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The Viral Bonus

Welcome to this video. We're going to talk about The Viral Bonus, getting potential customers to bring more potential customers is what's going to create a viral effect with your bonus. Without question, you should be creating a bonus offer to incentivize people so that they buy the product in question through your link.

Whether or not you should be giving a bonus is an easy question and the answer is yes. Yes, you should, especially if you are promoting a product launch where there are many other affiliates promoting at the same time. What happens is people instinctively look for the best deals. Before they buy, they go to the search bar, and they type in a bonus behind the name of the product and then they're going to see a whole bunch of bonus offers.

Common sense dictates that if they can buy the product directly from an affiliate that is not offering anything and they're just going to get the product for their money, or they can buy that same product through an affiliate that is offering a bonus which is going to mean them getting more products for their money, then that's what they're going to do.

In essence, promoting a launch in many respects has become about the bonus. It has. In many ways, it's also catch-22 because many people get into affiliate marketing so that they could skip the whole product creation thing. But you've got to create products to have a compelling bonus that's going to make people buy from you as the affiliate.

Whether you're doing affiliate marketing or your own internet marketing, you're creating products. We're going to talk about some good products that you can easily and quickly create for your bonus. But more importantly, I'm going to cover how to create a bonus that goes viral so that the size of your list is no longer of any significant importance. I mean, it's always good to have a list that wants to hear from you that you can promote products too, especially when you're competing in affiliated competitions and things like that. But it isn't about the size of your list. I've proven that time and time again with my own viral bonuses. Let's get into it.

First and foremost, people share content for three reasons. They share content with others because it's funny, or because it's important, or because it's rewarding to do so. Those three things are generally what drive people to share things and make things go viral. When one person shares it with 130, half of them share it with another 130, and before you know it it's got millions of views.

Whether it's a video, a picture of a cat playing the piano, I don't know. The key is that it's got to be funny, or it's got to be important to them, or it's got to be rewarding. If you give them a reason to

share your bonus page with their friends, then you'll compensate for the fact that you didn't have a big list. Think about it.

I may not have a list of 100,000 people that I can send my bonus offer to and they'll automatically buy. They'll just jump all over the place and go, "Oh my god, an email from." Maybe you can't do that but what's to say that you can create an incentive that says, "Hey, if you share this with others, I'm going to give you this for free. Even if you don't buy anything, by just sharing. Let's take it one step further. What if I'm going to let you join a competition, I'm going to give away this big prize and I'm going to let everyone competing to accumulate points. The people that share this page the most are going to win this prize or are going to be in the drawing or something like that."

What happens now is that you've stimulated some competition. People love competitions, people love sweepstakes. People love a chance to win because they don't see the investment as time wasted if there's a reward at the end of the tunnel, if there's a chance that they can win.

It's a challenge and people love a challenge. If you give them a reason to share your bonus page with their friends, then, you're going to compensate from the fact that you don't have that 100,000 people list because you can just share that with a few people and they'll share it with a few people, and they'll share it with a few people.

If you started sharing early enough in the games, meaning earlier than the launch. You can't start this a day before the launch and expect it to go viral in a day. But if you started a few weeks before the launch and you get people into it, maybe you just have a small list of 100, 200, or 300 people and you just mail it to them a couple times, they're going to share it, and the people they shared it with, they're going to share, and their friends are going to share and so on and so forth. Incentivize them to spread word about your bonus and they'll recruit your prospects for you.

Let's start with the bonus offer itself. You're going to need to create a bonus offer which is comprised of additional products and there's a whole bunch of different things that you can use as bonus products, but it all begins with a good bonus offer. There are two things that make it impressive, that make people go, "wow," when they land on that bonus page, that make people consider buying the product from you.

In many cases, I've created bonuses that are just so compelling and so shocking that people buy the product just because they want my bonus. They may not have been interested in getting the product, but they pay the price of the product just because they wanted what I included in the bonus. That just goes to show you that my bonus page, my bonus process is in many, many respects more exciting and more engaging and more compelling than the product launch itself that I'm promoting. If they see that they're getting a lot of stuff and that's useful stuff, you're going to have a winner.

The two things that I'm talking about that's going to wow them are value and volume. You can't just have one or two little things on your bonus page because you know what? No matter how good and how valuable they might be and how much time and effort and tender, love, and care, you're going to put into creating that little bonus or those two little things, the other guy that's got 15 things on his page, he's going to get that "wow" and you're not because you just don't have the volume.

It's about the two things, value and volume. You want to have a bonus page that's filled up. Sometimes, filling up a bonus page is just about taking the time to add good proper descriptions of your bonuses.

