

Chad Eljistr Presents

10X EMAIL

BLUEPRINT

25 Ways To Create Special Offers

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Introduction

One of the best ways to keep your newsletter subscribers excited and paying attention is by sending them a variety of emails – and that includes sending them a variety of promotional offers.

**To that end, you're about to discover
25 promotional offers to send to your list.**

In this report you'll discover 25 different ways to create promotional offers based on contests, bonus incentives, discounts, special sales and a whole lot more.

So let's jump right in...

1. Offer Buy One, Get One Free

You've seen the "BOGO" (buy one, get one free) sales everywhere from your grocery store to your favorite clothing retailer. Now you can take this same idea and apply it to your business. You can offer a straight buy one, get one free deal. Alternatively, you can offer a "buy X, get Y free." For example, buy three, get one free.

Tip: If you're selling digital information products, people generally won't need more than one copy for themselves. This promo can still work for you if you advertise it as, "Buy one copy for yourself, get one free for a friend."

Here are examples of ways to make this offer:

1. Buy one WordPress plugin license, and get one free for a second website.
2. Buy one 'Amazing Bodybuilding Exercises' video, and get the second one free for your workout partner.
3. Buy six months of membership, and get the seventh month for free.

2. Create a Coupon

People love discounts – and they especially love taking advantage of discounts when they have a coupon code. Indeed, you can create a lot of excitement by making a discount offer available only via coupon.

The reason this creates excitement is because the offer seems more scarce and those getting the offer feel special, since only those with coupon codes can take advantage of the offer.

Added bonus?

People often share their coupons with others, so you may get sales from people who aren't even on your mailing list.

Tip: To create a sense of urgency, create a coupon with a rapidly approaching expiration date, such as a 72 hour sale.

Here are examples of ways to make this offer:

1. Use coupon code SAVEBIG now at [link], and you'll enjoy a whopping 40% discount off the price of these golf training videos – but hurry, offer ends [date]!
2. Now you can save \$25 on WordPress plugin lists on this page: [link] – just use coupon code SAVE25 at checkout!
3. Spend \$100 in the store and you'll save 10%. Spend \$200 and you'll save 20%! Just use coupon code SAVENOW before the sale ends on [date]!

3. Create an Incentive

This is a really popular method for increasing sales, subscriptions or other actions – and for good reason: it works! The idea is to give an incentive when your prospect performs some specific action. In the second half of this report you'll get all sorts of ideas for different ways to use incentives. But let's start with these examples...

Tip: Here too you create urgency and boost conversions by putting a deadline on the deal.

Here are examples of ways to make this offer:

1. Buy the Contentaire.com package today, and you'll get a very special bonus product for free! But hurry, this offer ends in 48 hours.
2. All you have to do is enter your first name and email address into the form below, and I'll rush you the first lesson of this exciting weight-loss ecourse.
3. "Like" the Facebook page right now, and you'll automatically be entered in a drawing to win a free Kindle.

4. Bundle a Package of Products

Another good way to create some excitement is by taking your individual products, packaging them together and creating a "boxed set." Then you offer this bundle of products for a discount.

In other words, your prospects can get the boxed set for less cost than buying the products individually.

Here are examples of ways to make this offer:

1. Each of these five WordPress Plugins costs \$20 when you buy them individually - buy them together in this special set and you'll get them for just \$12 each!
2. If you ordered a sales letter, five autoresponders and five blog posts separately, you'd pay \$1500. But order by [date], and you can get this entire package of services for just \$997!
3. Now you can get all five of these Kindle romance novels for just \$5 when you order the boxed set today - you save \$10 on the collection, so order now.

5. Present a Trial Offer

The cool thing about a trial offer is that it works as a presell tool since it allows people to try out the product for very little or even no upfront cost. The idea is to show

people how much your product or service rocks so that they feel compelled to purchase the full version.

Examples:

1. Your customers get access to a membership site for one week for just \$1, after which time you charge them the full membership fee.
2. You offer a free two week trial for a piece of software.
3. You give you webhosting customers a special deal, such as a webhosting package for three months for just \$5 total (after which time they pay your full monthly rate).

6. Three Day Sale

The idea behind the three day sale is to offer a big discount for just 72 hours, which creates a sense of urgency.

Naturally, you can offer this sale for any length of time you choose: one day, two days, five days, seven days, etc. However, a three day sale works well because it gives everyone a chance to check out the offer, yet the short time frame creates urgency.

