Add Bonuses

SPLINTER STACK

(A) PRODUCTS
(B) SERVICES   > BONUSES
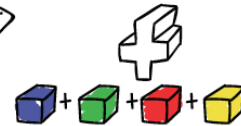(C) NEXT LOGICAL NEED

CURRENT SERVICE

SUPERIOR OFFER

IX.   **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 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)
- ❏ Provide some proof (this can be a stat, a past client, or personal experience) to prove that this thing is valuable
- ❏ Paint a vivid mental image of what their life will be like *assuming* they have already used it and are experiencing the benefits
- ❏ Always ascribe a price tag to them and justify it
- ❏ Tools & checklists are better than additional trainings (as the effort & time are lower with the former, so the value is higher. The value equation still reigns supreme).
- ❏ This can also be what they would logically realize they will need next. You want to solve their next problem before they even encounter it.
- ❏ You can further enhance the value of your bonuses by adding scarcity and urgency to the bonus themselves (which takes this technique and puts it on steroids).
- ❏ Give away other people products:
    - ❏ Other people's 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 _AND_ exclusive features/licenses) + affiliate commissions
- ❏ Try and get all 4 levels of the above