I've seen bonus pages where the person is just slacking off. They're just, "Hey, I'm going to just throw a little image of a product." No description, nothing. They just put four, five little product images and say, "Hey guys, you get this. Click here." That's lazy. It's good that you got a bonus and you're on the right track, but you didn't follow through. You didn't carry it out properly.

Take the time to create a nice description, a paragraph or two about each one of the products, a nice image of the product. If you're starting and the preparation for the bonus offer—in advance, you'll have plenty of time to create nice descriptions and nice images.

Create unique bonuses like, for example, reports, eBooks, videos, and audios—now, here's a kicker—that looks and sounds like the main offer itself. The same type of cover images, and maybe even a spinoff of the name as well.

For example, let's say, you're promoting a product called My Unfair Advantage and you're the affiliate. Maybe there's like a weekend special going on and you want to offer some unique bonuses. A good idea would be maybe to create an audio course of your own and call it My Audio Advantage, or Your Own Video Advantage, or something that incorporates the word advantage in the title of what it is you're making and then maybe using the same color scheme of the My Unfair Advantage website for your product cover.

Now, what you've done is you've created a product that may or may not have literally anything to do with My Unfair Advantage itself but the fact that you've named it something similar, that you've packaged it in a cover that looks similar makes the viewer feel like, "Oh wow, well this goes with that other product."

If I get somebody else's bonus, I won't be getting this part of My Unfair Advantage. This is almost like My Unfair Advantage is like a puzzle I guess, and these two little pieces fit right in because I mean, look at the name, look at the cover, if I don't get this bonus—yeah, this other guy's giving a whole bunch of stuff but none of that fits the puzzle for My Unfair Advantage. You see where I'm going with this? The same type of cover images, and the spinoff of the name will make people feel like your bonus goes with the product itself.

People love push button stuff as well, you know that. I don't need to tell you that. Software and plugins sell much more than training. People love pushing a button and seeing something happen.

It's funny because I just heard Jeff Johnson recently in a video, he said, "People, they skip the process. They look for shortcuts. They're unwilling to do it," this is a big reason why people fail. Unrelated to what we're talking about, but people fail a lot in internet marketing because they want to skip the training part. They want to go right to push the button.

You can give somebody a product, you can create a product and say, "This system that I have is going to make you \$1000 a day," or whatever it is, and you say, "Look. Here's 38 hours of training. You've got to watch these 38 hours first so that you can learn marketing. So, you can learn the process of my system. Then at the end, once you've watched these 38 hours of training, use this software that I'm going to provide in using the knowledge that you just learned about the software and about the process and you'll be able to make that money."

You know what many people do? They'll skip the whole 38 hours; they'll go right over to the software and push the button. That's why they fail. "This didn't work." Yeah, because you didn't learn marketing.

That's just kind of human nature and it is a detrimental thing that's very common in the internet marketing space. People just love push button stuff like software and plugins. If you can get your hands on some PLR code and maybe have a program or customize it for you, your own plugin. It doesn't must be complicated stuff, but you can maybe get something affordable, some sort of PLR plugin for \$50, \$60. Maybe pay for a program or on oDesk or Elance something like that. Pay him a couple bucks to customize it.

Now, you can have that up, "Hey, you're getting the software tool. You're getting the plugin advantage, WordPress plugin advantage. Same colors as the product that you're promoting."

Again, it's a physical tool that they're going to get. Yeah, maybe you invested \$100 or whatever it was to do that. There's a lot of them out there. If he's dedicated the time and you start this process—obviously, if you go out there and find a PLR software, a decoder to modify it for you the night before the product launch, you know what? You're not going to be successful.

But if you start this 60, 45 days before the launch and you give yourself some time, you invest some actual effort into this, you're going to find something and you're going to have cool software to offer as part of your bonus.

Here's another thing, get the vendors to supply you with some cool stuff. Ask them, "Hey, I'm going to be promoting your product, what do you have in addition to the product that you're selling? What do you have that I can give my people as a reward for buying? What do you have as a bonus? What are the products that you have? What can we do?"

Sometimes, even if they don't have a product, "Oh man, I don't have anything." You could say, "Hey, what if we schedule a private webinar where you'll show up. I can build it as the behind the scenes or the private unplug session with the product creator," or something like that. Maybe some additional material that you can expand on your product, just for my people.

This is very, very valuable because your people feel your customers like, "Oh wow, well if I get this bonus through this person, not only am I going to get these congruent products that look and sound just like—they obviously go with the main offer, but I also going to be able to ask questions on a live webinar that nobody else of anybody that buys through other things, they're not going to have access to this private webinar with the creator. Maybe there's going to be some information shared on there that I need to be successful." Again, these little things can go a long way when you're offering a bonus.