Here are examples of ways to make this offer:

1. Order within the next 72 hours, and you'll save \$50 off the regular price of this marketing workshop!
2. Be one of the first 500 people to order within the next three days, and you'll save an extra 20% off the already low price!
3. Save 25% off everything in the store when you place your order by [date that's three days away]! Click here to get started...

7. Create a Private Sale

This is where you create a sale that's only available to certain people, such as existing customers or even just your best customers. Offering a private sale creates a feeling of exclusivity, which in turn boosts conversion rates.

Here are examples of ways to word this offer:

1. Only a select few of our most loyal customers are invited to this sale, so please stop by between now and [date] to enjoy a special 30% off all software!
2. During this private sale all existing customers will receive a free weight-loss consultation with the purchase of any pre-packaged meal plan.
3. Use the password "PRIVATE SALE" to gain access to an entire suite of ebooks, software and more which aren't offered to the general public - and thank you for your patronage!

8. Offer Deluxe Version Add Ons

Here's where you create a "deluxe" version of a product and sell it for discounted price. Your deluxe version might include items such as coaching, product licensing, or similar add ons.

Here are examples of ways to make this offer:

1. Order this resume-building kit today and for an extra \$20 you can get a 30 minute coaching session that will show you how to nail your interview!
2. Order the "Blogging Made Easy" package today for just \$97, and you'll also get resell rights to the product!
3. For just \$10 more you can order the deluxe version of this home study course, which includes a physical copy of the product sent to you in the mail!

9. Give the Option of a Payment Plan

Here's a little psychological trick – frame your offer in the smallest monetary amount you can, and people will suddenly find it more affordable.

For example, saying people can pay three easy monthly installments of \$100 sounds a lot easier to pay than \$297. Some people will take you up on it just because they don't have the money to pay for it all at once, while others will take you up on the offer just because three installments sounds less than one big upfront installment.

Here are examples of ways to word this offer:

1. Order now for just \$100, or make two easy payments of \$50 – either way, you're backed by a full 90 day guarantee!
2. Subscribe to this service now for just \$40 per month, or you can choose to make weekly payments of just \$12.
3. You'll get access to this entire software bundle plus licensing for \$395 ... or you can make four easy payments of just \$99, your choice!

10. Offer Matching Credit

Want to know a slick way to boost your sales today AND bring your customers back to your virtual storefront again soon? Easy – you offer a matching credit promo, which means if your customers buy a specific product or a specific dollar amount today, then they'll get a specific amount of money to spend on their next purchase.

Here are examples of ways to make this offer:

1. Order \$100 worth of any products on this page today, and you'll get a \$25 credit to use on your next purchase!
2. Order the Premium Product System today and you'll get a \$10 gift certificate to spend on your next purchase!
3. Order the deluxe version of this package now for just \$197, and you'll receive a \$50 gift certificate – use it yourself or give it to a friend, the choice is yours!

11. Build Excitement With a Contest

There are some really good benefits to holding a contest, including:

- If people have to register for a contest, then you can further build your mailing list (especially if you use a service like Rafflecopter.com to make your contest go viral).
- Your contest can also boost sales if you give discount coupons or gift certificates as consolation prizes for those who didn't win the grand prizes.

For example:

1. Tell people to share the contest with their friends on Facebook or Twitter, and they're automatically entered to win a brand new iPad.
2. Ask subscribers to submit a photo for the "Cutest Puppy" photo contest. Whoever's photo gets the most "likes" on your Facebook page wins the puppy starter kit package.
3. Ask subscribers to enter their name, email address and postal address in a form to register to win a year's worth of free webhosting.

12. Set Limits and Deadlines

This sort of promotion creates a sense of urgency, because people need to move fast in order to take advantage of your offer. Your offer might include a special bonus, a discount, a deluxe version for a regular price, or just about anything else.

The key is that you've either set a limit (e.g., only available for the first 100 people), or you've set a deadline (e.g., only available for three days).

Here are some examples:

1. Create an early-bird VIP package. For example, "Order the regular conference package by Friday, and you'll be immediately upgraded to the VIP package which includes a meet and greet with all the speakers, special breakout sessions and more!"

2. Offer a special gift for a limited time. E.G., "Now you can get this special report for FREE – all you have to do is submit your name and email address below within the next 48 hours, and you'll get instant access to these eye-opening secrets!"
3. Set a limit. E.G., "Special bonus for the next 99 people who order now: you'll get a free 30 minute coaching session!"

