

# COMMISSION BLUEPRINT V2.0

## *- The Bonus Incentive Strategy -*

## Overview...

Offering bonuses as an incentive for people to buy a product isn't exactly a new strategy and it's something that we've also talked about in the 'Internet Marketing Product Launches' manual.

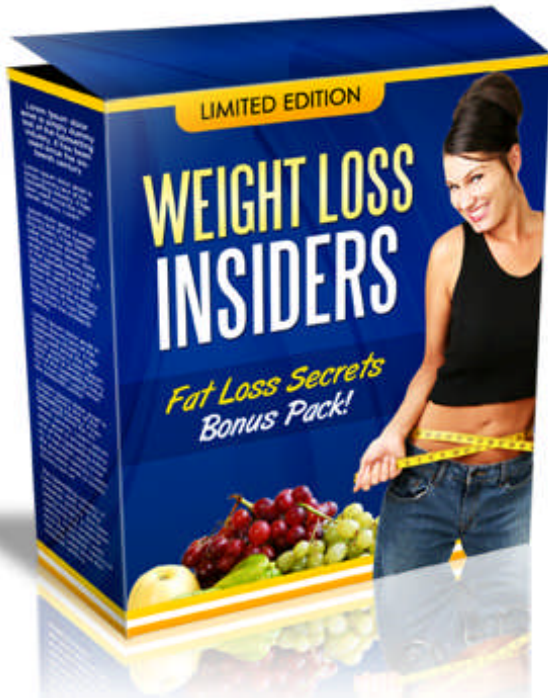
However, using bonuses in other markets and niches isn't something that I see all *that* often especially when paying for Google advertising and that's what this manual is briefly going to cover.

In fact, one of the things that has worked well for us is not *just* creating or buying additional material to offer but *also* creating graphics to represent it. Using graphics is a good way to represent the value of what you are offering and if you follow this strategy and have them made up, the conversions should be quite a lot higher than usual depending on how good the images are.

## An Example...

On the next page you can see a bonus offer that I placed on a pre sell page that was reviewing and recommending a couple of weight loss products (in this case 'Fat Loss 4 Idiots' and 'Proactol'). I placed the following section near the top of the page after an introduction to the website but before the product reviews:

## Weight Loss Insiders Exclusive



### Get Our Limited Edition Fat Loss Secrets Pack For Free...

Be sure you read our research and reviews *first*, just to make sure that one or even both of these weight loss systems are suited to you.

However, if you decide to order either Fat Loss 4 Idiots or Proactol before midnight tonight, make sure you forward the email receipt you'll receive after ordering to this email address: [weightlossinsiders@gmail.com](mailto:weightlossinsiders@gmail.com)

When we have received your message and have confirmed your order, we will send you our limited edition '**Weight Loss Insiders' Fat Loss Secrets Bonus pack (usually \$97)** which is chock full of amazing tips and advice that will increase your chances of losing weight and improving your health within the next 30 days guaranteed.

This package is *only* available on this website and cannot be found anywhere else so be sure not to miss out on this opportunity. But as I say, read through the rest of the information first before coming back to this section of the page.

As you can probably make out from the text on the right hand side of the page, what I have basically said is that if the reader takes action today and downloads (purchases) either one (or both) of the products that I'm recommending on the website then they will receive this "Weight Loss Insiders" bonus pack.

It's an extremely simple technique but very effective especially in markets where readers are not used to seeing offers such as this and are not necessarily familiar with product 'images' like the one I have created here.

## The Set Up Process...

### Step 1:

After choosing a market and setting up a review or pre-sell page to promote one or more products, we need to then create a relevant bonus made up of PLR (private label rights) material for the market that we are promoting.

There are two places where you can find material: The first is [www.nicheempires.com](http://www.nicheempires.com) and the second is [www.PLRwholesaler.com](http://www.PLRwholesaler.com) . Both of these sites have a massive amount of material spanning most markets, especially the latter.