Services. You've got to be kind of careful, but services make excellent bonuses. The thing you gotta be careful about is that they can also be time consuming. You can expect about 3% to 5% of buyers to claim the bonuses that you offer. A lot of people often ask me this, they're like, "how the hell can you offer every single person that buys the product through you a critique of their website or a promotion." Well, because I have the data. I know. I've done so many of these in the past and I know.

Depending on the product that you offer any number of buyers anywhere from 3% to 5% of people acting will call me up on say, "Hey, I want to take advantage of this bonus." Think about that, if I make 100 sales, what'll happen is maybe 75 of the 100 buyers, maybe—the numbers are probably a lot less—will request the bonuses.

Then, out of the ones that request the bonus, we send them the link, we say, "Okay, here's all the bonuses." One of the bonuses was a review for a product. The instructions are, "Okay when you're ready for the product review, contact this phone number."

Out of those 75 people that requested the bonus, 3% to 5% will use the bonus. I know. It's a shocking number but that's what I've learned. That makes it possible for me to offer these things. Now we're talking out of 100, only 50-75 will claim the bonus and then 3% of them, which adds up to like one and a half people, will ask me to do the critique, the review, or the promotion, or whatever it is. A lot of people say, "Well, I can believe you did that." Well, this is why I can do it.

The thing to consider though is, are you offering something that you're willing to do? For example, if I make \$40 from each sale, do I want to offer an hour of my time in exchange for that \$40? Do I want to offer a one-hour critique, a 30-minute video? Because if I make 700 sales, 3% of 700, now, I must put in 21 hours. 700 sales times \$40 bucks, is that worth the 21 hours? Now, you've got to kind of do the math. You've got to just come up with good bonuses that are valuable, but that you are also willing to fulfill because the worst thing that you can do is not fulfill a bonus that somebody is claiming.

Keep in mind that the 3% to 5% is what I've seen in my own business. Obviously, it can vary. Some people might ask, "Well, what do you mean by a service?" Well, what are you good at? Are you good at writing copy? Are you good at making images? Are you good at making banners? Are you good at creating e-covers? Are you good at making PDFs? Are you good at making videos? Maybe you have a good voice. Maybe you can narrate somebody's eBook and make it mp3 for them. All kinds of things that you can do.

You might think that you don't have something valuable to offer but I guarantee you, there's things that you do easily that someone else struggles with. That's just a matter of fact. You just gotta make some of these things available to people and you'll see that it's just another thing to add to that big list of value and volume on your bonus.

Let's talk about the website itself. The anatomy. What it looks like and how it should be built. The bonus offer site, first and foremost, should be fun. It's got to be fun, and it should look like that of the product that you're promoting.

The reason for this is you want a seamless transition from your site to their site to the site of the vendor. You want there to be a perceived connection between you and the seller. You don't want your customer to feel like they're being passed around. You want them to feel like they're buying from a family, from two people that work together. You want them to feel like you're truly a joint-venture partner and that they're buying from somebody that's connected to the product.

A good way to that is by creating a visually appealing site that's fun and that looks like the site that you're promoting. Meaning, if you're promoting a site that is blue, you shouldn't have an orange bonus page. Does that make sense? You should even get a site template from the vendor. You should ask, you say, "Hey I want to create a bonus. Can I use your website template? Can you give me a blank website template? The one your web designer used. Maybe I can use it."

Many cases, a vendor should be providing you a bonus template for you to modify, but some vendors are careless, and they don't. I always teach, just like I'm teaching you now, the affiliate marketing side, promoting the product. I teach vendors how to create the products and launch the products. I always teach that they should be offering bonus websites for their affiliates to use. If they didn't, ask for it. If you don't have a bonus template, ask for it. Once you get that template, you can modify from there, you can add your own spin to it. Just make sure you make it fun.

Speaking of fun, I like to inject humor into the bonus site, if you've ever seen one of my bonuses, you'll know what I'm talking about. I created a theme. I might mock a popular superhero movie that was just released, or I might use cartoons.

I remember one that I did. I partnered with John Thornhill, and we were talking about the launch of our product, so we put ourselves in a rocket launch and we put our faces in these little cartoon astronauts. I do things like that. I remember there was one where I was Luke Skywalker, and I

was battling it out with Darth Vader on the cover. I do things that make people smile and engage people and pull them in. Again, you want to do things that people are going to recognize as well but just make them smile. Make it fun. Humor always sells. You should always try to inject some humor in there.

I always have a bonus video; a bonus offer video at the top of my bonus page. That's a very, very important part of the anatomy of your bonus site. You should have a video right on top. You should have a countdown timer; we're talking about that in a minute. There's a couple of things that you must have, and a video is one of them.

