



# COMMISSION EXPERTS



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## 1.2 Notes Summary

**Speaker:** Omar Martin

**Date:** Thursday, April 19, 2018

**Location:** Commission Expo - Orlando, Florida

**Title:** The Viral Bonus - How to get potential customers to bring more potential customers.

*Key Takeaways: “Develop a quarterly business plan with what products you are going to promote. Your bonus download page is a gold mine. Edutain while treating it like a business.”*

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### I. List Size Doesn't Matter

It's not the size of the list. But to be a good marketer you need to give “creativity and thought” in creating a plan. And creating a plan that integrates a “viral bonus” will make you so much more money. Prospects want to share so incentivize your advertising and offer them something for free, maybe a chance to win something. You could even “incentive to share” which will bring another person to your page. Would it be worth 30 days of work to made six figures? Make it an excuse or make it a reason. The goal is to add something as an incentive so people buy from you.

- A. People share content because it's funny, important or rewarding. If you give them a REASON to share your bonus page with their friends then you'll compensate for the fact that you don't have a big list.
  - B. Incentivize them for spreading the word about your bonus and they'll recruit your prospects FOR you.
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### II. The Bonus Offer

Traffic and a good offer equals success. Promote on JVZoo easily and get paid instantly. ClickBank makes you wait. It is ideal to promote a product during LAUNCH because the vendor has created BUZZ so there is a conversation already. There will probably be a contest during a launch and you can check the launch calendar



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within JVZoo for upcoming launches. It is important to make a PLAN otherwise you are reacting instead of running a pro-active business. When evaluating an evergreen product to promote look for statistics like “earnings per click” or EPC. EPC is the most important metric when considering promoting a product. You can predict how much money you will earn based on history, clicks, visitors, Etc.

- A. It all begins with a good bonus offer comprised of both **value** and **volume**. If the prospect sees they are getting a lot of stuff and that the stuff is USEFUL you have a winner. Dave Nicholson and John Thornhill are good examples of marketers who assemble bonuses both valuable and that are congruent with the main product being promoted.
- B. Create unique bonuses like reports, ebooks, videos and audios that look and sound like the main offer. Same type of cover images and a spin off the name as well. If promoting social media you also can use these assets. The idea is to create assets to give away to exchange contact information as a “VALUE PROPOSITION”. But again, your bonus has to be valuable.
- C. People LOVE push button stuff like software and plugins. Get your hands on some PLR code and have a coder customize it for you. Most people look for a magic button and are on a quest for the perfect thing.
- D. Get the vendor to supply you with some custom bonuses. Things like a private webinar for your buyers and maybe even some additional material from his other products.
- E. Services make excellent bonuses but they can be time consuming. You can expect about 3% to 5% of your buyers to actually claim the bonuses that you offer. Be careful offering services, and don’t screw up the math. It is not fair to the guy who has to wait 3 months to get their website.

Remember to have developed a quarterly business plan with what products you are going to promote. Also you need to outsource the transcription of audio and video recordings into text but don’t do it yourself. Another trick you can do is to generate “content on the Fly” to add value to a product you are promoting. Perhaps offer a training series in 3-webinars over three weeks on how to use the software you are promoting. You can then record your webinar and offer the videos as bonuses.

***Key Takeaway: “Develop a quarterly business plan with what products you are going to promote.”***





### III. The Bonus Site Anatomy

- A. The bonus offer site should be fun and should look similar to that of the product you are promoting. Get a site template from the vendor if possible and modify it from there.
- B. I like to inject humor into the bonus site with some sort of a theme. I might mock a popular superhero movie that was just released or use cartoons that people will recognize. Perhaps tap into existing societal buzz like that of a new movie release like “Iron Man” and theme your site to help you win a launch contest.
- C. I always have a bonus offer video explaining what's going on to people, I tell them about my bonus as well as the upcoming launch and I explain the competition to them.
- D. I have images for every single bonus product as well as a description and estimated value. I tell them the sum of all the product value's up in the headline of the site.
- E. I always have a countdown timer at the top of the page and I update the amount of bonuses left on a daily basis. Urgency and scarcity work like a charm with bonus offers.

### IV. Bonus Contests

- A. People love to compete for prizes and if you offer some cool stuff that they actually want then they will go above and beyond to spread the word for you.
- B. The contest burner plugin gives each person their own unique link to your bonus page and tracks how many clicks they get. Clicks turn into points and they can see a live leaderboard.
- C. I award points for social media posts, YouTube videos, blog commenting and just about anything that involves spreading my bonus page url around.
- D. You have to give your contest enough time to gain momentum so I suggest you begin at least 3 - 4 weeks before the launch. This means your bonus offer and site needs to be ready.



- E. Be sure to have clear instructions and contest rules posted on your website. Keep an eye on the points to make sure that there's no funny business going on.

## V. Bonus Fulfillment

**Key Take Away: “Your bonus download page is a gold mine.”**

- A. I always protect my bonus delivery pages. Makes your bonus exclusive.
- B. Every new login is a new sales opportunity to pitch other bonuses and for FUNNEL REINJECTION.

## VI. Bonus Fulfillment

- A. Prepare for A LOT of bonus requests and have a plan in place to get everybody what they need quickly. We have a membership site called the Bonus Factory that has all of our bonuses.
- B. Have your bonus redemption page ready to go so all you have to do is give people a username and password. The bonus site will contain access links & instructions for each product.
- C. Be sure to verify a receipt number before you fulfill a bonus request, only award bonuses to those that actually purchased through your affiliate link.
- D. Don't send people to an incomplete redemption page. Make sure that everything is ready to go by launch day, this includes your bonus products themselves.
- E. Award prizes right away and make a video of yourself pulling the Contest Burner winners so that you can post it to serve as social proof.

## VII. Valuable Bonus Ideas

- A. I always start by looking at the product I'm promoting and asking myself “What else do my subscribers need to make this work?” - create bonuses that can fill that void.





- B. I like to use PLR products that are congruent with the offer. Make sure that you open them and modify them first. Give them a fresh new look and title for better results.
- C. Create an audio version of the PLR material by narrating the ebooks or make video presentations to compliment the PLR product and list them as separate items in the bonus package.
- D. Create a webinar series on the topic of the main product and invite the buyers to attend live and ask questions. You can invite guest speakers and this forces you to create content.

#### VIII. Valuable Bonus Ideas (Continued)

- A. Offer services like, content creation, video production, proofreading, sales copy or anything that you are good at doing.
- B. Guest posting on your blog is also a great bonus because they get a back link to their own site.
- C. Consider using Fiverr gigs as bonus ideas but be careful promising to buy things for people.

#### IX. Remember

- A. If you make it rewarding they will bring the people for you. Make bonuses that they want and offer them prizes that compel them to share your bonus page link in order to accumulate points.
- B. *Treat the product launch like if it was your own and start creating your bonus campaign 45-60 days in advance for best results. **Make it FUN.***

***Key Takeaway: “Edutain while treating it like a business.”***

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