

## Class Four

# *The Last Two Bones And Putting It All Together*

Yes, you've been learning a lot of big pieces in what seems like an unending flood of information. Some of you have rethought your entire business based on some of these pieces. All of you have gotten strength from it.

Hopefully, you've been taking time in your heart as well to avoid overwhelm.

Today, the flood ends. The last two bones, and then we start putting it all together. Then the next four classes we'll be focusing on the Art of Writing, as well as strategy. And, I think a lot of the pieces will come together.

But, for now, the last two bones...

## Cheese, Please: Adding Bonuses

You probably read the word 'bonus' and thought: "Oh no, I'm not doing the cheesy thing and giving bonuses." Well, let's look at what a bonus is, and the role it can play. And, how it can wreak havoc.

**BONUS: SOMETHING IN ADDITION TO WHAT IS EXPECTED OR STRICTLY DUE.  
(FROM WWW.M-W.COM)**

A bonus is a gift, really. Something extra. There's hardly anyone who doesn't like receiving a gift... until you unwrap it. Then it depends.

If you unwrap the gift and it's just what you've been wanting, or something that delights or supports you in some way, then, oh Joy! But, if it's just a tchotchki from Aunt Bertha that is going to go into a box in the basement or donated Goodwill, then, it's more of a burden.

Here's the funny thing about bonuses: when they are done well, it takes the offer and gives it a sense of the extraordinary. The offer itself is a foundation, something needed, necessary. The bonus has the opportunity to bring delight into the picture.

For instance, you may order a hamburger (or vegan bean burger) because you're hungry. You may like hamburgers, and the hamburger you ordered perhaps is the best in the city. So, you're happy about the hamburger.

But, what if when the hamburger arrived, it also came with a cookie for desert? Or a drink? or a side of fries or coleslaw?

Now it's not just a hamburger, it's more of a meal. These bonuses help to take the offer from just an enjoyable way to keep from being hungry, and turning it more into a real meal.

Bonuses will not turn a "No" into a "Yes." But, they will turn a "Yes... someday," into a "Yes- now!"

For a bonus to work, it has to match the person and the situation. Because this isn't the holidays, and you don't know your customer as well as you know your Aunt Bertha, it requires a little more guesswork as to what kind of a bonus helps.

### **WHAT MAKES A BONUS WORK:**

A bonus works when it (1) supports the main offer, (2) the total value of all the bonuses

#### **REMEMBER:**

*People tend to  
buy what they  
want more than  
what they need.*

is in the same realm as the price of the offer, and (3) there aren't too many: meaning 3-5 bonuses.

If a bonus doesn't support the main offer, it confuses and distracts the reader. A scone that comes with a cup of coffee makes sense. A free newspaper to read while you're waiting for an oil change makes sense. However, a free can of motor oil that comes with your hot dinner does not. It's confusing. It's strange.

**REMEMBER:**

*People want a good deal, but too good of a deal raises suspicions.*

Whether or not you publish it, every bonus has to have a financial value, a price tag. Some may have a price tag naturally, because you are selling the bonus in another context, but in some cases the bonus may be exclusive to this offer, so you still need to set a price. Use the Your Right Price exercise to assign a price to it.

The total value of the bonuses needs to be in the same realm as the offer itself. Offering a \$59 product with \$2000 in bonuses decreases trust instead of increasing it. However, \$80-\$150 worth of bonuses with a \$59 product, if they relate to the original offer and make sense, just seems like a good deal.

The reason why you need to limit the number of bonuses is so that your reader can see everything at once. One bonus won't do much for someone, but 20 bonuses will positively overwhelm them. There is just no way to hold that many bonuses clear in your mind at one time. Three to five bonuses is a good number.

A bonus should truly be a bonus. Meaning, the original offer should not require the bonus in order to function properly. A bonus may increase the value of the original offer, but if the original offer is nonfunctional without the bonus, then it's not really a bonus, it's a part of the offer.

**THINGS TO WATCH OUT FOR WITH YOUR BONUSES:**

Make sure your bonus relates to the offer, and that it somehow increases the value of it.

Are there exceptions to this? Yes, there are.

If your bonus doesn't relate to the offer, it could relate to you, or to your customer. For instance, when we mailed out Creating Heart-Centered Websites, we used rubber bands to hold the pieces together in the mailing envelope.

But, the rubber bands had a story. They were a box leftover from my entrepreneurial past, my days as a paper boy, delivering the Washington Post at age 12. We included a sticker that let people know this.

Although it's not strictly a bonus, the rubber band carries a distinct value because of the story it holds. Just make sure it's something that will be valuable to your customer as well.

You can also give something related to the season. If it's the holidays, you can include a holiday bonus related to the holidays. Be careful with religious items, unless your target market is religious, but you can have fun with this.

The biggest thing you want to watch out for with a bonus, is that it is as scalable as your offer. By 'scalable' I mean that you can offer as many of the bonuses as you can the original offer, without stressing your business, or you, out.

This comes up mainly because people often have the bright idea of offering an individual consulting session of some sort, whether it's an hour, or ten minutes, or even just an email response, with selling a product.

It's a great idea if you aren't planning to ever be successful. :) If you haven't implemented successful marketing strategies before, it's easy to think that there is only a handful of people who want your product, and so you'll easily be able to handle a handful of 10 minute phone calls, or emails.

But, once your business gets rolling, and it will, you will be surprised at how many people want what you have. Selling 100 or 1000 of a product is just not that hard to do,

**REMEMBER:**

*Make your  
bonus as  
scalable as the  
core offer.*

once you have an effective approach, and can you imagine handling 100 ten minute phone calls in the next month?

This can apply even to more limited offers. If you fill a class with 20 people and have offered an individual session to every participant as a bonus, that's twenty hours of meetings, plus scheduling time, plus transition time- easily 30+ hours. Essentially, you just gave away an entire week solid.

You want to be generous, your bonuses want to feel generous. Just make sure you balance in your heart what truly feels good to give-away.

**REMEMBER:**

*Be creative and  
have fun with your  
bonuses.*

## Some Creative Ideas for Bonuses

Despite what I just said, if it's a very high-end offer and you feel good about it, you can give away individual access, your private phone number, a private email address that gets top priority, etc.

You can offer a class on a related topic.

You can interview an expert in your field, and offer the interview as a bonus.

You can get audio recordings transcribed into written format (usually costs around US\$60 per recorded hour) and offer the transcriptions in pdf format as a bonus.

An article you've written can be repackaged, given a cover and some graphics, turned into a pdf, and it becomes a report, booklet, or workbook.

You can get someone else to donate a product as a bonus. I don't suggest this option if your offering is a first-step offer for your customers. But, if it's a more advanced offer, and people are already in your world, then offering someone else's product can work really well.

Use your heart and mind to brainstorm creative bonus offers.