I will tell them about my bonus as well as about the upcoming launch. I explain the competition to them. I explain everything that's going on to my customer, to my prospect on that video because a lot of people don't understand. What do you mean by launch? What is this bonus thing? How does this work? If I buy the product...

You've got to explain to people, "Hey, look, you're going to see a lot of people promoting this product. I want you to buy it through me. If you buy it through me on launch day, which is on this date, I'm going to give you the things that are on this page. To claim them, just send me a copy of your receipt." You got to give them these instructions so that they're like, "Okay, I see what you're doing. Let me see what these things are." Don't assume that people know what you're talking about. That's why it's always a good idea to put a bonus offer video on the top of your page.

I use images for every single one of my bonus products. I've seen people create bonuses where they just make a list of things. I think that's silly. You have got to give people some visual thud factor. That's what I call that. If people can't visualize what you're giving them, then subconsciously, it doesn't exist in their mind's eye. It literally doesn't exist in their mind's eye because they can't picture it. You're taking them by creating an image of your bonus product in their head based on words that they're reading because you were too lazy to get an e-cover made or to make one yourself at e-coverfree.com.

You can create your own little covers for products. But again, I have images for every single one of my products as well as a nice description. I will do one or two paragraphs explaining what's in the bonus product and how it complements their purchase. I also type in the estimated value of the product. I tell them the sum of all the product values. I add them all up and, in the headline, I say, "Hey, this is my \$2,000 bonus or this is my \$10,000 bonus."

What I like to do is I multiply it by the number of bonuses that I'm going to be giving away. If I know that during this launch week, I only plan to give out 200 bonuses, and if I know that each one of these bonuses has an estimated value of \$1,000, if you were to add up the price of every single one of the items on this page that I'm going to be giving you if you buy from me, and if I'm going to be awarding 200 people that \$1,000 bonus, then I say it right up on the top of my page. "\$200 bonus for XYZ product and it's only available for this amount of time."

Then, I have a countdown timer on the page. That's very, very important. I always have a countdown timer at the top of the page. I will also update the number of bonuses that are left daily. That's important because if I said, "Hey, I'm only giving away 200 of these." Then you should count them down. Don't just leave the same number on the page the entire week because people are going to come back, "Well, wait a second. That's not going down. This is weird." You're going to give them a feeling of, "Wait, is this legit?"

The key is that the countdown timer, that one gives them the urgency. The items remaining, the items that you're saying, "Hey, I have only 200 bonuses but now, I'm down to 170. Now, I'm down to 150." That's scarcity at work. They're two different things; urgency is time, scarcity is products remaining. When you use them together, they work like a charm with your bonus offer. It's powerful.

I don't just put a countdown timer that counts down the minutes. I got milliseconds up there. I want them to go to the page and be like, "Oh my God, why is this ticking down so fast." I want them to get excited. That's what I do with my countdown timer. Urgency and scarcity, they work like a charm on your bonus offer.

I want to talk to you about something that I started a few years ago and a lot of people have copied me since then. I'm excited to see that. A lot of few having success with this tactic.

I use a product called Contest Burner. It's a plugin that you can use to create contests. You can keep track of people that are sharing your website. You can award them points for doing so.

Here's the thing, people love to compete for prizes. It's just a fact. If you offer some cool stuff that they want, they're going to go above and beyond to spread the word for you. Here's what I do, we have already talked about creating bonuses that are cool and what kind of things that you can offer. We'll talk about it a little bit more. I'll give you some specific ideas in a little bit. We also talked about how to assemble your bonus page.

What if you can get people to share that bonus page with all their friends? And every time their friends come to the page; you can get them to share it with their friends. Remember, the title of this video is How to Make a Viral Bonus. Well, this is how you do it. I use an application called Contest Burner because people love to compete for prizes. You can use Contest Burner to award people points every time that they share your website. They're literally spreading the word about your bonus for an upcoming product launch.

The key is you must start this way in advance. You can't expect this to build up any steam if you start it the week of the launch or the night before. But this is a powerful way to get people excited and get your bonus to go viral. The Contest Burner plugin gives each person a unique link to your bonus page. That's how it tracks how many clicks each person is getting.

They sign up on your page, they get their unique link. You have rules, you could say, “Hey, you get this number of points for sharing on Facebook. You get this number of points for each click. You get this amount of points if you share on YouTube.” You can literally show them a live leaderboard with their name on it. This is all handled by Contest Burner. It’s a cool, little application.

