



The 3 Key Components

You Must Get Right To Sell Online

Know Your Product: Bonuses

Know Your Product

The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name

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FREE BONUSES Play A Crucial
Role In Elevating The Value Of Your
Product And Setting You Apart From
Your Competitors

**The Copy For Free Bonuses Should
Be As Strong As The Product With
Fully Thought Out Features,
Benefits, and Proofs!**

Ideas And Tips For Bonuses

Some things to consider...

1. Bonuses should add value to your offer
2. Bonuses should excite the prospect
3. A Bonus might provide an additional benefit or a complimentary solution
4. A Bonus might be something they can use after completing your product or service
5. Bonuses should never be required for your product or service to work
6. You might want to allow them to keep the Bonus even after a refund
7. Be careful about over inflating the Bonus price
8. Use the same copy you'd use if this were the full product

Consider What Your Prospect
Would Love Next...

That'll Put You On The
Right Track.

STOP HERE

Come up with several (maybe 5-7?)
ideas for **Bonuses**

(Idea: Start a **Bonus document**. As more ideas for bonuses hit you, drop them there to refer to when you start writing your *Drag and Drop Copy*)

Next Up...

Know Your Product: *Risk Reversal*



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