

**Special Report**

# **The Secret To Getting People To Buy Your Information Products**

By

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# Introduction

So you have a great product that you've created. You're sure it will sell well.

But you're not just looking for mediocre, ho-hum conversion rates. You want off-the-charts, record-breaking sales!

The solution?

Give your prospects a compelling reason to buy your package now.

And one great way to do that is by **creating an incentive – an attractive, high-value bonus offer.**

Let me give you three quick examples...

## **Example #1: Profit From PLR**

Take a look at that offer and you'll see that anyone who joins the "Profit from PLR" eClass gets a free bonus offer that's worth as much as the main offer. And it's something they can actually use that's related to the course: a massive PLR package. More on why that's important later.

## **Example #2: Traffic F.U.E.L.**

Go ahead and take a look there as well. What do you see? You see an immediate bonus issue, giving you a "two for the price of one". So, you get TWO great blueprints on generating completely free traffic from the start! You also see a "graduation gift" which is worth more than they pay for the entire course. It's a desirable one as well – personal coaching. And you see other highly related bonuses.

## **Example #3: Profit Pipeline.**

If you're reading this, then you're a member of Profit Pipeline ... so you know very well how important the bonuses are. In addition to bonus issues, tiered bonuses, this special report, etc. you were probably also drawn to the digital version of my \$997 Infoproduct Mastery course ... valued at almost FOUR times what you'll be paying for this membership.

It's a no brainer for prospects, because it adds tremendous value. It's like the old Ginsu commercials. You pay for a steak knife and get dozens of other knives to go along with it at no extra charge.

But there's a catch in that offer – **the big bonuses offer is only available for a limited time**. I set it up that way because doing so creates a sense of urgency (because people don't want to miss out), which in turn boosts the conversion rate.

Some bonuses are only available for the first 250 to join. Others are extremely limited to only the first 50. Some have deadlines. All of this is built-in on purpose.

Listen, you can use these sorts of high-value, limited incentives to sell more of your products, too. And that's exactly what you'll learn how to do in this report, so read on...

## Creating High-Value Bonuses

The key to creating a good bonus is to offer a product that compliments or enhances the main product.

Bad Example: Offering something like a "how to invest in the stock market" product isn't a good match if the main product is how to do online marketing. Sure, they're both about making money... but the products aren't tightly related. That is, they're not targeting the same tight niche.

Good Example: You offer a "How to Keep Your Computer Safe" product as a bonus to a "How to Get Rid of Viruses" product. Later in this report I'll give you even more good examples.

Now let me show you ten different bonus products that you can create out of PLR content.

The best part about using bonuses to sell your other products is that you can create the bonuses using PLR content, too...

## Ebook or Report

Most of your PLR content comes in text format. Thus it's easy to turn this text content into a valuable bonus ebook or report.

**Note:** You do NOT have to turn a single PLR ebook into a bonus ebook. You can combine and modify multiple sources of PLR to create your bonus. That way, you're able to quickly and easily create a truly unique product. And a truly unique product is more valuable in your customers' eyes!

Example: You can compile a set of articles to create a report. Or you can string together several articles and reports to create an ebook. You can even take chapters out of different PLR ebooks to create a brand new ebook.

## Audio

Audio products tend to have a higher perceived value. Thus if you take your text PLR and turn into an audio report or ebook, you can instantly increase the value (without changing the actual content itself).

You can accomplish this quickly and easily by using a free solution like Audacity (<http://audacity.sourceforge.net>). Alternatively, you can search Google for audio PLR content in your niche.

## Video

Just as audio content has a higher perceived value than text, video content is generally perceived to be even more valuable than text or audio.

One way to create your own video out of PLR content by creating a Powerpoint-style video based on the text content. You can show text and graphical slides while narrating the content.

Tip: Not sure how to create a video? No problem. Use Camtasia to record and edit your video: <http://www.techsmith.com/camtasia/>.

## Teleseminar or Webinar

Live events also come with a built-in high perceived value. And best of all, once the live event is over you'll have the recordings to offer as audio or video bonuses later on.

So how do you do it?

Simple: Take your existing text PLR content and use it as the basis for your live event.

Example: If you have a five-step report about housetraining a puppy, then go over these five steps during your live event.

Tip: For teleseminars you'll need a teleconference bridge line, like the kind you can find at <http://barefootconferencecall.com> (or by searching Google for "telephone conferencing" or "teleseminar bridge line"). To create a webinar, you'll need to use a service like <http://gotomeeting.com/webinar> .

## eClass

All you have to do to create an eClass out of PLR material is to break up the content into smaller lessons that you can delivery on a weekly basis. Then you can deliver these lessons for about 4-8 weeks.

The only thing about this bonus is that you do have to offer some one-on-one instruction (e.g., answer student's questions).

As such, this isn't a good choice for a low-ticket product like a \$27 ebook. Instead, use it to compliment high-dollar products like home study courses or possibly membership sites.