It’s by my friend Bill Macintosh. He’s got a demo video. It’s not expensive at all but you obviously must buy this, but I’ll tell you what, this is what compensates for you not having a big list. If you want to compete with marketers that do have a list, you can create a viral contest using the contest burner.

I award points for things like social media posts, YouTube videos, blog commenting, and just about anything that involves spreading my bonus page URL around. I give them prizes. I like to do sweepstakes like raffle, and I say, “for every time that you get a point, you’re going to get a raffle ticket basically. The person that gets the most points have the most raffle tickets and has the greatest chance of winning at the end.”

I might give away a camera. I’ve given away GoPro Hero cameras. I’ve given away a cruise. I’ve given away a whole bunch of stuff. You can give away whatever’s in your budget, but I’ve always found that giving away cool and exciting stuff gets people to share it. I’ve generated contests that have gotten millions of hits on the page.

We’re talking about generating and again I don’t start this a night before, we start it a month in advance. Yes, a month in advance, sometimes even more. I’ve already selected what bonuses I’m going to offer. I’ve already created my video. I’ve already gone to the vendor and said, “Hey, give me your graphics, give me this.”

I just started preparing a long time before the launch happens. This is why on launch day; I shoot right up to the top of the leaderboard in the launch competition, and this is why I’m winning these big contests even though I don’t have a list as big as Frank Kern or Mike Filsaime or others. I’m beating them out because I’m doing clever things that get people excited and get people wanting to share my bonus page to accumulate points. These are the kind of things that you can do.

You must give your contest enough time to get momentum. I’m going to suggest that you start it at least three to four weeks before the launch. This means that everything has got to be ready. You can’t delay dallying with stuff.

If you’re going to be successful at promoting product launches then you’ve got to treat it like it’s your own product launch, period. The thing is that most people out there that call themselves affiliate marketers, they just hit it and quit it. Here’s what I mean by hit it and quit it, they mail, “Okay this guy launched a product today. Okay, let me see. I’ll give it a day. Let me see what he’s doing. Okay, let me test it. Let me send one email on my list. I only made two sales. That’s it. I’m going to move on to something else.” They’re literally promoting a different product every day. They’re promoting 30, 40 products a month.

They're lucky if they make a couple of sales here and there for any one of those. They're just blasting their list and the turnover of unsubscribed on their list. It's crazy.

Me? I'll promote two, maybe three things a month, but I'll promote them for a full week, or 10 days and I've been planning the promotion way in advance so that way, my subscribers, they see value. They see that I'm committed. How can you call yourself a joint-venture partner in an affiliate relationship with a product if you yourself don't know the first thing about the product, didn't take time to invest in creating a bonus for the product, and you can't even explain the product to people. You must give yourself enough time.

I suggest you start at least three to four weeks before. Start the contest three to four weeks. That means you've got 60 days before the launch. You're preparing the bonus; you're preparing the content. It takes time to set this stuff up.

Be sure to have clear instructions and rules posted on the website. Keep an eye on the points as well. Especially in the beginning before I was getting the hang of this and stuff, there's some people out there that see your contest and they jump on board simply for the sake of winning the prizes. They have no intention of buying the product that you're promoting or anything like that which is fine because I don't mind someone promoting my contest that has no intention of buying the product because that guy that's promoting my contest might bring me 100 people that'll buy the product. I'm not opposed to that, but they must promote fairly. Sometimes, you've got people out there that are using let's just say less than admirable methods for driving traffic.

You might be keeping an eye on your leaderboard and see that the average person has a few hundred points and three days into your launch suddenly, somebody shows up overnight has 10,000 points, 15,000 points, 20,000, something is going on there. I go into my admin panel, and I get that guy's email address, and I contact him, and I say, "Hey, what are you doing to get these points? Please show me." I've had to disqualify people.

I also make sure that my rules are very, very, very clear. Sometimes, people think that just because they signed up to the contest, they're going to win a prize. At the end of the contest, you're going to have people that contact you, "Oh, well you know, I didn't know it was a sweepstake, and I thought that just because I was in the top 10, I was going to get a cruise." And I'll say, "No, you didn't read the rules. The rules are very clear. They're on the front page."

If you don't have rules, then you're going to have nothing to fall back on when somebody says, "Hey, I thought this or I thought that." If you have some clear rules posted, and you had good instructions, and you did this well, you know what? You'll be able to say *au contraire mon frère*, this is what it says. This is the way that it works." Make sure that you have clear instructions and rules posted on your website.

Let's talk about fulfillment of the bonus. You have got to be prepared to do this. You have got to be fully committed. It's not just about creating the bonus product; it's not just about running a

contest and making a bunch of sales. Making sales is great, collecting affiliate commissions is awesome, but you've got a job to do, and that job isn't finished once the launch happens. You've got to fulfill these bonuses for people. You've got to be prepared for a lot of bonus requests. Have a plan in place to get everybody what they need quickly.

