

## **Add Bonuses**

A	PRODUCTS >		CURRENT SERVICE	Superior Offer
Bonus #1: Bonus #2: Bonus #3: Bonus #4: Bonus #5: Bonus #6:				
Bonuses should be more valuable than core thing  Present after price is said  Stack bonuses instead of discounts to get them to say yes  Bonuses should solve all perceived problems  Always offer them  Give them a special name that has a benefit in the title  Tell them: a) How it relates to their issue b) What it is c) What it will do for them d) How it will specifically improve their lives or make their experience: a) faster b) easier or c) less effort/sacrifice (value equation)				
this thing is Paint a vivid are experien Always ascr Tools & che former, so This can als next proble You can fur bonus them Give away of	s valuable d mental image of whencing the benefits ribe a price tag to then ecklists are better than the value is higher. Th so be what they would em before they even er orther enhance the value hiselves (which takes th other people products:	at their life will an and justify it a additional traine value equation logically realized acounter it.	be like assuming the nings (as the efform a still reigns supresent they will need not see they adding sca	they have already used it and ert & time are lower with the erme).  Exercite and urgency to the error of the
	Add 1-10 E Bonus #1: Bonus #2: Bonus #3: Bonus #4: Bonus #5: Bonus #6: Bonus #6: Bonus #6: Bonus #6: Give them Tell them: a will specific effort/sacri Provide son this thing is Paint a viviare experien Always ascri Tools & ch former, so This can also next proble You can fur bonus them Give away	Add 1-10 Bonuses aka "The Size Bonus #1:	Add 1-10 Bonuses aka "The Sizzle" of the Orbonus #1:  Bonus #1:  Bonus #2:  Bonus #3:  Bonus #4:  Bonus #6:  Bonus #7:  Bonuses should be more valuable than core thing Present after price is said Stack bonuses instead of discounts to get them to Bonuses should solve all perceived problems Always offer them Give them a special name that has a benefit in the Tell them: a) How it relates to their issue b) What will specifically improve their lives or make their effort/sacrifice (value equation) Provide some proof (this can be a stat, a past clients thing is valuable Paint a vivid mental image of what their life will are experiencing the benefits Always ascribe a price tag to them and justify it Tools & checklists are better than additional trainformer, so the value is higher. The value equation This can also be what they would logically realized next problem before they even encounter it. You can further enhance the value of your bonut bonus themselves (which takes this technique and Give away other people products:	Add 1-10 Bonuses aka "The Sizzle" of the Offer Bonus #1: Bonus #2: Bonus #3: Bonus #4: Bonus #5: Bonus #6: Bonus #7:  Bonuses should be more valuable than core thing Present after price is said Stack bonuses instead of discounts to get them to say yes Bonuses should solve all perceived problems Always offer them Give them a special name that has a benefit in the title Tell them: a) How it relates to their issue b) What it is c) What it will specifically improve their lives or make their experience: a) faceffort/sacrifice (value equation) Provide some proof (this can be a stat, a past client, or personal ethis thing is valuable Paint a vivid mental image of what their life will be like assuming the are experiencing the benefits Always ascribe a price tag to them and justify it Tools & checklists are better than additional trainings (as the effortormer, so the value is higher. The value equation still reigns supromet allowed the problem before they even encounter it. You can further enhance the value of your bonuses by adding scal bonus themselves (which takes this technique and puts it on stero Give away other people products:



Other people's products (with pre-negotiated discounts or free periods/units)
Other people's products (with pre-negotiated discounts or free periods/units) +
affiliate commissions
Other people's products (with pre-negotiated rates <u>AND</u> exclusive features/licenses)
+ affiliate commissions
Try and get all 4 levels of the above