

# Welcome to Paytrix.

## Bonuses Module

Lots of people struggle with finding bonuses to use in their campaigns. So what we are going to do here is go through three ways that we go about getting bonuses. These range from a budget option right up to a larger investment.

But even with a budget option we are going to show you how to make these stand out from the competition.

First I can not emphasise the importance of good bonuses. Using good quality bonuses are so important to a good campaign.

### Budget Option

This is the one that most affiliates use and one of the reasons why they fail.

Using PLR content. Now if you don't know what PLR is.

In internet marketing, private label rights is a license where the author sells most or all of the intellectual property rights to their work. The license is defined by the author of the work and has no legal definition.

The license is used for various digital products such as articles, ebooks, software, graphic templates etc. Because

there are many buyers of the same product, the price of a single unit is generally lower than if one would create a similar product from scratch (either by himself or by outsourcing).

However, people can also purchase private label content that is limited in distribution, minimizing the number of competing marketers using the same content.

Private Label Content comes in many different formats, including PLR reports, ebooks, articles, graphics, templates, email newsletters and even videos.

Now there are lots of places that you can get PLR content from here are some of the places that we use.

<https://www.idplr.com/>  
<http://resell-rights-weekly.com/>  
<https://internetmarketingzoom.com/>  
<https://www.plrassassin.com/>  
<https://www.plrdatabase.net>  
<https://bestdealplr.com>  
<https://www.plrebookclub.com/>  
<http://www.masterresalerights.com>  
<http://plr365.com>  
<http://www.buyqualityplr.com>

The cost on these vary between \$10 per month to \$30 per month but they have 1000's of different products that you can use. But please make sure that you check the license and that it says its ok to use as a bonus.

So how do you make these products different as everyone is using PLR and its not working very well.

Well the first thing you need to do is rebrand the content. Check the license again and make sure this is ok.

As long as it is add your own name and company to the product.

Give the product a new name.

This gives you authority to the reader.

Now the next thing to do is have your own graphics done for the product.

You will need:

Logo

Boxshot

Banners

The normal cost on this is around \$30-\$50 and the cheapest way to get these done are via somewhere like fivver.com

There are other places but we will discuss these in next section.

Once you have done that you have a fully unique product that you can use in your bonus pages.

Mid Price Option

One way to get good bonuses that are more unique is to look at products launching and see if they have a resell option. Sometimes the reseller option comes with the license to offer the product as a bonus.

One easy way to do this is to search for products that are launching in Jvzoo you can easily find these by going to [muncheye.com](http://muncheye.com).

Go to Jvzoo

Then

[affiliates/find products](#)

Then search for the product name

Then look through and see if there is a resellers option for sale in the funnel. If there is bookmark it and purchase it when it goes live.

Now the cost to do this can be anything from \$97 right up to \$497 but you have more of a unique bonus to offer to your customers.

Higher Priced Option

This is the one that we always use but this may not be for everyone. For the higher priced option we create bonuses that compliment the product that we are selling.

They either compliment or enhance that product.

So for example here is a bonus product we did recently.

The product was a mailing system called Mymailit, it was a self hosted mailing system. Similar to Getresponse and Aweber.

The bonus that we had created for this was a list cleaner a stand alone application where users could add their lists and clean them.

Now normally a similar service would cost anything from \$70 per 10,000 emails. Due to the bonus we created it brought it down to only \$3 a huge saving. Plus we gave them resell rights to it.

On that promotion the bonus cost us \$1000 but this can be used again on another email type product. But the promotion made us over \$15,000.

Now \$1000 may seem a lot to spend on this bonus but it can be used in multiple ways.

1. Used as a bonus multiple times as its unique.
2. Sell it as a stand alone product.

If you sell the bonus as a stand alone product you can even go as far as launching it.

Now think of this if the costs where \$1000 you would only need to sell 25 copies at \$40 and your investment is returned.

Before you worry about coding your own software don't we don't know a line of code everything we do is outsourced.

We have multiple development teams who work for us and this is one of the hardest parts is trying to find a good developer.

Here are the places that we use

<http://upwork.com>

<https://www.freelancer.com>

<https://www.guru.com>

There are lots of things you need to look at before hiring any freelancers.

Their past work record. Look at any past jobs they have done and make sure that it is their work.

Ask for references. This is vital talk to past clients and check that these are real clients.

Do a trial. Give them a very small job to start with and make it a trial. Give them a date and time to complete by and if they don't reach it then you simply don't hire them.

Also one other thing you can do once you have a developer is that you can take a product that has PLR rights and add new features to it to make a complete stand alone product.

Again make sure you check the licence on this.

















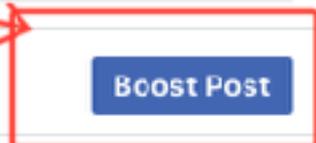


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9 November 2017 · 🌐



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