Here's what I mean about having a plan in place. If you know that you're going to have a bunch of people emailing you saying, "Hey, where's my bonus? Hey, where's my bonus? Hey, where's my bonus?" Then maybe you should have a pre-written response to them. If you know that you're going to be creating accounts for them, maybe you're giving away memberships to three of your websites.

Now, every time that someone requests access to their bonus, you're going to need to go and create an account for them at this site, that site, and the other site. Each one is going to take time. Maybe you're getting 20, or 30 of these requests a day and it takes you a few minutes to create each one of these accounts. You're talking about a few hours a day just to fulfill the bonuses.

If you're not prepared and you skip a day, tomorrow, you've got six hours' worth of work to do. If you let two or three days, go by, shit, now you're in a heap of trouble. You're going to need help. You're going to need somebody to come in and help you.

What we do is my wife manages this; this is her idea. I can't take credit for it. She does a great job of doing this. She runs a site called The Bonus Factory. It houses all our bonuses for us. You know what? Whenever we're promoting a new product, what happens is she goes, and she creates a new membership level and all the bonuses for that product are at that membership level.

She has responses for people ready, typed up and when somebody goes and sends an email that says, "Hey, I want my bonus for My Unfair Advantage." She can go in, verify their purchase so that they are obviously going to ask them to send their receipts. She's going to look at the receipt number and she just go create an account for them at My Unfair Advantage, it's one site, she's already way in advance populated that membership level with access to all the things that they were promised on the bonus page. She does this in advance. She does this before the launch. That way, she doesn't get backed up. Again, these things are important for you to think of before the launch. That way, you don't fall behind.

Have your bonus redemption page ready to go. All you must do is give people a username and a password. I love using the whole membership site method because it's easy, it protects you.

You know what else is cool? When you add them to a membership site to access their bonus, they can see all the other bonuses that you've promoted that they don't have access to. They might click on something, and you can give them a message that says, "Sorry, you don't have access to this bonus. If you want these things, you gotta buy this product."

See what happens there? You're even making some sales to your bonus people of other affiliate products simply because you're fulfilling everything in a member's area. Your bonus site contains all the access links and all the instructions for every one of the products and it also shows them other bonuses that you're doing as well. Have all this stuff ready.

I mentioned this a minute ago; make sure you verify receipt number before you fulfill a bonus request. Only give bonuses to those that purchased through your link. Remember, there's a couple of reasons that you want to use the membership site to deliver the bonuses.

First, it protects your bonus. Somebody gets a product. They bought it through your link. They show you the receipt. You give them their own access. That person deserves the bonus. They have their own username and password for their bonus. What if you got somebody that you just give them access to the bonus, you don't even check if they bought it or not. Then suddenly, they started sharing their bonus link. Suddenly, your bonus now gets watered down.

Now, all of a sudden, your bonus download page has gone viral throughout the internet. There's no protection. You know what I mean? You've got to add that protection level and make sure that you're checking people's receipt numbers. I always check receipt numbers before I award a bonus.

Don't send people to an incomplete redemption page. This is a pet peeve of mine. always does a great job of creating the bonus page. It's ready to go days before the launch of the product. We can start awarding bonuses immediately after the product goes live.

Don't send people to an incomplete redemption page. Meaning, make sure that if you said, "Hey, you're going to get this product, that product, and the other product." Don't send them to a page that says, "your bonus is coming soon." That's bullcrap. That's not right. You're basically selling them something that you didn't have yet.

I can understand in the case of advanced training, like for example let's say, you're offering them a secret webinar, a private webinar or a private interview that you're going to be doing a live call, that you're going to be doing on this date with the creator of the product. Obviously, the creator's going to be busy doing the launch week, you want to make sure that the launch is over that way, everybody can attend.

Maybe you have a link to that webinar that's taking place two or three weeks in the future, but the link is still there so when you reward people with their bonus, and they go into the member's area and they click on that link. I want to see about this live webinar, they see, "Hey, thank you and this webinar is going to be taking place on this date. Here's the link for you to register for the call.

Don't worry if you can't be there, we're going to be recording it and then the reply will be posted right here in this page. If you have any questions, contact us."

You see, even though that bonus isn't technically available yet because the call hasn't happened. At least it's already scheduled, at least you're already satisfying that person's need to have their bonus fulfilled. Make sure that everything is ready to go by launch day. This includes your bonus products themselves. There's no excuse for telling someone, "Hey if you buy this product, I'm giving you this." And then after they buy, they're like, "Give me that." "Oh, well it's not ready yet but it will be." That's not fair. You shouldn't do that because it's going to give you a bad reputation.

