuses and the pros and cons of each. And we'll explore how to create great bonus products you can be proud of.

How to Create Bonuses for Your Target Market

There are, of course, myriad options to give away as bonuses.

Many times your audience will determine the type of bonuses you give away. Additionally your resources and your testing and tracking results will help you hone in on exactly what to give away and where to spend your time.

Here are a few common bonus types and their advantages and disadvantages.

Written Products - eBooks, reports, and online courses.

Written products are a common bonus product because they can be easy to create. They're also easy to repurpose for multiple uses. You can create an eBook and give it away as a bonus product while at the same time using the content and repurposing it to create articles for marketing purposes. *(If you're skilled at writing or already have eBooks written and have yet to use them then eBooks are great bonus products).*

Additionally, they're easy for your customers to access and download and many times the information can be evergreen which is helpful if your customer doesn't get to the book right away.

Reports are short (around seven to nine pages) packets of information that can be downloaded by your visitors. These can be the perfect choice for visitors with slower connections and for low to moderately priced products. If you have eBooks

created already, they can easily be repurposed into a number of smaller reports.

**The higher the price of the product or offer the more value the bonuses should offer.

E-books, like their traditional print cousins, come in all shapes and sizes. For the most part, they're generally around 10 pages or longer with roughly 250 words per page. Graphics and screenshots can really add to the professional quality of an e-book. Additionally, if you already have a few reports you've created, they can be repurposed to create an eBook.

Workbooks can provide unique value to your audience and are wonderful bonus products for many niche markets. These are questions and answer sheets that will help guide your visitors through a particular process like 'Learning to Create Great Titles,' 'Create Keyword Saturated Articles,' 'Write a Business Plan' or other similar topics.

Online Courses can be anything from a five part autoresponder series to a comprehensive course with workbooks and action steps delivered as a downloadable book, workbook in a series of downloads or one large download. Some online courses run more than 300 pages in length and can be quite a process for customers to download and print.

The downside to written content is that it has to be written... And once it's online, it can be easy for others to copy and distribute. There are ways to overcome both limitations, and we'll talk about creating your content next. To overcome the free distribution aspect, you can simply assume that it's going to happen and embrace it. Make sure your product is top quality, has embedded links and is branded for your business. Of course copyright notifications and careful tracking help deter would be thieves.

Service Bonuses

Services are easy to give away as bonus products because they don't require your customer or prospect to download anything. You simply need to create a code or contact form for them to fill out to retain your free service.

Of course, this isn't a bonus that everyone can give away; it works best for service related businesses. However, you can combine products and services in some instances.

For example, if you are selling an extensive online course on how to start a business you could give away two hours of consulting/coaching time with the purchase of the course.

The cons to giving away a service are that you will have to find a system to track and manage who has taken advantage of the bonus and who hasn't. You'll have to be involved in the delivery of it, rather than being able to automate it.

Audio and Video Bonus Products

Audio and video products have become the next big thing. They're a powerful form of content and they're rapidly growing as the marketing tool of choice for many businesses both large and small. If you are comfortable in front of the camera then you can put together a lecture series or just one production that explains the benefits of a particular aspect of your products.

Seminars and workshops can also be recorded and given away as a bonus. Expert interviews recorded via audio or video are excellent resources for bonuses and add tremendous value to people interested in your industry or niche. Additionally, they add to your company's credibility.

Audio and video offer numerous benefits not available through standard print content, including:

- The ability to showcase your company personality. Customers are demanding authenticity and transparency online. They want to know who you are and what your company is about. Video is the ideal way to communicate your personality.
- The ability to tell a better story. Video and audio give your company a unique opportunity to show rather than tell - anyone familiar with good storytelling technique and advertising knows the old adage, "**Show, don't tell**".
- The ability to create a number of bonus products. Your audience members have their own preferences for consuming

content. While some still prefer a print product like an eBook or a report, others enjoy the convenience of a video or an MP3 they can download and listen to on their computer or in their car. Video and audio products are growing in demand.

Common products include:

- Product reviews
 - "How to" guides
 - Seminars / Training courses
 - Interviews
 - Audio books
 - Podcasts
- The ability to connect with and capture the attention of your audience in a whole new way. If your audience has become accustomed to print, video and audio may light a fire under them again and inspire action.

The downside to audio and video bonus products is that not everyone is equipped to create them and they can take up a bit of space on your server if you offer a number of audio or video bonus products.

Software

Software bonuses offer a fantastic perceived value. If someone is buying a product and you're giving away a software program as a bonus product, they're going to feel much more comfortable that they're spending their money well.

The downside is that software products can be complicated and expensive to create and recipients may have questions on how to use the software so you may spend more time than you'd like on support issues.

