



Heart Centered Copywriting



*Writing sales pages
for your offers with
love and effectiveness.*

Bonus

The Bonuses Element.

Bonuses Element:

Bonuses

Name: Bonuses

What it is:

Bonuses are an additional deliverable that is included, often conditionally, and not an integral part of the main offer.

Why it's Important:

A bonus can be a fun way to support enrollments within certain contexts. Maybe encouraging folks to sign up much earlier than the deadline, within a certain timeframe, or to encourage a minimum number of enrollments.

The Spiritual Work It's Doing:

A Bonus is never intended to turn a “No” into a “Yes.” It’s a way for a business owner to care for themselves, an extra giving to clients that can encourage those who were already saying Yes to the offer, and encouraging them to enroll in ways that help the business owner.

For instance, early enrollment, or a minimum number of enrollments quickly, can create a lot of ease and spaciousness for the business owner. And it’s okay to give additionally in order to encourage that.

Bonuses

How You Create It:

A Bonus is an additional Deliverable that meets certain criteria.

One criteria is that it enhances the original offer, but is not necessary. Meaning a participant can fully and successfully engage in the offer without the Bonus.

A second criteria is that it's value is in the same scale as the offer itself. A \$50 offer with a \$1000 bonus will undermine trust and believability.

A third criteria is that the offer is scalable at the quantity intended. For example, you may not want to offer a 1-1 session as a bonus, or to only offer a very limited number of them, if the original offer is a DIY home study course that you hope to sell dozens of. Then providing dozens of individual sessions could be overwhelming.

A fourth criteria is that the bonus is related to the offer in some way that makes sense to the client. A free drink with a burger is a bonus, a quart of motor oil with a burger doesn't make sense and creates confusion, even if it might be useful to certain people.

Where it goes and why:

Bonuses are generally listed after the Deliverables. You would list any Bonuses as you would the Deliverables, each one with a full description.

You would want a Subhead, as well as a paragraph explaining any conditions for the Bonus, for instance, "These are available for those registered by December 1!" or "... for the first ten to enroll!"

Another option is to not mention the bonuses on the sales page at all, but only in the promotional messages to your audience.

Bonuses

Ideas for Bonuses:

Some ideas for bonuses:

- A one-time live class on a related topic.
- A recorded interview with an expert in your field.
- An article you've written, or video you've created, packaged and turned into a product.
- Live Q&A/coaching. Optionally, breaking a larger group into multiple small groups. If 24 people buy, offer small groups of no more than six, for instance.
- A homestudy or other pre-recorded course/class/content.
- Something physical gift mailed to people. Book? Candle? Chocolate? Combination?

What to Watch For:

Watch out that it enhances, but isn't necessary, for the original offer. Similarly, you'll want it is related in a believable way to the offer.

Also, that its value is within the same price scale as the original offer. Finally, you'll want it to be scalable at the quantity you want to sell.

If You Don't Want To Use It:

Bonuses are absolutely and totally optional. You may want to use them in certain contexts, times, or situations. Or you may never want to use them at all.

Bonuses

Example:

(This is from a bonus offering for our Heart of Money homestudy course. It wasn't listed on the sales page, only in promotional emails.)

The special promotion

Through Monday, April 21, we're offering three things to help sweeten the offer.

Thing One is lowered pricing. Spam filters will block this email if I mention money amount, but it's basically slightly more than half the price of the live course.

Thing Two is written Q&A. Normally, a homestudy course is completely do it yourself. Instead, you'll have a chance to turn in one written form, with questions, and I'll answer every question I get in a written Q&A, just like I did with the participants in the live course.

Thing Three is small group coaching. Instead of offering a live Q&A call for everyone, you'll be able to participate in a small group call of no more than six people, to ask questions and get coaching on the course materials.

Thing Two and Thing Three will be scheduled in late May, to give everyone a chance to work with the materials before getting coaching and support.

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Bonuses

Example (cont):

(This is from a bonus offering for our Heart of Money homestudy course)

Only the first 30.

The special pricing will be available throughout the promotion time. However, the written Q&A and small group coaching will only be available to the first 30 who purchase, so that I can make that promise of "every question answered" in the written Q&A, and have space for all the small groups.

All of this is available through Monday, April 21.