Rapid fulfillment isn't just about bonuses. If you're doing a contest in the beginning like that viral Contest Burner that we're talking about, you should award your prizes right away. What I mean by right away is right after the launch. I don't end my contest on the day of the launch, I end my contest at the end of the launch because people will still be sharing and accumulating points during the launch week. Keep accumulating that traffic.

By the end of the launch, once the launch is over, then, you should award the prizes right away. I go a step further. Not only do I award the prizes, but I make a video of myself, like a screen capture video of me going into the Contest Burner script and pulling the winners so they could see, "Oh, okay, there was no funny business here. He went, there it is. He recorded himself. There's the time on his screen; I can see that. He clicked the button, and he pulled the winners. The script does it automatically. It's not like there was any favoritism, that's just who won, it. It is who it is."

Then you can post that video to serve as social proof on the bonus page itself. Remember, you had people coming there all the time to that bonus page of yours, to check their rankings on the leaderboard, to see how many points they've accumulated. After the launch is over, they're going to come again to see who won. They're going to come to see if they're one of the winners and they should see a video of you pulling the winners on that contest page. I love doing that because it adds an additional layer of credibility to the whole contest.

It's kind of like on the lottery they show every week, when they pull the lotto numbers, they show them on during the newscasts, they show you the lady pulling the ball out of the machine.

Let's go into some ideas. A lot of people are like, "Well, I get that we need to have a bonus, but I just don't know what I should give away." Let's talk about some ideas. I'm going to shoot some things past you that have worked for me in the past. First and foremost, I always start to gather my ideas by asking myself, what do my subscribers need to make this work? I look at the product that I'm promoting, and I put myself in the shoes of my subscribers, then what I do is I create a bonus that's going to fill that void.

Here's what I mean, let's say I'm promoting something that teaches people how to create a book. Let's say I'm promoting a product that teaches people how to write a book. Well, maybe now I can say to myself, "Well this product is going to show them how to write eBooks. What if I create a bonus that shows them how to get their book published on Amazon?"

Then, what I'll do is I'll ask the product vendor. I'll say, "Hey, can I get a copy of your product? Does it talk anything about Amazon, or Kindle or getting their books?" "Oh, no, it doesn't." "Okay, excellent."

Let's say the name of the product that I'm promoting is Quick and Easy Book Production. Now, what I'll do is create a bonus that's called Quick and Easy Amazon Book Publishing or something like that. Publish Your Book Quick and Easy, something like that. I'll use the same colors from the website.

It's almost like wow; that's the next logical step. Once I get this product that I'm going to buy through this affiliate link, now I can go and use the same tool that I'm getting in the bonus to complete the whole process. I'll have a better experience; I'll be more fulfilled if I get the product through this vendor because he's giving me a congruent bonus that I'm going to need.

Personally, I like to use PLR. PLR stands for Product Label Rights products. I grab PLR products that are congruent with the offer. If I'm promoting a product that teaches them how to write a book, then, I'm going to search for PLR about book publishing, about eBook creation, about Kindle publishing, anything that must do with book-making process. That means that I must familiarize myself with the book-making process.

I know that there's graphics involved with making a book. You're going to need images for your cover. You're going to need images for the inside of your book. Maybe, I can create an image pack, and I'll call it Quick and Easy Book Images. Again, I'm creating congruent bonuses that they're going to need but I did this one out of PLR. If you're wondering, "Where do I find PLR?" Just search for it. Search for it online. Some of them are free, some of them you have got to pay for. Again, you're going to must them fast.

Obviously, if you want to have a kick-ass bonus, if you want to have something that's going to make people want to buy that product through you, then you might go and buy some things that you're going to give away. Make sure that you open them up and modify them first.

If you're using PLR, don't just give it away as is. Give them a fresh new look and a new title so that you can have better results. You don't want to be looking like you're giving away stuff that's 5, 6, 7 years old. Create nice, new covers and new titles and stuff for the PLR.

Create an audio version of the PLR material. You can get two or—let's say you're promoting a bonus, you're making a bonus, you can get three PLR eBooks that must do with the product at hand, the product that you're promoting.

Then, you can take those three PLR eBooks, and you could spend an afternoon, turn on your microphone, and just read the book into your microphone. Guess what? Now, you have three audio courses as well.

If you want to go all out, go ahead and create a few videos that must do with the product itself. Now, you've turned each one of those products into an audio product and a video product as well. Now, instead of just three products, you have nine products that you're giving away. Again, we talked about value and volume. You can create audio and video presentations that are going to complement that PLR product. You can list them separately as separate bonuses within your package.

