

S1: Hi! In this module we'll speak about something really interesting. It's something that turns an average affiliate to a super-affiliate. It's called the bonus technique. Basically it is a technique used to attract more audiences to buy from your affiliate link. This is the defining edge that put you on the top.

S2: So this is what we will learn from this module. If you are already an affiliate and making an earning, by just applying this technique you can double or even triple your commissions!! Let's say you are already making \$200 a month, imagine making \$600 or even \$1000 for just giving out bonuses! Unbelievable right? Let me tell you, it is possible! How exciting is that?

Don't know how to do it? Fret not! Because I will also teach you how to apply this technique from scratch within 3 days!

Additionally, I will also show you how to create subsequent promos in as little as 30 minutes!

Alright, let us dive right into this module.

S3: So how do you create a bonus offer and what are the criterias?

First and foremost, your bonuses must be RELEVANT to what you are trying to promote. For example, if you are trying to promote a health product, you wouldn't want to give out bonus related to photoshop or digital marketing.

Reason is because the bonuses you offer is not congruent to the product you are promoting. This incongruence will not attract your audiences who are looking for health products and also at the same time make them think that you don't even know what you are doing, why should they even buy from you? So, our bonuses must be relevant to what we are promoting.

The second criteria is to make sure the value of the bonus you are promoting is at least 5 times the price of the product price. For example, if the product you are selling is priced \$100, your bonus total should be at least \$500 or sometimes higher. This ratio is the sweet spot I found throughout the years of that produce the best conversions. So, try it out in your affiliate business now!

The third criteria is to be unique. Think about it. Giving out bonus is not a new technique. In fact, many affiliates have been using this technique already. So what makes a buyer buy from you instead of the others? The only thing that makes you stand out from the rest is being Unique. Make sure that the only place they can get such bonus is from you. By doing so, you had just created a big magnet to drive crazy amount of buyers to you. More buyers from your affiliate link, more commissions. Remember, the rarer your bonuses are, the more people will buy from you link!

S4: However, I also understand that giving out rare bonus is difficult sometimes. So, let's say you are giving out similar bonus with other affiliates, how do you stand out to attract buyers to buy from you? Don't worry, I will tell you how.

Number 1, make sure your bonus stands out in graphics! I say this because most affiliates use the same boring picture to promote the same bonus. For example,

many affiliates in the market are using this one eBook as bonus if they buy from their affiliate link. Most of the image of the ebook on their bonus page look the same. If you are a buyer and you see this repetitive images from multiple affiliate links, what will you think of it? Boring, and will just randomly pick one link to buy from. Result is, you will end up fighting the crowd to get the buyers buy from you. Chances of your link being clicked on will be very very low.

What if you are creative and repackage the image of your bonus? Adding more styles, increasing brightness and catch your audience attention? Remember what I said about being unique? Even if your bonus itself isn't unique, by just simply repackaging them, you can make your audiences perceive them as unique as well!!

However, Most of you don't have much knowledge about graphic designing and photoshop, I totally understand. By simply tweaking your choices of words when introducing your bonus, you can also turn your bonus into something unique as well! Simple techniques such as creating scarcity, making it a limited-time offer, write in the form of me-to-you, creating closeness with your audiences and relate to them, and finally call-to-action, making them take action and click on your link. These are all useful techniques in creating an attractive and irresistible bonus deals!

S5: So, What kinds the bonuses that can be given out? Actually there are many kinds of bonuses available out there. One of it is special report where you can interview the vendors themselves and this save yourself from creating your own product. Just book a time with them and go ahead and interview them. Most likely they are willing as this increase their publicity as well. This is a win-win situation for both you and the vendors. A lot of super-affiliates have been using this bonus effectively thus it can be a kind of bonus that you can go for.

You can also conduct interviews in the form of videos as well. Besides that, you can create tutorial videos as well. All these work well as bonuses for the products you are promoting.

You can also choose to give away software if you can. But I also understand that most of you chose to be an affiliate to avoid creating products, for instance, softwares. I'm not suggest that you should create a product from scratch but there is also a choice to get private label rights which I will be explaining more in the coming slide.

S6: Besides softwares, you can also give out templates and free membership as bonuses.

S7: Now, I will give you 4 ways to get the bonus!

The first way is by doing it yourself. This way is more recommended for special report where you only need to write 10-20 pages instead of 100pages book. This

first way isn't recommended for those who are creating their products or bonuses from scratch.

Which brings us to private label rights. This is a smart way to get the bonuses. Why? Because by purchasing private label rights, you are allowed to edit the content and brand it as your own, then giving them out as bonuses. Good thing about PLR is you are actually saving weeks, maybe months of your time compared to the amount of time you will spend creating your own products from scratch. Plus, PLR products are often inexpensive, making it a smart choice for those who are trying to get bonus.

The third way is to request a ready-made bonus package from the product vendor himself to promote his product. This way saves time and money. However, product vendor less likely gives you free bonus especially if you are still a newbie and don't have a strong track records in affiliate marketing. Even if the product vendors are giving out bonus packages for free, chances are many affiliates out there are also giving out the same bonus. So, without additional bonus from you or strong mailing list, you will lose out in the competition. However, you can still try to request bonuses from them.

The fourth way is by joint venture with another affiliate or product vendor and strike strategy alliances. This way is usually used when you are trying to go for high ticket products. Consider joint venture if there is affiliate contest and the prize is generous. For joint venture, you usually need to make a name in the market first before other affiliates trust you. So, if you are still new to affiliate marketing, I recommend you to go for other ways first.

S8: Take a look at an example of how to introduce your bonus on your site. In this case, I use splendidbonusdeals.com. Simple, Big Letters, attention grabbing, straight to the point, header, reviews of the products you are promoting, followed by details of the bonus you are offering. State the value of your bonuses and Finish it with call-to-action before they are directed to their vendor's page. Simple isn't it? There are also many other bonus sites out there, go ahead and find some references to build your own.

S9: Let's say someone bought a product from your affiliate link. How do you give out your bonus?

In the past, bonuses are given out manually. First you ask for receipt through email and give them access link within 48 hours.

Luckily, today this process is automated. For example, JVZoo and WarriorPlus allow you to redirect purchasers to your Bonus Page which makes the whole process a lot more easier than before. However, if you can't do it automated, do it manually.

There you had it. Everything you need to know about bonus technique to enhance your affiliate business is all covered. So, go ahead and take action, create a bonus site and double your commission right now!