

THE INCENTIVE CREATION

Checklist



ENDLESS
AFFILIATE PROFITS



The Complete Set of Affiliate Checklists

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One really good way to start pocketing commissions is adding value to the vendor's offer. In other words, give away an exclusive bonus for those who buy an offer through your affiliate link.

But here's the catch: just going through the motions of adding a bonus to the offer isn't going to boost your commissions. You need to create something that's going to get people clicking on your affiliate link. This checklist shows you how to create a bonus that generates more sales. Ask yourself these questions...

Is the bonus highly desirable?

Here's the deal: if people don't want your bonus, then your bonus does absolutely nothing to add value to the offer. That's why you'll want to do your market research to find out what your prospects really want. If your prospects are already buying similar products, then you know they'll jump at the chance to get your version for free as part of the vendor's offer.

TIP: Check marketplaces like Amazon.com, Google Play store, Apple iTunes store, ClickBank.com and JVZoo.com to see what products are selling well in your niche.

Next...

Is the bonus valuable?

Again, the idea here is to add value to the offer. Just because you're giving this bonus away for free doesn't mean that it should be worth very little. On the contrary, your bonus should be valuable – something you could easily sell.

Heads up...

The key here is to offer something valuable without going overboard. For example, if you offer a bonus that's worth way more than the main product, it's going to create skepticism. People are going to think the



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entire offer is junk if they can get so much for so little money. Or they're going to wonder what the catch is.

When in doubt, offer a bonus that's valued between approximately half the price of the main offer up to the price of main offer.

For example, if the price of the vendor's offer is \$100, then you can offer a bonus that's valued at \$50 to \$100.

Next...

Is the bonus highly related to the main offer?

In order to help move people towards the order button, your bonus should enhance the use and enjoyment of the main offer.

In other words, don't just toss any product into the mix. Instead, create something that is a good fit for the main offer.

For example:

If the main offer is...	Then you can create a bonus like this...
Copywriting course	Sales letter templates
Heart-healthy guide	Heart-healthy recipes
Kettle bell training course	Kettle bell training videos
Organic gardening guide	Pest identification video
WordPress plugin	Guide for making the most of this plugin
Resume writing guide	Resume swipes and ideas
Weight loss guide	Meal planning app
Business start-up guide	Start-up checklists
Retirement guide	Debt management worksheets
Stop smoking guide	Access to a private support group

Is the bonus easy to deliver?

To make this process as hands free as possible, it's a good idea to focus on delivering digital bonuses. In fact, with certain affiliate platforms (such as JVZoo) you can deliver these bonuses



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automatically. Just upload the bonus, and JVZoo will deliver it whenever someone purchases through your affiliate link.

However, in some cases you may decide to deliver something manually, such as a service. However, be sure to reserve these sorts of time-consuming bonuses for high-ticket offers where you believe the service-related bonus is the BEST way to boost conversions.

Here are examples of valuable services you might offer alongside premium products:

- Plugin, software or app installation and customization. For example, if someone orders a blogging course through your link, you might offer to set up and customize their WP blog.
- Personal coaching, critiques and feedback. For example, you promote a resume-writing course, and then offer free resume critiques.

Again, since these sorts of bonuses are more difficult to deliver since they take time, you need to weigh the potential conversion boost and commission rate to decide if it's worth offering a service.

Next...

Will customers reference the bonus often?

The next thing you need to consider is if you're creating a bonus that people will look at repeatedly. The reason for this is twofold:

1. The more they reference your bonus, the more often they'll see your links and calls to action. (More on that in just a moment.)
2. The more they reference your bonus, the higher their satisfaction with the product. This means the next time they buy a product in the niche, they're going to check with you first to see if you're offering a bonus.



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Here are examples of items that are likely to get referenced often:

- Support forums/groups.
- Membership sites.
- Software and apps.
- Tools such as checklists, gear lists, templates, worksheets and cheat sheets.
- Demo videos (e.g., exercise videos).

And finally...

Is there a backend income opportunity in the bonus?

While your bonus's primary purpose is to convince prospects to buy an affiliate product through your link, its second purpose is to generate even more sales for you on the backend. That's why you'll want to insert an offer and a call to action.

For best results, follow these best practices:

- Be sure the backend offer is a popular, in-demand product. Again, do your market research. This could be your own product or another affiliate offer.
- Be sure the offer is highly related to the bonus, so that anyone who uses the bonus will naturally want this backend offer too. E.G., If the bonus is a set of kettle bell training videos, then the backend offer might be a set of advanced training videos.
- Share the benefits of the backend offer. E.G., "You'll get 101 delicious low-calorie recipes that the whole family will love!"
- Provide a call to action. This is where you specifically tell people to click on a link and check out the backend offer. E.G., "You too can boost your conversion rates – click here to get started now!"



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Parting Thoughts

Creating a highly valuable, related and in-demand bonus is a great way to incentivize people to purchase an offer through your affiliate link. Even better is if you insert a backed offer into the bonus, which in turn generates even more profits for you!



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