

Assignment Four: Your STRATEGIC Bonuses

OK, now that we know what our “Core” offer is, it’s time to think about BONUSSES.

Bonuses are awesome because they can . . .

- DRASTICALLY raise the perceived (or REAL value of your product) . . .
- Kick the buyer off the fence . . .
- Make your offer a “No Brainer” . . .

Remember, it’s totally ok to be more “thuddy” in your bonuses.

Three Kinds of Strategic Bonuses . . .

1. The “Specific Objection” Bonus . . .

This is the kind of bonus that answers a specific objection your prospect might have that’s keeping them from buying your product. By removing that objection it moves them closer to the sale.

Some good examples of “Specific Objection” Bonuses are . . .

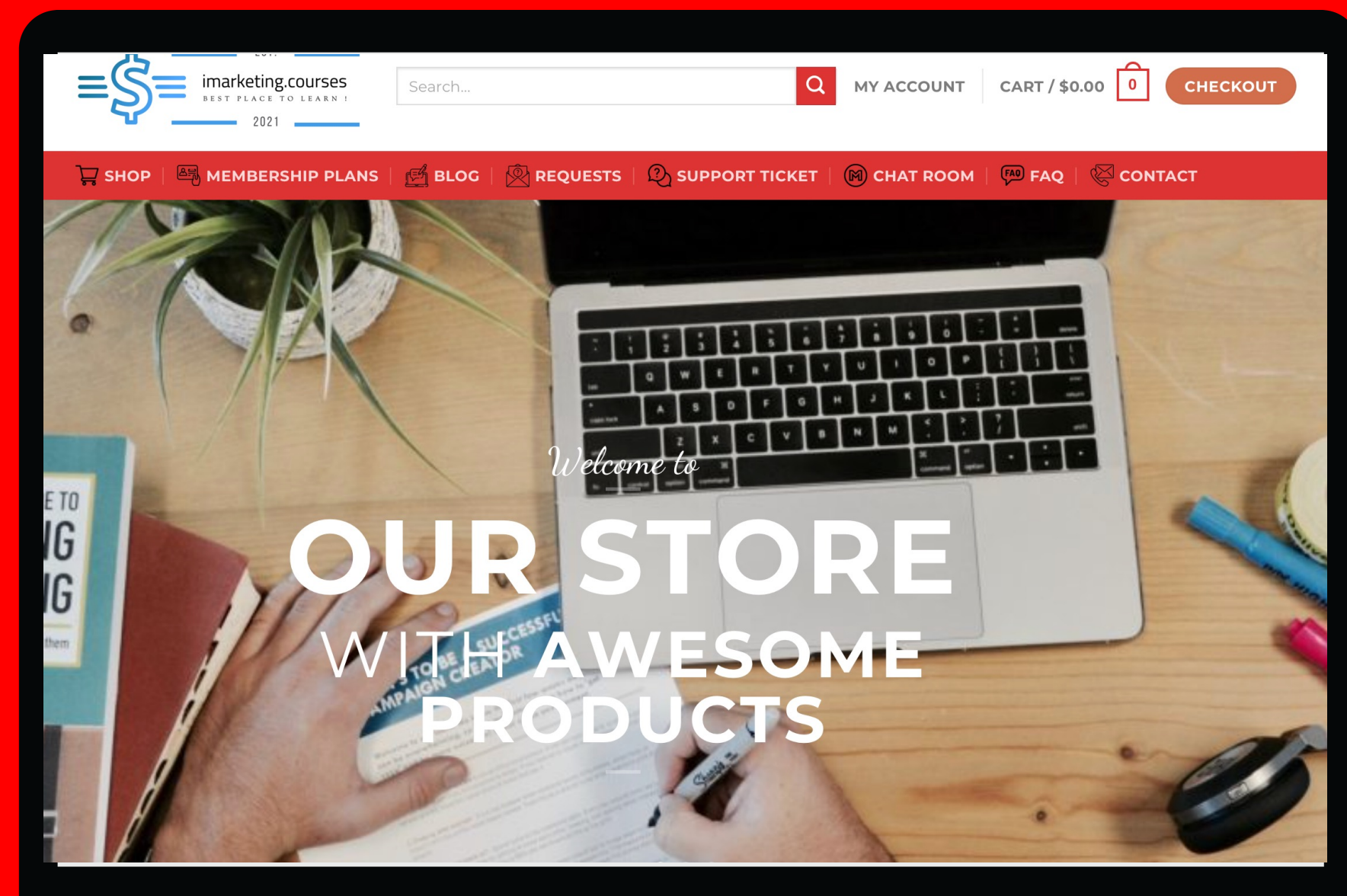
- “You’ll get the audio recordings of the complete material so you can listen in your car.” (Answers the objection of “I don’t have time/don’t like to read.”)
- You’ll get my “Golden Rolodex” of “Money guys” who will get you all the capital you need. (Answers the “I don’t know how to get money for real estate” objection.)

