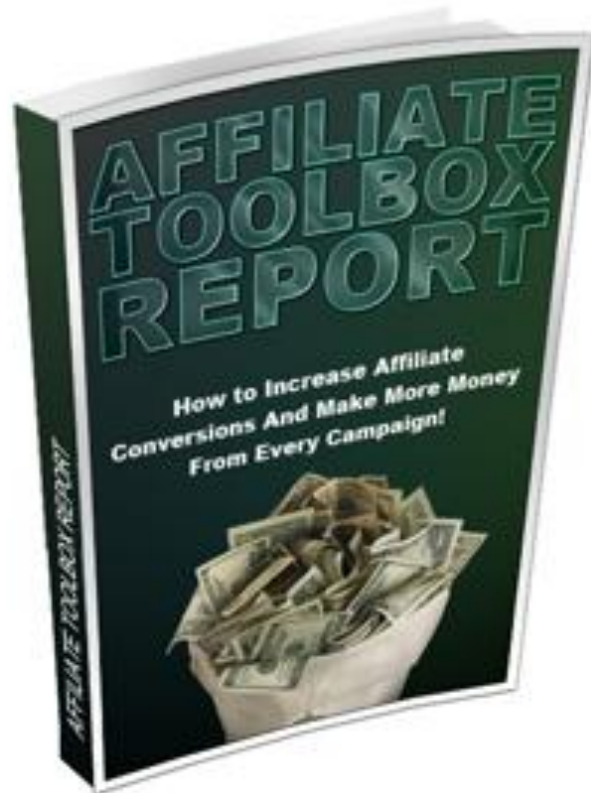


# Give More to Earn More...

## Bonus Strategy Revealed



By

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<http://affiliatefunnel.com>

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## **Introduction**

When promoting affiliate products, your biggest goal is to get the best conversion rate possible. The higher your conversion rate, the more money you make per visitor.

It's efficiency at its best!

Business is all about efficiency. If you send 1,000 hits to an affiliate product and only get 10 sales, when a few very simple conversion tweaks could have helped you get 20 sales, you just wasted half of your traffic! Successful businesses work hard to ensure that everything they do is with the utmost efficiency.

In this report, you're going to learn how to make your sales process more efficient. You'll learn how to inject better conversions into your affiliate promotions so you get the best possible ROI for your efforts.

Most Internet Marketers think of bonuses as no more than an afterthought, and that's the wrong approach. If you look at all of the big marketers out there, they use bonuses to encourage sales of affiliate products and their own products. The reason they use them so regularly is because they work, and they work incredibly well.

Not currently using bonus products? Below you'll find my top five countdown of why and how you should be using bonus products – including a top secret technique that you can use today to multiply your income from a single bonus offer.

**Let's jump right in...**

## **#1 Bonuses Are Easy to Add to Campaigns**

With the right resources, adding a bonus to an affiliate campaign or your own offer can be quite simple. There are many ways to package and deliver bonus offers depending on the type of niche you are marketing to, and whether the product has been created by you or someone else.

Most marketers have at least a half dozen products sitting on their hard drives, waiting to be used, gathering digital dust. Chances are you have something right now in your possession that could be used as a bonus.

Bonuses are so simple to incorporate that there is no excuse not to use them.

## **#2 Bonuses Can Fill the Gaps in a Product**

When we talk about "filling the gaps" in a product, we are not talking about promoting or selling a product that is incomplete or faulty. What we are referring to is the fact that no product can be 100% complete.

For example, if you are promoting an affiliate marketing course, the product itself may not include a keyword research tool, but you can offer membership to a keyword research site or usage of a simple keyword research tool in order to further assist the buyers.

Another example; if you're promoting a product about creating niche sites you could include a bonus that provides access to a PLR site. There are many, many ways that you can add value to a product that is specifically related to the topic of the product.

## **#3 Bonuses Justify the Cost For the Buyer**

People make buying decisions based on emotion, but they justify those purchases logically. Selling online primarily relies upon your ability to break through a customer's resistance and appeal to them emotionally.

Even if a prospect opens your email and reads your promotion, they aren't looking to be sold to, they are looking for information.

They may be intrigued by your message and your headline and start to read more about the product being offered. Their interest and desire are piqued, but they still have that stubborn logical side to deal with.

The key to breaking through this resistance is to make the product offer so unbelievably wonderful that they'd be stupid not to take advantage of it. With the right bonuses, the price of the main product can be justified several times over and make passing up on the offer extremely painful.

The customer will be able to appease their logical side and move forward with the emotion that is driving them to buy.

