

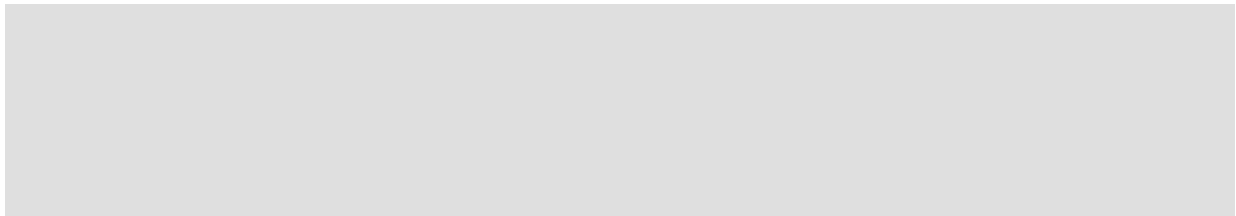
# CREATE COMPELLING BONUSES WORKBOOK

This workbook is going to help you create the perfect bonus offers to entice more people to purchase your product the next time you launch.

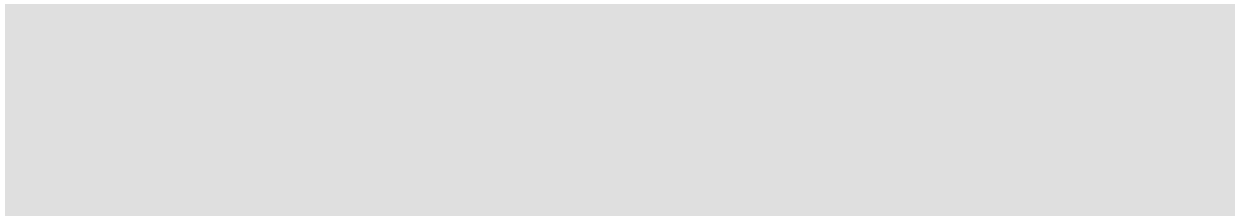
Remember, it's best to plan out your bonuses *before* you launch. In fact, you should think of them as a core part of your entire promotion strategy, not an afterthought.

Finally, don't forget to tell your audience all about your bonuses in a way that makes them feel like a true steal. After all, the bonus isn't going to have any effect if people can't see the incredible value you're offering.

**What obstacles are preventing your clients from getting the most out of your offer *before* they get started?**



**What kinds of done-for-you tools, templates, swipe files would your clients love to have to get *\*even more\** out of working with you?**



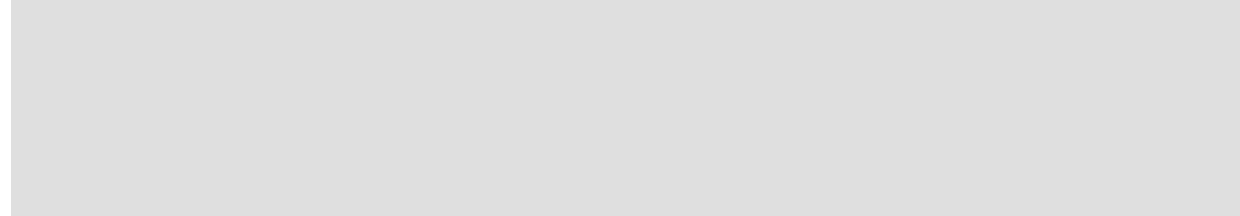
**Are there any behind-the-scenes items that you could give them? For example, I often give away examples of my own copy for my copywriting programs as I know people love to see how I apply my own teachings.**

**What's something you get asked about A LOT by your clients / students?**

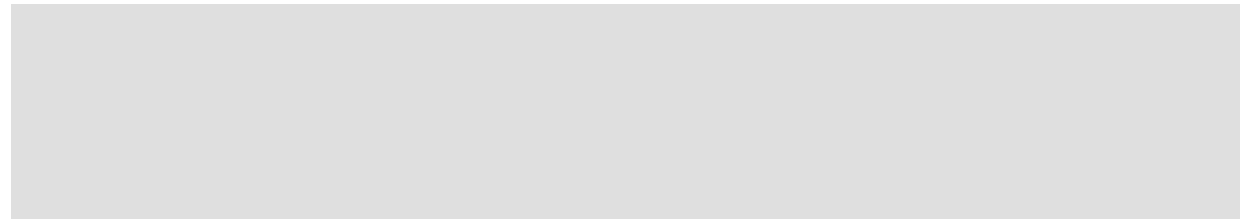
**What's something that your clients need *after* they work with you / complete your program?**

**What do your clients / students get the most excited about? (For example, I know that Sales Page Kit students love to have me do sales page reviews. Yay for Clients students seem to love having lots of examples).**

**Do you have a colleague who offers a complimentary program who would be willing to offer one of their programs as a limited time bonus?**



**What do your clients struggle with that is preventing them from getting the most out of your offer?**



### **THINGS TO CONSIDER:**

- When will you offer these limited time bonuses? I often do a fast action bonus during webinars, a 48 hour bonus, and sometimes offer a “pop up” bonus. Don’t forget to document the exact expiration times so that you are consistent with your information!
- Will everyone who has already purchased your offer get any additional bonuses that pop up? (Normally this is a good idea!)
- How will you deliver each of the bonuses? You definitely want to plan for this before you arrive at the end of a webinar and think, “Shoot! How do I know who gets the bonus and who doesn’t?!”
- If you add a section about your bonuses to your sales page, make sure to take them away from the page when they expire.
- Make sure to talk about your bonuses A TON while they’re available and keep reminding people that they will expire. Don’t forget to sell the pants off

of your bonuses *just as if* they are a paid product. This is vital to do in order for your bonuses to attract more buyers.