

Step 3:



Creating Your Juicy Offer Soulful Bonus Idea Generator

*Creating Additional Content or Services
that Relate to Your Core Offer*



By Shannon McCaffery



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Many of my clients are always asking me for ideas on what to give away for bonuses on their marketing and launch offers. I put this sheet together to help you figure it out much faster.

These are things that you can create in addition to your product/course. Also, what's really helpful before you do this, is to take a few minutes and create a list of all your assets that you have, if you don't have one already.

Assets are anything that you've created, including, articles, audios, podcasts, videos, interviews, eBooks, printed books, etc.

This way when you're looking for bonuses - you can check out your assets list first and go from there. I'd create an excel sheet with columns for the name of it, Comments about it, date it was created, what format, is it final, was where was it distributed (or if it's still draft form), etc. The more details you can put in about the asset, the easier it will be for you and a team member to help you figure out if it makes a good bonus.

Something REALLY important when it comes to creating bonuses - **Keep in mind your prospects OBJECTIONS to buying your product. If you can add a bonus that will wipe out their objection, you will get a sale.**



For example: Let's say you're selling a course on how to launch a product, and your prospect doesn't have a list of hot prospects, create a bonus on "how to build a list of hot prospects."

Bonus Idea Generator List:

- Your course Audio as Download or on CD, memory stick
- Your course Video as Download or on DVD, memory stick
- Transcripts as Download or Printed, or on CD, memory stick
- Extra Helpful Items like:
 - Worksheets
 - Spreadsheets
 - Planners
 - Mind Maps
 - Templates
 - Checklists
 - Cheat Sheets
 - Infographics
- Downloadable eBook of Swipe Files, or Printed
- Downloadable eGuides or Printed One(s)
- Downloadable eBooks or Printed One(s)





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- Exclusive Follow-Up Subscriptions
 - Case Studies Downloadable or Printed
 - Free or Discounted Updates of The Product
 - Easily Imported "Bookmarks" or "Favorites" Collections
 - Access to Membership Area or Membership Site to Collaborate with Like-Minded People
 - "Rolodex" - Contact Lists for Vendors, Potential Partners, or Other Relevant Companies and Resources
 - "Quick Start" Guide
 - Interactive Tutorials or Self-Assessments
 - Additional Products or Services (As A Bonus)
 - Additional Length of Time for Subscriptions (As A Bonus)
 - In Person Live Event, Mastermind, Masterclass, Seminar only for purchasers
 - Free ticket to annual event, and, or free VIP upgrade for annual event
 - Webinar, Online Zoom Training Class, Teleseminar
 - Private Facebook Group
 - Private Email Group
 - Private One on One Consultation - Recorded
 - Live Q&A Group Calls - Recorded
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- Live One on One Coaching Calls/Zoom - Recorded
 - Live Group Coaching Calls/Zoom - Recorded
 - Coaching Club Access
 - Live Call-In Days - Recorded
 - Access to private interviews/podcasts exclusively for purchasers
 - Additional Training (In-Person, Phone, Chat-Based)
 - Extended Support
 - Access to other courses, programs, services you created
 - Access to exclusive content, maybe it's videos, podcasts, audios, printed or downloadable books, guides, cheat sheets, etc.
 - Snail Mail Printed Monthly Newsletter
 - Snail Mail Printed Letter with a Memory Stick Filled With Content, Interviews, Podcasts, Swipe Files, Etc.
 - Premium Physical Gift Items Like Branded Planners, Books, Water Bottles, Mini-Memory Sticks, Pens, Etc.