Other Possibilities Include:

Upgrades - For websites with paid subscriptions, upgrades as bonuses are always a great option. They benefit the visitors without costing the hosts.

Reviews - If you are an expert in your field or if you feel comfortable reviewing others in your field then you can offer free reviews of websites or materials as bonuses. Many people desire the feedback more than anything else that is available.

Consultations - Feedback may be great, but one to one guidance is even better. Offering free (usually one time) consultations can be a great incentive for many visitors, and they are likely to pass that information on to others that they know.

Resources - Offering a list of links, books, or other informational resources is the perfect bonus for information-hungry visitors.

And the Million Dollar Bonus?



Sorry to be a tease here but for now we need to keep this one under wraps while we finish compiling some important and very private data (we've been working on this for the last few years and you'll be amazed at what we've discovered!...)

If you want to know what kind of bonus outperforms any other **BY A FACTOR OF 3:1** when it comes to generating more signups and sales [then register for MME4 updates](#) as soon as you can - Seriously we're only going to share this stuff once and it will be with only those smart enough to get on the inside track with MME4

(We've got some info to share during this launch that will make you laugh with joy right before you spend a week kicking yourself in the butt because of all the money you've been losing up to now) **And yes we're going to give this stuff away for free [right here](#)**

Okay let's move on...

Beyond Triggers -

Getting Inside Your Prospect's Mind

Making your bonuses appeal to a wide range of people may not seem possible. You have to give each visitor something that particular person desires. The trick... different people have different needs and the same people could have different needs at different times.

Even though you may have a tight niche topic, your customers are still diverse and have diverse:

Personalities - There are a wide range of personalities in the world. Attracting that range with one product is almost impossible. You'll likely want to provide a range of bonuses to fit the different personalities.

Interests - The variety of people who visit your site each day is only matched by the variety of interests those visitors have. Some may enjoy a good report and others may prefer an informative audio feed. By creating a wide range of bonuses you offer something to intrigue all of your diverse visitors.

Technology - The wide array of computers, browsers, and internet connection speeds surfing the web at any given time can dictate what you do and how you do it on your website. You want to create bonuses that benefit people with Macs, PCs, dialup, DSL, or broadband. When you limit your bonuses to one format you also exclude some people from being able to utilize your bonuses, and you will likely lose a chance at conversion.

Just taking into account a few simple ideas will help you break through your conversion barrier and create more contacts for your website. **Make your bonuses diverse in information and in format, and you'll meet the needs and expectations of the visitors and leads.**

Creating a number of different bonuses may sound time-consuming, but it will be worth it when you see your conversion rate climbing. **Reaching a conversion rate of 15% or more takes some time and effort on your part.** (😊 okay that was a hint about what's to come but remember you need to [go here](#) to find out more)

Personalities - Who Are You Marketing To?

Just like we all have our own methods for learning, some of us learn through doing, hearing, or seeing, we all have our own motivations and behaviors influenced by our personality. There are a number of tests that have been generated to determine a person's personality type.

Most of the tests combine several characteristics to create a personality tag. Learning to meet the needs and wants of the characteristics can help you create bonuses that cover a range of personalities.

⇒ Emotional Personalities

Many of these people make decisions based upon their feelings. They are likely to be concerned about the impact of their decisions on other people. Create bonuses that allow them to pass on information to friends and family (or better their personal situation so they can help friends and family). Offer an emotional return to the investment.

⇒ Thinking Personalities

These are the people who like to plan, schedule and solve situations. They need precise information in a precise format. Create bonuses or offers that are laid out in a step-by-step program for the subscriber to follow. There needs to be a point to the information - an ends to the means.

⇒ Extroverted Personalities

These are the folks who are typically "the life of the party" or the type of people who "never meet a stranger". They tend to be open and comfortable in new environments. Create bonuses that offer something new and exciting. Give the extrovert something unusual, unexpected and something outside the ordinary.

⇒ Introverted Personalities

These people are slower to join in, to make new friends or to step out in front. They want to take it slower and make

personal connections. You need to create bonuses that offer a more intimate situation. They need to feel the connection to be content with the decision.

⇒ **Intuitive personalities**

Present information that's more abstract to these personalities. They have a natural ability to think outside the box. A new and exciting idea would be a good bonus for them.

Needs, Desires, And Demands

Every person who comes to visit your website has their own unique reason for stopping in. It's important to create attractive bonuses to meet the needs of your visitors and keep them coming around.

Here's how:

Research your visitors.

Sign up for analytic programs which provide a breakdown of how your visitors come to your site, how long they stay, and which pages they're viewing the most. There are a number of statistics to analyze as you begin to shape ideas for your bonuses.

