The Viral Bonus

Getting potential customers to bring more potential customers.

List Size Doesn't Matter

People share content because it's funny, important or rewarding. If you give them a REASON to share your bonus page with their friends then you'll compensate for the fact that you don't have a big list.

Incentivize them for spreading the word about your bonus and they'll recruit your prospects FOR you.

The Bonus Offer

▷ It all begins with a good bonus offer comprised of both value and volume. If they see that they are getting a lot of stuff and that the stuff is USEFUL you have a winner.

▷ Create unique bonuses like reports, ebooks, videos and audios that look and sound like the main offer. Same type of cover images and a spin off the name as well.

▷ People LOVE push button stuff like software and plugins. Get your hands on some PLR code and have a coder customize it for you.

▷ Get the vendor to supply you with some custom bonuses. Things like a private webinar for your buyers and maybe even some additional material from his other products.

▷ Services make excellent bonuses but they can be time consuming. You can expect about 3% to 5% of your buyers to actually claim the bonuses that you offer.

The Bonus Site Anatomy

▷ The bonus offer site should be fun and should look similar to that of the product you are promoting. Get a site template from the vendor if possible and modify it from there.

▷ I like to inject humor into the bonus site with some sort of a theme. I might mock a popular superhero movie that was just released or use cartoons that people will recognize.

▷ I always have a bonus offer video explaining what's going on to people, I tell them about my bonus as well as the upcoming launch and I explain the competition to them

▷ I have images for every single bonus product as well as a description and estimated value. I tell them the sum of all the product value's up in the headline of the site.

▷ I always have a countdown timer at the top of the page and I update the amount of bonuses left on a daily basis. Urgency and scarcity work like a charm with bonus offers.

Contest Burner

▷ People love to compete for prizes and if you offer some cool stuff that they actually want then they will go above and beyond to spread the word for you.

▷ The contest burner plugin gives each person their own unique link to your bonus page and tracks how many clicks they get. Clicks turn into points and they can see a live leaderboard.

▷ I award points for social media posts, youtube videos, blog commenting and just about anything that involves spreading my bonus page url around.

▷ You have to give your contest enough time to gain momentum so I suggest you begin at least 3 - 4 weeks before the launch. This means your bonus offer and site needs to be ready.

▷ Be sure to have clear instructions and contest rules posted on your website. Keep an eye on the points to make sure that there's no funny business going on.

Rapid Fulfillment

▷ Prepare for A LOT of bonus requests and have a plan in place to get everybody what they need quickly. We have a membership site called the Bonus Factory that has all of our bonuses.

▷ Have your bonus redemption page ready to go so all you have to do is give people a username and password. The bonus site will contain access links & instructions for each product.

▷ Be sure to verify a receipt number before you fulfill a bonus request, only award bonuses to those that actually purchased through your affiliate link.

▷ Don't send people to an incomplete redemption page. Make sure that everything is ready to go by launch day, this includes your bonus products themselves.

▷ Award prizes right away and make a video of yourself pulling the Contest Burner winners so that you can post it to serve as social proof.

Valuable Bonus Ideas

▷ I always start by looking at the product I'm promoting and asking myself "What else do my subscriber need to make this work?" - create bonuses that can fill that void.

▷ I like to use PLR products that are congruent with the offer. Make sure that you open them and modify them first. Give them a fresh new look and title for better results.

▷ Create an audio version of the PLR material by narrating the ebooks or make video presentations to compliment the PLR product and list them as separate items in the bonus package.

▷ Create a webinar series on the topic of the main product and invite the buyers to attend live and ask questions. You can invite guest speakers and this forces you to create content.

▷ Offer services like, content creation, video production, proof reading, sales copy or anything that you are good at doing.

▷ Guest posting on your blog is also a great bonus because they get a back link to their own site.

▷ Consider using Fiverr gigs as bonus ideas but be careful promising to buy things.

Remember

If you make it rewarding they will bring the people for you. Make bonuses that they want and offer them prizes that compel them to share your bonus page link in order to accumulate points.

Treat the product launch like if it was your own and start creating your bonus campaign 45-60 days in advance for best results. **Make it FUN.**