13. Install a Loyalty Program

This is another fantastic way to create repeat business – all you have to do is reward your loyal customers.

Now, you've probably seen examples of this plenty of times offline, such as the coffee shop where you get a card – buy 9 coffees, get the 10th one for free. Another example are hotel chains which reward you with "points" every time you stay with them. You can exchange these points for free nights or even other rewards such as airline miles or restaurant gift certificates.

Tip: The difference between this "buy X, get Y free" is that those deals happen immediately. In this case, the purchases happen over time, such as three months, six months or more.

Here are ideas for implementing this in your business:

1. For every \$10 people spend in our virtual storefront, they'll earn one credit. These credits are redeemable for gift certificates in your store as well as in your partners' stores.
2. Tell customers if they buy any five products in your virtual store within the next six months, and they'll get this sixth product for free.
3. Tell customers that if they remain a subscribing member for six months, then you'll unlock a very special bonus gift for them.

14. Spur Buys With a Social Proof Promo

People often look to others when they're trying to make a decision. This is referred to as social proof, and this includes things such as case studies, testimonials or any other evidence that people are buying the product and/or they are satisfied.

Example: Here's a real-life example: McDonald's restaurants proudly tout their "over one billion served" message. That's social proof - it's basically saying that if a billion people are willing to buy a burger, then they must be good.

The thing about this is that you don't even need to discount your offer or create an incentive - just offer social proof and watch the sales come in.

Here are examples of how you might apply this idea...

1. Take a look at what a former waitress from Missouri says about how she used this product to make her first \$50,000 online...
2. If you're wondering if this will work for you, consider the following case study from 45-year-old John Walker, who lost 66 pounds using this weight-loss system.
3. Find out why over 5988 satisfied customers choose this as their "go to" webhosting plan, and why you should too...

15. Lock in a Low Price

Are you considering doing a price increase?

Well before you do, run a big promo where you offer to lock in a low price to anyone who orders before the scheduled increase.

Here are examples of how you might apply this idea...

1. Order in the next seven days, and your membership fee will be just \$9 per month, for as long as you're a member, guaranteed!
2. Our ghostwriting services are increasing to 15 cents per word starting on the 1st of the month - but if you order now and pre-pay, you can lock in the 10 cents/word rate for your next project.
3. The price is going up to \$100 on Friday, but order now and you can get this package for just \$67. This is your last chance to get it at this low price, so order now!

16. Retire or Semi-Retire a Product

Nothing spurs sales like scarcity. That's why you may want to consider retiring or at least semi-retiring a product, by removing it completely from the market for as little as a few months to forever.

Tip: Be sure to focus on the scarcity and run this promo for a few weeks before you retire the product.

Here are examples of how to put this idea to work. You might say:

1. This is the last time I'm ever going to offer this live workshop, so order now!
2. Contentaire.com is going off the market completely in two weeks, so be sure to claim your copy of this package now before it's too late.
3. I'm taking this software off the market for the next six months to tweak it, revamp it and make it more powerful than ever. Order now to start using it today – and you'll get a free upgrade when the new version comes out!

17. Crowdfund a Project

People buy from those they know, like and trust. And one way to develop this sort of good relationship with your prospects is by engaging them in an activity. Here's an idea: create your next product with the help of your subscribers. That's right, crowdfund it – let your subscribers write your next report, for example. Then give it away for free to all contributors – you can bet they'll tell their friends about it.

For example, you might say:

1. Help me create a special report on socializing a puppy! Log into Google Docs now and submit your best tips. All co-authors get full credit and a free copy of the report when it's finished.
2. Do you know how to code a WordPress plugin? Then log into the developer's corner now to collaborate with other programmers on this exciting new project...

3. Do you know how to restore a classic Corvette? Now you can contribute to a restoration video series by submitting your best restoration demo via video...

18. Make a Downsell Offer

No matter how good your offer is, some people simply won't be interested in it, perhaps because it's not in their budget right now. That's where the downsell offer comes in – simply email a promo to those who don't buy and offer them a less expensive version of the main offer.

Let me give you examples of how to word this offer:

1. I see you didn't take advantage of the full version of this SEO plugin – so now I'd like to make you an offer. Order the lite version for just \$20, and you'll get access to many of the same great features at a fraction of the cost...
2. Special offer: get the home study course materials only for just \$97 – you can still order the coaching package for an additional \$97 later.
3. Special digital offer – get the home study course download version only and save over \$25 off the full physical version.