Look at

- Which pages or products are visited most often
- Keywords or keyword phrases that are used to find the website
- Length of time most visitors stay on your site
- Average number of pages visitors open

Consider polling or surveying your prospects.

You can capture information about them via social networking, a flycatcher page built with something like [Conversion Ninja](#) with a survey or by polling your opt in list by emailing them your questions.

Consider motivating participation by offering a bonus like an eBook, a coupon or even cash. Develop a survey for visitors to see what products or information they would like to see and use it to create your bonus products.

Remember that each person has their own learning style and personality. Give them options and consider creating one great bonus to be packaged in a number of different formats.

A well-developed report can be reconstructed into an audio file or workbook. Put some time and effort into (or even pay for the creation of) a bonus structured in a way that meets the many different needs presented during your research.

For example, perhaps you find that your audience is interested in hearing advice from experts. Lining up expert interviews would then be an excellent bonus. You could offer them as transcripts, videos or audios, a CD you deliver via mail, and even a workbook or e-book that can be downloaded.

What you offer and how you offer it depends on your target audience, their needs, interests, and personality. Knowing your audience is key to creating a high-converting bonus.

What works best: As we've hinted xxxxxx make for the ultimate bonuses... In tests we've done offering xxxxxx as a bonus has increased front end conversions by up to 300% (Yep 3 x times the number of orders!)

LOL You know you have to [go here](#) now don't you 😊

A Variety Of Interests

The way your visitors want to see and do things varies as much as the people who visit. You need to find creative ways to catch and hold their attention.

The bonuses you offer are key.

You'll find your market segments have varying interests when it comes to bonuses - some will prefer audio, others print, while another group prefers upgrades and more access to restricted areas.

Many visitors fit into more than one group on any given day (and definitely during different visits). Creating a bonus system with variety, quality and uniqueness draws in more visitors and keeps them coming back time and again.

Technology Matters

We now live in a world of high speed worldwide instant connection. Unfortunately, not everyone in the world is up to speed. There are also a number of other factors that make viewing websites a different experience from different computers and from different locations. **All of these factors need to be taken into account when creating your bonuses.**

Connection Speed

Not everyone is on a high-speed connection. There are still places where high speed is inaccessible and dial-up is the norm. If all of your bonuses are large, downloadable files, you run the risk of losing customers - they could become so frustrated they don't return, in this instance [xxxxxxx](#) work really well 😊

There is no way someone on dial-up (even the fastest dial-up) will be able to enjoy video or audio feeds. Create a few bonuses designed specifically for those who are technologically challenged.

Browsers

Every browser tends to look at your website and your content just a little differently. Take some time to look at your website through different browser eyes to be sure that you have a quality product no matter how it is viewed.

Firewalls and Security

Some people may be using public access to get to your website or your bonuses. They may not have control over what is blocked and what gets through. Avoid the key words and key phrases that tend to block your site from easy access.

Technology has made some things easier, but the wide range of technology in the market place can make it challenging to create bonuses that are right for all your visitors.

Creating Your Bonuses - Stand Out From The Crowd And Provide High Value Bonuses

Once you have an idea about the types of bonuses your audience will be inspired and motivated by, the types of bonuses that will pique interest and provide value, it's time to get down to the nitty gritty and create them.

This is where many people drop the ball.

They throw together sloppy bonuses or simply by resell rights to something that's been distributed by a million other websites - in short, **they stop taking their prospects into consideration.**

It's true that creating quality bonuses will take time and money however, it's important to remember that a good quality bonus can last you a long time and can often be repurposed into several other beneficial products making your return on investment much higher than you might think.

That being said, let's take a look at three primary ways you can create eye catching and valuable bonuses.

Resell Rights/PLR

The internet is full of companies and websites that mass-produce bonuses for you to give away on your own website.

They create everything from software products to books to audio and video courses.

Although these can be beneficial, they can also be a slippery slope. You want to have bonuses unique to your niche and specific to your products or services.

Generalized bonuses that are found all over the net are not something your visitors will get excited about. However, there are PLR products and companies who provide great products and limit the numbers of their products;

for example, they'll only sell the rights of a product to 100 people.

To find quality PLR or Private Label Rights Products or Resell Rights, search through the bonuses available online and try to find one that is geared towards your visitors and your website.

Read or try out the product to make sure you're giving your customers something they'll value, something that will improve your credibility and likeability.

Investigate the numbers - try to discover how many times that particular bonus product has already been sold. Stay away from those already all over the web. Unique content will be appreciated over a product available on every other internet marketer's website.