#### **#4 Bonuses Increase Conversions**

When you understand tip #3, that bonuses justify the cost for the buyer, it's logical to assume that it will result in increased conversions. But few marketers realize the impact that bonuses can have on conversion rates.

Some marketers have reported that bonus offers can increase conversions by 500% or more! It's worth your time and your effort to put together bonus packages that appeal directly to the interests of your target market.

One of the best possible solutions for increasing conversions is to offer a bonus as an incentive. You can't just offer any bonus, though. It should be something that is related to the original affiliate offer, and it should be something truly valuable that complements the affiliate product well.



Let's face it, people love getting "gifts". Everyone loves free stuff, right?

And if the gift has a very high perceived value, and it goes well with the offer, it will increase conversions like nothing you've ever seen! The right bonus can double, or

even triple your conversions. Best of all, bonuses are really simple to provide.

Years ago, whenever companies would provide bonuses for their products, it had to be a physical product. Before the internet, there was no way to deliver a digital download. Even software products had to be loaded on disks and shipped.

These days things are much simpler. Digital downloads can be incredibly powerful motivators, especially if they complement the product well.

For example, if you're promoting a course about making money with blogs, you could offer bonuses such as WordPress themes, blog security plugins, or other similar bonuses.

When I first got into affiliate marketing, I remember investing hours and even days into finding and creating bonuses. I'd be ready to launch and still scrambling to come up with ebooks, reports, and audios that would have the buyers chomping at the bit.

Competing with the big boys who could pile on freebie after freebie and trying to find the time to put together some quality add-ons that would make my offer shine. Calling in favors from friends in the business and explaining to others why letting me offer a product from their library was a good deal for them.

Sometimes I'd run out of time and promote without bonuses or throw-in one or two random products just to have something on the page. Yeah, I knew it was hurting my bottom line. I was leaving serious money on the table. But I just didn't have the time

And with affiliate offers, timing is everything!

Getting in during the launch.

Taking advantage of the buzz.

I couldn't hold off on marketing while I tried to come up with ideas, then get 'em on paper, and make 'em look good, too.

It was easy to see the difference between offers that went out with solid bonuses and those that did not. In fact, at the start of last year, I ran some numbers and affiliate sales with great bonuses outsold the others by 5-to-1.

Didn't take a marketing genius (but if you want to call me that, please feel free!) to know that desirable bonus offers really do pump up affiliate sales.

At that point I figured it was a smart idea to start focusing on bonuses and testing different ways to use them to make more money with less work.

In doing so I found a Ninja trick I had never even thought of before...But when tested it gave me huge sales over and above even what the original affiliate promotion made in commissions

## **IT Was A Revelation So Shush Keep this Next One To Yourself**



### **#5 Bonuses Can Be Used as a Unique Upsell Method**

What if you could sell additional products to a targeted group of people who have already proven their interest in your niche and have spent money in that niche? With **Bonus Upsells** you can.

The buyers of your product represent an ultra-targeted group that is ready to spend more money. When they go to claim their bonuses, you have the unique opportunity to offer them an upsell.

For example, if you offered a choice from several bonuses, when they go to claim their selected bonus, you can offer them the option of taking **ALL** of the bonuses for one low price.

You'll instantly be able to add \$20, \$30 or \$40 to the original sale by selling the bonus products as a bundled package.

Or you can sell the Private label Rights to the bonuses.

If you use a membership model to deliver the bonus items IE give them access to a membership site which is normally paid only, you can profit from the OTO or upsells when they first log in to their free membership area.

**Note:** *A great many super affiliates make more money from the bonus upsells system than they actually make from the affiliate promotion itself.*

## Appendix: Tools, Resources, and Valuable Information

### Tracking & conversion tools:

If you measure and track the performance of your advertising campaign quickly and accurately, it can help you to make smarter decisions

[hitsconnect.com](http://hitsconnect.com) 's ingenious Web Site Trackers calculate the "ad profitability" for every marketing campaign you launch. You'll know which ones to keep, and which ones to dump



[Affiliate Funnel](#) is a place where Newbie and Experienced Marketers alike can come and learn at **No Cost!** And at their own speed...

And then once you are moving and earning from the coaching we provide, you can easily upgrade to a more advanced level.

Here At Affiliate Funnel We Created A Step-By-Step Training Program That Anybody Can Follow To Generate An Income Online Within 90 Days —

A Course Designed To Make You Out Promote Other Affiliates By Outsmarting Them. No Matter What Skill Level you're at