19. Create a Group Sale

The idea of getting a volume discount isn't unusual, although sites like Groupon and Living Social made the strategy more known and easier to implement. You can submit your discounted offer to Groupon, or you can make your own offer on your website.

For example, you might tell your subscribers:

1. Order five copies between you and at least two other friends, and you'll all save 25% off the regular price!
2. If the total number of orders exceeds 250, then everyone will get an instant rebate of \$25 – so be sure to tell your friends to order now!
3. Order now and refer a friend – if your friend buys, you both get a free bonus product!

20. Advertise a Free Product Day

Here's a neat promo – give everyone who orders a product on a particular day the opportunity to get the product for free. At the end of the day, all you have to do is randomly select a winner and refund the winner's purchase. Be sure to check your local laws before doing this sort of giveaway.

Tip: Alternatively, you can offer free bonuses to winners.

Here are three examples of ways to word this promo:

1. Order the Kindle version of the novel on Tuesday, and you'll have the opportunity to randomly win a free signed copy of the novel! You have a one in ten shot of winning, so get ready to place your order!
2. Everyone who places their order on the 1st of the month is automatically entered to win that product for free!
3. Buy the product today, and you have a 50-50 chance of winning a bonus product!

21. Highlight a Product Feature

The idea behind this promo is to focus in on a special feature, benefit or use for a product. Indeed, you can use this promo to appeal to different niches and types of customers.

Let me share with you examples of how you might use it in different niches:

1. While most people use this weight-loss plan to shed the pounds, users are also noting that it can lower your cholesterol levels too...
2. Some people use this plugin for the autoresponder feature only and don't even mess with its other features...
3. Many people are ordering the Contentaire.com package JUST for the sales letter templates...

22. Give Away a Sample

Earlier we talked about offering a free trial, which is when you let someone use the product for a set amount of time. Now here you give a free sample, which is when you let someone look at or use just part of the product.

Tip: This is a great way to presell your product. Just be sure to include a link to the full version along with a call to action inside your sample.

For example, your email might say:

1. Click here to download the first three chapters of this ebook for free...
2. To find out for yourself just how powerful this software suite is, simply email me and I'll send you one plugin for free - just choose the one you want to get started now...
3. Not sure if this software is right for you? Download the lite version today to sample many of the features...

23. Set Up a Choose Your Own Price Promo

Here's a nifty way to distribute your product and make a chunk of change at the same time: let prospects choose their own price. You can ask them to pay before they download the product, or you can insert donation buttons inside the product.

Tip: You'll get higher donations if you let people see the product first and then pay an amount that they feel it is worth. Test it and see which method brings you the most overall number of both customers and frontend profits.

Let me share with you three examples of how to word this:

1. Choose your own price! Simply enter any donation amount in the PayPal form below, and you'll get instant access to the ebook!
2. Download the webinar, watch it completely, and then decide how much it's worth to you.

3. Pay what you want... pay what you can. Download the product now and you can choose to send me an Amazon gift card in any amount, based on how much value you received. You risk nothing, so download right now...

24. Create an Upsell

The classic upsell is when you walk into a fast food restaurant, order a meal, and they ask you if you want to "biggy size" it for an extra amount of money. Now you can do the same thing with your customers, by creating an upsell offer for a \related product or a package deal at a great price.

Tip: To make this special even more effective, make this a one-time-offer that's only available at the point of sale.

You can try something like this:

1. Here's a great deal - order the weight-loss package now for just \$37. For an additional \$5 you can get a low-calorie cookbook!
2. One-time-offer: For an additional \$25 you can get the resell rights to this package. You won't see this offer ever again, so order now...
3. Special offer: get this entire video series sent to you on a DVD for just \$10 more...

25. Hold a Special Event Sale

There are plenty of good reasons to hold a sale, including holidays (like Christmas), annual events (like the first day of spring) or even more personal events (like your birthday or the anniversary of opening your business).

Need an example of how this works? Look at these three examples:

1. It's the first day of spring, and for today only you'll get a free gardening DVD when you order any of our products!
2. Take advantage of this Black Friday deal, where all software is 50% off!

3. Summer is just six weeks away, so order this weight-loss package now so your beach body is ready!

Conclusion

Congratulations – you just discovered 25 ways to stir up excitement, boost your conversion rates, engage your audience and make more money.

So pick one, create your promo and get it sent off today – you'll be glad you did!

Rock'On!



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