Create a webinar series. I like this because it kind of forces you to create things that live on the fly. Create a webinar series on the topic of the main product. You can invite the buyers to attend live and ask questions. You can also get guest speakers to help you create the content.

Let's say that the product launch is happening this week. I can go and maybe create a three-part webinar series. Every Friday for the next three weeks, I'll schedule three webinars and literally in the download area for their bonus I'll have three links registered to the three webinars and then what I'll do is I'll go find three expert book creators, book publishers. I'll say, "Hey, can you come on this webinar for me. I'd like you to talk a little bit about this and it'll give you some exposure. You can promote your own book on it. Let everybody know what you do. We're going to have a few dozen people on there."

Now, what's happening is you're getting the other people to create content for your life that you're going to be giving away as a bonus. You're recording it so it's becoming content for you. Many times, I've taken the webinar recordings from bonuses and turned them into products themselves. Now, you can use these products as bonuses for future promotions that you're doing. Everything becomes dual purpose material. It all just comes down to how creative you are.

Offer services. I've talked a little bit about the services that you can offer. You can do things like content creation, maybe writing articles for people. Video production, maybe you can say, "Hey, look, if you buy this product from me. I'll create a video for you, a two-minute video for your product."

Things like proof reading. Anybody can proofread something. Things like sales copy, maybe you're a good copywriter. Anything that you're good at doing becomes a possible service that you can offer as a bonus. Remember, don't be afraid of getting 700. You're going to get anywhere from 3% to 5% of the people that are going to call you on it.

But with, don't offer something that you're not willing to do for money that you're going to make. If you're promoting a product, you're only going to make \$2 or \$3 per sale, don't promise somebody that you're going to make an hour-long video that's going to take you a day and a half to make when you only made \$2 off the product that they bought. That's not a very smart business decision. You should do something that's kind of equal to the amount of money that you're making from the sale.

Guest posting on your blog. Most of us have blogs. You can offer somebody an opportunity to post an article that they create on your blog. The cool thing about that is they get a backlink to their own site. These are the things that are easy for you. I mean, how hard is it for you to take an article that somebody typed up and then paste in on your blog and put a link at the bottom. It'll literally take you a minute or a couple of minutes.

I recommend that you run that article to the Duplicate Content Checker first. Just Google Duplicate Content Checker because you don't want the rankings of your blogs and get hurt in the search engine results is based on duplicate content. You want to make sure you tell people, "Hey, if you have an original article, I'll post it on my site which will give you a backlink to your site and help you get traffic." Again, these are little things that are easy to do that make valuable bonuses.

Consider using Fiverr gigs as an idea. If you're still thinking, "Well, I just don't know what I could do." Go to Fiverr and see what the top gigs are, type in the topic of the product that you're promoting. In the category search, type in book production or type copywriting or whatever it is that's the niche that you're promoting. See all the gigs that are coming up.

If you see like, "Oh wow, this guy, he's offering the service of illustrating. He does illustrations for books, and he'll do a quick illustration for \$5." The illustration is something you can offer. I'm not necessarily saying that you should offer to buy someone a Fiverr gig. Even though I have done that in the past. I don't do it anymore.

A long time ago before realized that this is a bad idea, I offered to buy likes from Fiverr. You can go to Fiverr, you can give somebody \$5, and they'll send 100 likes to your fan page. This is years and years ago. I don't do this anymore. This is not a good idea; I learned my lesson. But we went and paid \$5 because naturally I was making \$80 per sale. I didn't care if I invested \$5 for each one of those people and I went and I bought those likes. It made sense.

Again, you've got to be careful about promising to buy things but consider using Fiverr gigs as your own little way of determining whether something's a good idea to offer as a part of your bonus.

Remember, if you make it rewarding enough, they're going to bring people for you. That's the bottom line. I talked to you about making it valuable and having a volume, a significant volume there. When they land on your page they're going to go, "Wow!" They're excited about it.

Make bonuses that they want and offer them prizes that compel them to share your bonus page link to accumulate points. Treat the product launch as if it was your own. That's key. That's, key. You can't do this stuff and have this kind of success and be a super affiliate with no list, with no experience, the cliché.

You're not going to be able to do that stuff if you're not willing to at the very least invest time. Invest time in the product launch. Invest time in the promotion. Invest time in the campaign. Treat the product launch as if it was your own and start creating your bonus campaign 45-60 days in advance for the best results. Make it fun. That's important.

Remember, people love to share stuff that's funny, people love to share stuff that's important, and people love to share stuff that's rewarding. Make your campaign fun.

I hope you found this report useful, and I look forward to seeing you in the next one. Take care.



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