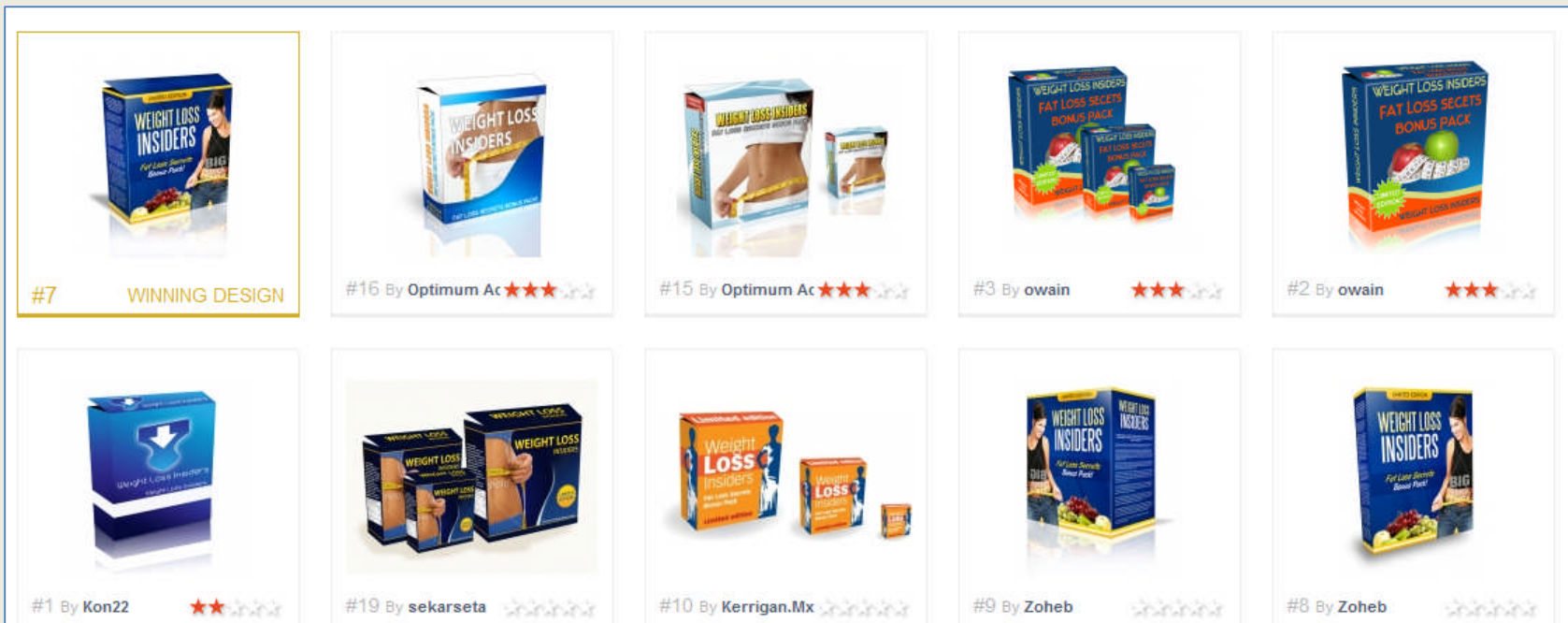
To create this Weight Loss Bonus, I have gone to both the above websites, found and compiled 4 PLR ebooks on the subject of health and dieting, put my name (or in this case the websites name) on them and have zipped them up in a folder ready to send. A 5 minute job at the most. Content done.

### Step 2:

Then we need to get a graphic made up to represent the content. A 'software box' type graphic usually works best and if you don't know a graphic designer, in my opinion the best place to have one created is [www.99designs.com](http://www.99designs.com) .

The reason why is because you submit a project to their system, set a budget of your choice and then many different designers will see your project, create a design and then you choose the one you like the most.

As an example, take a look at the submissions that I received for this weight loss bonus below...



The best thing to do when it comes to the design is to name the bonus after your website.

For instance, in this example my website name is 'Weight Loss Insiders'... and so I called the bonus "Weight Loss Insiders – Fat Loss Secrets Bonus Pack". Doing this makes it seem more relevant, official and exclusive and will therefore will produce better results.

### Step 3:

So now you have both the material and the graphic ready to go and the next stage is to set up the delivery of the bonus once someone buys the product you are promoting.

It's up to you, but in my opinion what you don't want to do is deliver it manually as it'll take up too much time and you could spend your time doing other things rather than constantly checking *yet another* email address. Instead, automate the process like this:

First, go to [www.gmail.com](http://www.gmail.com) and set up a new and relevant email address. In this case I have set up [weightlossinsiders@gmail.com](mailto:weightlossinsiders@gmail.com) as you can see in the screen shot at the beginning of this manual.

If you had a dog training website called 'dog training secrets', you would set up something like [dogtrainingsecrets@gmail.com](mailto:dogtrainingsecrets@gmail.com) ... and so on.

Then in the email account settings activate the 'vacation reply' saying something a long the lines of:

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Hello, this is an automated reply.

Please download the bonus pack through this link:

<http://www.Yourwebsite.com/bonuspack.zip>

Many thanks,

Your website Support

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Obviously you will need to upload the bonus pack to your server so your customers can download it or you could even add it to the auto-reply as an attachment if your email client has that feature.

An additional idea is to send purchasers from this email to an opt-in page where they would have to enter in their name and email address in order to receive the bonus.

This way you would be collecting the 'buyer' leads (the most profitable type of leads you can have) and you could pre-load an automated email(s) using your auto-responder service which would be delivered a week or so later, selling them an *additional* relevant product in the same market which hopefully they would buy as well. Doing this should help to increase your overall revenue as well as your ROI if you are paying for Adwords.

#### **Step 4:**

Finally, on your website you will need to give readers instructions on how to claim the bonus once they make a purchase and again, as you can see in the screenshot on page 3, all you need to do is ask them to forward their confirmation receipt to your new email address and tell them that the bonus will be delivered shortly afterwards. Then you're done.

Obviously there is a slight downside here in that if someone emails the address before making a purchase then they will receive the bonus automatically. However, this hardly ever happens and it doesn't really matter so much if someone gets it anyway as it won't cost you anything to deliver.

You could scatter some affiliate links within the material you give away promoting additional products and hopefully reap some benefit that way if it does happen.

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And that's it. It's a very simple strategy but it does work and is something you can replicate in any niche or market where you are promoting products as an affiliate.