2. The “Future Problem” Bonus

OK, this is total ninja awesomeness.

The “Future Problem” bonus is where you give them a bonus that solves a problem they’ll only have AFTER you fulfill you BIG PROMISE and they get the BIG BENEFIT of your product.

These kind of bonuses basically “presume the sale” and show a great level of confidence in your product.



BEST PLACE TO LEARN !

- Our own uploads
- Frequent updates
- No scam
- Reliable service
- Fast downloads
- Instant delivery
- Reviews
- Requests
- Support Tickets
- Live Chat
- PayPal, Bitcoin
- Discounts
- Free Products for Members
- Cheap prices

<https://imarketing.courses>

Some good examples . . .

- The “Waterfall Effect” video
- A “Mass Traffic” course to point towards your new conversion machine.
- A “Wealth Management” course to teach you how to handle all the massive amounts of moolah you’ll make with this system.
- The “Skinny Bitch” course that teaches you how to live life as a skinny bitch when you’ve been fat for so long.

3. The “Return Of The King” Bonus

This is where you offer a high value/high priced course you’ve sold in the past (or are selling right now) as a bonus.

Do this right and folks will trip over themselves to buy your product JUST for the bonus.

This is particularly good for “Dollar offers” or “free trials.”

Examples . . .

- “Recordings from my closed door high ticket seminar.”
- My complete “Donut Mastery” course that sold for \$997 last year.
- For a launch: “You’ll get a ticket to my in person training everyone else has to pay for, absolutely free.”

Assignment - Bonus

Come up with 2 or 3 bonuses to be given away as part of your offer.

Use the Strategic Bonus Formula I’ve put together for you as you create your bonuses.

You may want to brainstorm a LOT of bonuses and then narrow it down to the two or three that kick the most butt later.

List your bonuses in the comments section under the training video.

© 2010 Successpod, Inc. All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of Successpod, Inc.

The information and strategies explained are correct to the best of our knowledge and should only be taken as the authors opinion at the time of writing. We accept no liability for any losses or damages that might arise. By using this course you are assuming full responsibility for all your actions.

Any earnings or income statements, or earnings or income examples, that may be made in this information are only estimates of what we think is possible. There is no assurance you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.

Where specific income figures are used, and attributed to an individual or business, those persons or businesses have earned that amount. There is no assurance you'll do as well. If you rely upon our figures; you must accept the risk of not doing as well.

Any and all claims or representations, as to income earnings on this website, are not to be considered as average earnings. There can be no assurance that any prior successes, or past results, as to income earnings, can be used as an indication of your future success or results.

Monetary and income results are based on many factors. We have no way of knowing how well you will do, as we do not know you, your background, your work ethic, or your business skills or practices. Therefore we do not guarantee or imply that you will get rich, that you will do as well, or make any money at all. There is no assurance you'll do as well. If you rely upon our figures; you must accept the risk of not doing as well.

Internet businesses and earnings derived therefrom, have unknown risks involved, and are not suitable for everyone. Making decisions based on any information presented in our products, services, or web site, should be done only with the knowledge that you could experience significant losses, or make no money at all.

All products and services by our company are for educational and informational purposes only. Use caution and seek the advice of qualified professionals. Check with your accountant, lawyer or professional advisor, before acting on this or any information.

Users of our products, services and web site are advised to do their own due diligence when it comes to making business decisions and all information, products, and services that have been provided should be independently verified by your own qualified professionals. Our information, products, and services should be carefully considered and evaluated, before reaching a business decision, on whether to rely on them.

You agree that our company is not responsible for the success or failure of your business decisions relating to any information presented by our company, or our company products or services.