## Personal Coaching

There are a few different ways to approach this:

- 1. You can just answer questions or offer critiques.**



Example: Let's say your customers purchased a copywriting course from. As a bonus, you can offer a critique of a sales letter. Obviously, you can't create this sort of bonus out of PLR content, but it is a valuable bonus nonetheless.

**2. You offer a coaching session.** In this case, you can base the session (or sessions) off of your PLR content.

Example: You can offer motivation tips and instruction as a bonus for anyone who buys a weight-loss product from you. Or you can offer marketing training to anyone who purchases an online marketing product from you.

## **Access to a FTM Site**

FTM stands for "fixed term membership" site. Like most membership sites, fresh content is delivered regularly (such as once per week). And like most membership sites, members need to pay a monthly fee in order to keep receiving these ongoing lessons, training or other content and materials.

The difference, however, is that a Fixed-Term membership site has a definite end date.

Example: New lessons are delivered every week for three months, six months a year or more - and members pay their monthly fee for the duration of the term. When the specified term ends, customers are no longer charged and you no longer deliver new content.

It's easy enough to do: Simply break up your PLR content into multiple lessons and deliver these messages via an autoresponder service (like Aweber.com).

## **Access to a "Vault" Site**

If you have a lot of related bonus material to offer, you might create a membership site - a "vault" site - where members get instant access to all the materials as soon as they join.

In this case, you can offer a variety of content, including ebooks, reports, articles, blog posts, audios, videos and more.

## Templates

If your main product tells people what to do, then your bonus can give them the tools to do it. And a set of templates is one such tool.

### Examples:

- If your main product is how to write a resume, you can offer a set of resume templates or power words to use in a resume.
- If the main product is about writing a sales letter, you can offer a set of headline templates (such as "How to \_\_\_\_\_" or "The Secrets of \_\_\_\_\_").

## RR / MRR / PLR Package

Does your PLR content come with unrestricted rights, meaning you can transfer the rights to others? Then you can offer one or more of these products to your customers with resell rights, master resell rights or private label rights.

Tip: This is most useful if you're selling make money or marketing related content. If you're selling in other niches (like golf), then your customers won't be as interested in getting the rights to the product.

### Quick Recap

You just learned ten bonus products you can create yourself or out of PLR content. But what makes a bonus product desirable and valuable? Read on...

# Using Bonuses to Boost Your Response Rate

You *can't* just throw a pile of bonuses on top of a product and expect your prospects to drool all over your offer like Pavlov's dogs.

If you want to enjoy more success, then you need to apply the following 10 surefire keys to using bonuses...

## **Key 1: Do Create an Offer With a High Perceived Value**

Your bonus needs to not only be valuable, **it also needs to have a high *perceived value*.**

In other words, your prospects need to instantly recognize the value of the bonus.

As you've discovered, one way to do that is by offering the bonus in a highly valued format (such as audio, video or even via a live event). Another way to do it is by making sure you create titles that reflect the high value.

Example: "Housetraining a Puppy" is ok, but not spectacular. A title that helps boost the value is something like this: "The Secrets of Housetraining a Puppy Perfectly In Just Three Days!" Doesn't that sound like it's worth more? ☺

What's more compelling: "How To Use Bonuses" or "The Secret To Getting People To Buy Your Information Products"? Point made.

## **Key 2: Don't Go Overboard**

Have you ever seen those offers where there's thousands of dollars worth of bonuses piled on top of a \$27 ebook?

Yeah, me too. And if you're like me, this dumping on of bonuses just cheapens the whole offer.

Point is, **keep your bonus value at or around the value of your main offer.**

Example: So if your main offer is \$100, then offer bonuses valued from about \$50 to \$150. At a maximum, go up to 4X the price. Never sell a \$20 ebook with \$5,000 in "value" for your bonuse.

## **Key 3: Do Make Sure Your Bonus Compliments the Main Offer**

I mentioned this key earlier in the report. So let give you a few more examples of bonuses that compliment or enhance the main offer:

- You offer a bonus "How to Make Money on Facebook" report alongside a "How to Make Money Online" ebook.
- You offer a "How to Housetrain a Puppy" video alongside a "How to Raise a Puppy" product.
- The main offer is how to Profit from PLR - the bonus is a valuable PLR package that customers can make money with once they start applying what they've learned.

## **Key 4: Do Create a Sense of Urgency**

Offering a desirable bonus with a high-perceived value will make your offer more attractive. But put a limit on this offer and you'll get your prospects scrambling to the order button so that they don't miss out.

Here are three ways to do this:

- **Limited-time bonus.** Here you offer a "fast action" or "early bird" bonus, where those who offer within a specific time frame (such as the next three days) will get the bonus... and everyone else will miss out.
- **Limited-quantity bonus.** Instead of having prospects race against the clock, you have prospects racing against each other to get the bonus.

Example: "This offer is available for the next 100 customers only..."

