

Module 3 - Strategies for Maximum Profit

Lesson 7 – How to Create a BONUS

Welcome to this lesson on how to create a bonus. Now, let me just give you the key to creating a great bonus right up front. The key to creating a great bonus is to make the bonus bigger than the membership. Make it bigger than the membership. Throw it in. This is a free bonus. And all of the sudden, now it seems bigger. It's more exciting. It's grandiose. It is a big thing, and I want to take it.

What are the qualities of making a good bonus? Well, one is it has tangible value. Let them know that that bonus is worth, and it has a value to it. Let them know. They can see that there's a tangible value to that bonus. Some ideas for that might be that you're going to give a gift card to Amazon, or to some other place. A Starbucks gift card. Like, they know that there is a tangible value on that bonus, that with every person who signs up, you're gonna get a \$25 gift card to Amazon.com, or you're gonna get a \$10 gift card to Starbucks. I mean, they know that that literally is a tangible dollar amount.

Now they use the gift card. Let me just say, don't give gift cards to your own products or services. That, hey, every person who signs up is gonna get a gift certificate to go buy something in my store for an additional 50 bucks. I mean, just go ahead and throw that in. Take that product that you would buy, or that they would buy, or you would sell to them, and just roll that in. Make that the bonus. It has to have some sort of tangible value placed on it.

Another quality of a good bonus is, it meets a need that the offer may not. It meets some sort of need, or it intrigues them in some sort of way, or it provides some sort of value over on something else that isn't included under the membership offer, the trial membership offer that you're making available to them. It could be that hey, I'm gonna give everybody a bonus who signs up for this membership. I'm gonna give them a bonus of this over here.

Use our gift card, for example. It's a \$10 gift card from Starbucks. Well, Starbucks has nothing to do with your membership, and it has tangible value. All of the sudden, that now seems like a good bonus, depending upon the price point, by the way, of your membership. If you're charging 100 bucks a month for your membership, and you're only giving them a \$10 gift card to Starbucks, I mean ... They might not think that hey, that's a whole lot. But, if the membership is 100 bucks, and you're gonna then also give them a \$75 gift card to Starbucks ... Yeah. I mean, who

wouldn't want that? Right? I mean, I'm giving you 100 bucks. I'm getting 75 bucks in return, so technically I'm only out of pocket at \$25. I might consider that.

So, that might be one way there that you would use that. Just giving you some examples. I'm not suggesting Starbucks, and all of that sort of stuff. I'm just trying to give you a tangible example of how you would use this bonus, and make sure that it has a tangible value, and then also meet some sort of need that your offer may not.

Lastly, let it create excitement. Let it create excitement. I've seen some membership programs where they give away a vacation, or they include free airfare to an event. "For the next five people who sign up, you're gonna get free airfare to our event, coming up in whatever month." And so now, all of the sudden it's like, "Well, I get the membership, plus I get my airfare to that event, which sounds like a really good event. I might do that." All of the sudden, now it's not related to the membership, in the sense of it being free airfare. It has tangible value. And, it's exciting. I mean, who doesn't want to fly to go somewhere? Or maybe it's a vacation package that somebody's going to receive as part of their membership, or they will be entered to win. You see that many times as part of these offers. "You'll be entered to win," and then you literally have a drawing for those people as part of them taking that membership offer.

So, be creative with it, but a good bonus does these three things. It has tangible value. It meets another need that your membership may not. And, it creates excitement. So, go and create these bonuses for your membership.