

How to Create Bonuses That Boost Conversions

One of the keys to boosting conversions with any product is to offer in-demand, high-value bonuses.

Most marketers know this, and indeed they do it. But very few know how to create bonuses that are maximally effective in boosting conversions. And that's exactly what you're going to learn how to do inside this lesson.

Let's get started...

The Basics of Creating Bonuses

Before we talk about different ways you can maximize your bonuses, we need to make sure you have the basics down. To that end, your bonus should have the following characteristics:

Valuable

In order for your bonus to be effective, it needs to be valuable. Indeed, this should be an offer that you could easily sell as a standalone offer. (In some cases, you may even sell it for a brief amount of time to prove that it's valuable, and to establish that it's worth what you say it's worth.)

Generally, you can figure on creating a bonus that's worth 25% to 100% or more of the main offer. For example, if your main product is worth \$100, then you can create a bonus that's worth \$25-\$100 (or so).

The key is to be sure you offer something valuable, but don't pile on so many bonuses that you actually cheapen your offer. For example, if you're selling something for \$50 and offer \$500 worth of bonuses, your prospects are going to cock a skeptical eyebrow at your offer.

In-Demand/Desirable

There's no sense in creating a bonus if no one in your market even wants it. That's why you need to do your research to find out what people are already buying. You can then create something similar (yet better) to offer as a conversion-boosting free bonus.

Fresh

Some marketers know they need to offer a bonus, so they just pull some old resell rights off their hard drive and include it on a sales page. Problem is, if the product has been around forever – and perhaps it has even saturated the market – then that's not going to be much of an enticement to prospective buyers.

That's why you want to offer something fresh (unique) that hasn't saturated the market. Ideally this should be something you create, or even PLR content that you've modified to make unique. If you do offer a licensed product (resell rights), be sure it's still fairly new and hasn't flooded the market.

Looks Professional

People really do judge a book (or any other bonus) by its cover. That's why you want to make a great first impression with professional ecover graphics. It's also a good idea to get the interior professionally designed and proofed/polished. If you're unable to do these things yourself, then you can outsource them to a professional on Upwork.com or even Fiverr.com.

Now that you got the basics down, let's take a look at getting the most out of your bonuses...

Maximizing Your Bonuses

You want to create a bonus that not only boosts conversions, but also provides a lot of benefit for your customers. Here are two ways to do this:

Create a Bonus That Works Well with the Main Product

The idea here is to create a bonus that makes it faster, easier and/or better to complete a process or achieve the goal as detailed in the main product. In other words, you don't just want to create a related bonus – you want to create something that works with the main product.

For example:

- You're selling a course on search engine optimization for bloggers. You can offer an SEO plugin to make it easier for bloggers to achieve good rankings.
- You're selling a diet guide. You can offer bonuses that make it easy to apply the principles of the diet, such as a package of meal plans, shopping lists, ingredient substitution lists, and recipes.
- You're selling a golf guide. You can create a bonus video that demonstrates the grips and swings detailed in the main guide.

Here's the next idea...

Create a Bonus That Handles an Objection

Your prospect comes to your sales letter with reasons why they shouldn't buy your product. Your job is to raise and handle these objections within your sales letter. To step your game up a notch (and boost conversions), you can create bonuses that specifically address common objections.

For example:

- "I don't have time." You can create a bonus – such as a tool or app – that makes the process faster. E.G., you can offer a set of copywriting templates alongside a copywriting course to make it quick and easy to create a sales letter.
- "I can't afford it." You can create a really valuable bonus that raises the value of the entire product and turns it into a great deal.

- “This won’t work for me.” You can offer a bonus – such as group or individual coaching – that guarantees prospects will get the best strategy and advice to fit their particular situation.

These are just a few examples. You’ll need to consider your specific product, and then think about what sort of objections your audience is likely to raise, and how a bonus could handle that objection. If you’re not sure about your audience’s objections, then you’ll want to pull together a small focus group to learn more about what excuses people will make to avoid purchasing your offer.

Now a few parting thoughts...

Conclusion

You already know you should be offering free bonuses alongside your paid products in order to boost conversions. And now you just discovered proven tips and tricks for really making the most of those bonuses. So, before you create your next product, be sure to figure out what type of bonus will help you get the best results!



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