- **Combination.** Yet another way to do it is to offer both a time-limited and quantity limited bonus.

Example: "This offer available until [date] or until 100 copies are gone - whichever comes first..."

## **Key 5: Do Modify and Re-Label the PLR Content**

If you're creating a bonus out of PLR content, it doesn't do you much good if the prospect can get the same product from dozens of other marketers who're offering the same product.

See, you can make your bonus instantly more valuable by making it unique. And that's why you should modify any PLR content you're using and re-label it (by changing the title and putting your name as the author).

Here's how:

- **Change the format.** Take text PLR and change it into an audio or video product. Or take audio or video PLR and change it into a text-based product. You can even take downloadable PLR and turn it into a physical product that you ship. Point is, you can make your product unique without changing a word of the content – just change the format.
- **Change the content.** You can combine multiple PLR sources to create a new product. You can delete, modify and rewrite a content (by at least 35% or more) to create a unique product.

## **Key 6: Do Consider Offering a "Delayed" Bonus**

Instead of dropping your bonus in your customer's lap the minute he buys your product, you can offer a delay.

Generally, this delay is used to reduce refunds and/or only give the bonus to people who don't take advantage of your guarantee. (In other words, you're only giving the bonus to your true customers.)

The most common way to do this is to simply advertise a bonus that's offered after the guarantee term expires.

If you're creating a fixed term membership site then consider adding a "graduation" bonus like the ones I've offered. You only receive this after you complete the entire series of lessons ... meaning you've paid for all of the installments instead of quitting early.

## **Key 7: Do or Don't Let Refunders Keep the Bonus**

The previous strategy sought to reduce refunds by only giving the bonus to those who do not ask for a refund. Here's an entirely different strategy: Tell the prospects that they can keep the bonus... even if they ask for a refund.

Infomercial-type vendors do this all the time (usually because their shipping and handling charge covers the cost of the bonus). But you can do the same with digital products.

Indeed, it's sort of obvious that the customer could just keep a copy of the product even if they asked for a refund... so you're not telling them anything they don't know. Yet several marketers have reported that mentioning this fact in the guarantee tends to boost the conversion rate.

Will it do the same for you?

There's only one way to find out... test it for yourself and see!

## **Key 8: Don't Make it Hard On Yourself (or Your Customers)**

Your customers shouldn't have to jump through hoops to get your bonus. And likewise, you shouldn't be tied down to your computer 24/7 making sure that your customers get their bonuses.

That's why you should create an "autopilot" system that makes bonus delivery as efficient and "hands off" for you as possible.

Here's the easiest way to do that: Offer the bonus on the download page.

This can be a downloadable product like an ebook. Or if it's in a different format (like the FTM site where members get their info via autoresponder), then be sure the download page has all the information or forms required for customers to quickly and easily claim their bonus.

The only time I require a customer to send me in a receipt to claim a bonus is if there is a reason to do so such as a special event like a webinar... IE the first 50 who join after this webinar is over get XYZ, but you must send in your receipt to [xyz@specificemailaddress.com](mailto:xyz@specificemailaddress.com) to claim the bonus.

## **Key 9: Do Consider Offering a Physical Bonus**

I know, I know – I just said that it's easiest to use downloadable bonuses since it's a "hands off" process for you.

Nonetheless, a physical bonus DOES increase the perceived value of the entire offer.

And what's more, having a physical bonus can decrease the refund rate, since many buyers won't take the time to ship back a product just to get their money back.

If you're selling physical products, then it's easy to include a physical bonus. Otherwise, to make it easy on yourself you'll need to set up a system with a fulfillment company. Check [www.kunaki.com](http://www.kunaki.com) to explore your options.

## **Key 10: Don't Limit Yourself to Advertised Bonuses**

Sure, advertising a bonus on the sales page helps boost your conversion rate. But offering an unadvertised bonus after the sale surprises your customers... in a good way. Suddenly you didn't just deliver a product and meet their expectations.

Instead, you over-delivered on your offer and exceeded their expectations.

That's the sort of thing that creates wildly satisfied customers who buy from you again. These are the sort of folks who tell their friends about your products, too! Give them extra "unadvertised" bonuses and they'll be happy, happy, happy! ☺

## Conclusion

And there you have it – everything you need to know about selling more products, simply by offering an attractive “buy now” incentive to your prospects.

To that end, you just discovered:

**a) 10 different type of bonus products (most of which you can create out of PLR content if you don't want to write the content yourself):**

These ranged from ebooks to videos to live events. As you learned, some of these products carry a higher perceived value than others, which makes your overall offer more attractive and valuable.

**b) 10 keys to creating a bonus offer:**

The overall key is that creating a bonus offer shouldn't be an afterthought. If you plan it out carefully – being sure to incorporate as many of the 10 keys as possible – you'll end up with a higher conversion rate, less refunds and more satisfied customers!

Of course this is just one way to get more people clamoring to buy your products.

Keep that secret to yourself. 😊