➔ **READER BONUS:** [Click Here](#) to get a Free Silver Membership to Jeremy's SureFireWealth site where you'll find hundreds of products you can use [Normally \$147 so go grab access now!]

Creating Your Own Product

While creating your own eBook, video tutorial or software program can be a bit of work, it can also be tremendously rewarding and you'll be sure you're creating the quality products your prospects and customers deserve.

To make life easier, software and downloads are available to help you create and develop bonuses exclusive to your website and industry. Throughout this report we've talked about a variety of bonuses to offer, including:

- E-books
- Audio and video
- Membership passes
- Seminars and workshops - online or via snail mail
- DVDs

Use your imagination and creativity to create the bonuses to meet the needs, interests, personality and available technology of your target audience.

Think outside the box!

Creating a bonus product doesn't have to take months.

I have a popular book on Amazon: "**Digital Publishing Tycoon**" that will teach you how to create high value information products in just a matter of days - [Click Here to check it out](#)

One of the tactics I cover includes interviewing experts in your industry and use the transcripts to create a number of products - audio and print. One 60-minute audio will likely produce a 30-40 page transcript from which you can create reports, workbooks and eBooks.

You can also partner with others to create valuable bonus products. For example, your JV partner can create an eBook that contains embedded links that promote their website and you can give it away on your website as a lead generator or product bonus.

You both benefit because your JV partner gets to promote their business and you're offering your customers a quality bonus.

Finally, if you already have a stockpile of great content, you can repurpose it to create new and valuable bonus products. Once you have the information you want to share, find ways to stretch that information for as many visitors as possible.

Creating multiple bonuses from one packet of information is a great way to accomplish that task.

- Separate the information into multiple reports: Part 1, Part 2, and so on. Then you can give away the different sections at different levels of bonuses. This is not just a great way to stretch the information, but it also encourages repeat customers.
- Use bonuses in a variety of ways. Create a report that you can present as an audio. Add some charts and graphs and you have a video presentation. The same information makes three different bonuses. Take the information and make it

into a procedural guide with questions and answers and you have a workbook.

- Expand or shorten the information to create a new project. If you have a good report then you can expand the information and you will have a valuable e-book. If you already have the e-book then compact the information into a report.
- Use your personal information to create the bonuses. You already have a list of links and websites that you visit for your own benefit. Compile this information into a resource bonus for your visitors.
- Use what you know to help the visitors to your website. If there are people coming to your websites to learn something, then it is likely that you have more experience or more knowledge in that area than they do. Use that to create a bonus consultation or review for your visitors.

You can expand the types of bonuses that you have to offer as well as the variety of information, by using the tools that you already have. Rewriting and reworking your bonuses will also give your visitors more options.

When it's all said and done, some people just don't have the time or desire to create their own bonus products.

That's when a freelancer can be tremendously helpful.

Outsource The Job - Hire A Company Or Individual To Develop Your Bonuses

Ghostwriters, coders, and graphic artists are available for hire. Websites like Elance, guru.com and Rent A Coder are excellent resources to find that freelancer to get the job done.

Additionally, there are firms which handle product creation. Give them the outline of your ideas and let them paint the picture you desire.

When outsourcing there are a few success tips:

- Determine in advance exactly what you want the freelancer to accomplish. Do you want them to research and outline the book in addition to writing it or will you provide the research and outline?
- Do you want them to do the voice over for your video tutorial or will you provide the voice?
- Outline your project in advance, it will ensure communication is clear and the project is done the way you want.
- Set a budget for the project, but keep in mind that this is money invested and not money wasted.
- Have them sign a non-disclosure agreement that outlines your privacy and also outlines the fees and delivery time.
- Look for reputable companies and ask for references and samples so you know how they work and what quality they produce.

Wrapping It Up

When it comes to bonus products, the sky is the limit. Possible options include:

- Written products like workbooks, ebooks and reports
- Product Specific consultations or coaching sessions
- Audio, Video and Software products
- High Perceived Value Membership Passes

When creating products it's important to keep your audiences needs, interests, desires, technology and personality into consideration.

Creating bonuses can be accomplished by:

- Purchasing PLR or Resell Products
- Partnering with others
- Repurposing current content/products
- Outsourcing the product creation

Once you've decided what bonus products your customers will respond to and you've created your bonuses it's time to add them to your offer.

So what are you waiting for...

To Your Success

Simon Hodgkinson Jeremy Eickson

PS: Thanks for taking the time to read our 'Million Dollar Bonus Report'. We hope you'll be able to put this information to good use in the coming months to maximize your sign-ups and sales.

PPS: Don't forget to [register here](#) to get in "the loop" because we'll be sharing some real game changing information very soon...