

#### **k. The “Bonus Deal” Tactic**

Affiliate marketing may be enormously competitive in particular niches with a lot of affiliates promoting the same products. One affiliate marketing method is to offer buyers purchasing through your link, a bonus or free gift.

If you look at sales pages for Internet marketing products, you will note that almost all of them offer their customers bonuses. If the niche is among the more competitive the super affiliates utilize this affiliate marketing method to give themselves an edge.

The bonus items are added to a product to increase value of the product and supply the customer more than their money's worth when they buy.

You would put the bonuses on your sales page:

There are a few ways you are able to do deliver the bonuses. For one, you can place the download links on your product download page.

Another way, is to have them forward a copy of their receipt to you thru email.

Here are just a couple of ideas of incentives that go over well:

1. A cut price on one of your own products.
2. One of your products free of charge.
3. If you're a service provider or a coach, offer X amount of hours of service.
4. Cash – nothing says thanks like cold hard cash!

Make sure to read the terms of service for your affiliate programs as a few prohibit incentives.

So now, put your thinking cap on and get originaive with your affiliate marketing. Think of what you are able to offer somebody who buys utilizing your affiliate link.

Next we will look at tips to ramp up your instant commissions every month!