

Chad Eljistr Presents

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25 Ways To Use Incentives In Your Promos

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Introduction

In this report we'll focus on incentives, where you'll discover different clever ways to use discounts and bonuses to create excitement and boost your conversion rates.

Offering an incentive is one of the best ways to motivate people to order your product, which is why the next 25 methods focus exclusively on how to use incentives in promotional offers.

So let's jump right in...

1. Survey Your Subscribers

Here's a nifty way to not only engage your prospects, but also learn more about their wants and needs: Survey them.

To encourage even more participation, you can offer up a valuable product or other incentive to those who take your survey.

Note: Just keep in mind that when you "bribe" people to take a survey, you may be inadvertently skewing the results.

Here are examples of incentives to offer with surveys:

1. Give a 15 minute consultation to anyone who takes a lengthy survey. The consultation works as a presell tool, as you can get the prospect on the phone, give them useful advice, and sell them on your other products or services.
2. Offer a free report, ebook, video, software tool or other easy-to-deliver item to anyone who takes the survey.
3. Provide a gift certificate or discount coupon to anyone who takes the survey - this helps generate business, too.

2. Design a Pop Culture Promo

The idea here is to tie your promotion into some popular cultural reference. Today one of the most popular pop culture characters is the zombie. So, you might create a package of products to “survive the Zombie Apocalypse.”

Tip: To really make the offer attractive, offer an incentive such as a nice discount.

For example:

1. Get this package of 25 products for an incredibly low price – you’ll have something to read during the Zombie Apocalypse!
2. Create a promo video where you do a riff on a popular song.
Example: “Hey now, this is crazy... but here’s a coupon... use it maybe...”
3. Create a promo video that taps into some popular Vine or YouTube viral video. Example: Do a “dancing grandma” video promoting your special offer.

3. Entice Former Customers to Come Back

If you’re like most business owners, you have a list of customers who haven’t ordered in awhile. You can encourage them to come back by giving them an incentive, such as a bonus product, a nice discount or something else they want.

You can see a good example of this if you order something through Omaha Steaks and then don’t order again for several months to a year. Generally, they’ll send out an offer for a popular package of steaks at a good discount, plus they’ll toss in a cutting board and some knives.

Tip: Put an expiration date on the offer to create a sense of urgency.

Here are other examples:

1. Offer your former customers a 50% coupon to use anywhere in your store if they order within the week.

2. Give former customers a premium bonus, such as free consulting, if they place a new order.
3. Give former customers an incentive such as a gift certificate to use in your store PLUS a gift certificate to give to a friend. You'll not only get a former customer back in the store, you may even make a new customer.

4. Edge Out the Competition

Are your customers buying from your competition? Then bribe them to buy from you instead by offering them an attractive incentive.

Example: At the time of this writing, Certified Steak Company asks people to send in two receipts from their competitors. This steak company will then give a 25% in-store credit based on the total price of those receipts. For example, if the receipts from the competitors total \$100, then the customer gets \$25 to spend with Certified Steak.

Here are other examples:

1. Give a free ebook to anyone who produces a receipt from a competitor.
2. Create a special webinar only for people who produce two receipts from competitors (which are dated BEFORE you announced the promo).
3. Offer an attractive discount coupon to anyone who's spent at least \$100 with a competitor in the previous six months.

5. Invite New Business

The above tactic works to create new customers as well as to solidify relationships with existing customers.

Now this tactic looks at ways to bring in people who've never done business with you. Basically, you offer a big incentive for new customers.

For example:

1. Offer a low rate on subscription or membership fees for the first six months to a year. (Think of how ISPs, cell phone service providers, cable TV providers and similar businesses offer low introductory rates.)
2. Offer a discount coupon for new customers only.
3. Let new customers try the product for free today and then be billed for it next week - it's a risk free way for them to try the product.

Tip: When you create these promos, it's a good idea to reward your existing customers with a different kind of promo at the same time. Make sure your existing customers feel appreciated!

6. Celebrate Social Milestones

You have specific goals you'd like to achieve, right? Maybe you want to get a certain number of Facebook fans, Twitter followers, newsletter subscribers or even "likes" or "shares" on a viral piece of content. Here's an idea - ask your subscribers to help you reach these milestones, and then reward everyone if you meet the goal.

For example:

1. Ask your Facebook fans to tell their friends to like your Page - if your page reaches 10,000 likes by a certain date, then everyone gets one of your popular paid products for free.
2. Create an "experiment" where you ask your social media followers to help make a video or other content go viral. If you get 10,000 shares, then everyone gets a gift certificate to use in your virtual store.
3. Reward new Twitter followers, such as by giving a free product to the 100th follower, the 200th follower, the 300th follower, etc.

7. Create a Special Theme Package

The idea here is to create a package that fits a certain special event, appeals to a certain market, or accomplishes a certain goal. Then discount this package to make it especially attractive.

For example:

1. Create an instantly actionable "tool kit" of templates, checklists or other tools.
2. Put together several time-saving products and call it the "Busy Mom's Package."
3. Build a themed package of PLR (private label rights) content, such as "Christmas PLR," and start selling it at least two months before Christmas.

8. Do a Promo Video Promo

Ask your customers to create 15-30 second video advertisements for your product. Then hand out prizes to the top three video producers, as well as lesser rewards for everyone who participated.

Note: Not only does this engage your audience, but you'll also have free ad videos and social proof to use.

For example:

1. Give a free lifetime subscription into your membership site to the winner.
2. Fly your winner out to see you for a special daylong or weekend-long one-on-one consulting session.
3. Offer a prize such as a free iPad to the winner.

9. Negotiate an Exclusive Affiliate Discount

If you've proven yourself as a good affiliate capable of pulling in orders for vendors, then these vendors may be willing to offer you extra perks for your customers.

In turn, your customers get an attractive incentive to buy through your affiliate link, plus they feel special since you're giving them something they can't find anywhere else.

For example:

1. Negotiate with the vendor to give your customers an extra percentage discount off the regular price, such as an extra 25% off.
2. Ask the vendor to give your customers a special freebie, such as a "buy one, get one free" offer.
3. Ask the vendor to offer a special bonus report or other product to your customers.

10. Create a Vacation Sale

If you have a real "hands on" business where your presence is required – such as if you offer consulting or freelance services – then one promo you can do is create a vacation sale. This is where you announce that you'll be going on vacation on a certain date and closing down the shop... but you'll offer an attractive incentive to everyone who orders before that date.

For example:

1. Give a 25% off discount to anyone who spends at least \$100 with you before the deadline.
2. Give a special bonus product to anyone who purchases anything before your vacation deadline.
3. Give a special "buy now at a discount and receive it later" promo – this works well with services, like consulting. You can collect the cash before you go on vacation, and then provide the services when you come back.

11. Provide a Mystery Bonus

This is just what it sounds like you – you offer a bonus gift to purchase a product or service, except your customers won't know what they're getting until they make the purchase.

Tip: This works well because not only are you offering an incentive, but you're arousing curiosity too.

Here are different ways to do this:

1. Let customers know there is a mystery bonus, but let them choose which bonus they get. For example, when they get to the download page, they can choose from among three to five bonuses.
2. Advertise a mystery bonus, such as a free report, but give prospects an idea of what they're getting (e.g., hint at the topic). Also, be sure to let prospects know the value of the product.
3. Offer a real mystery incentive – customers won't know if they're getting a virtual "grab bag" of products, access to a membership site, coaching or some other bonus.

12. Celebrate an Anniversary

The idea here is to celebrate a business-related anniversary, such as the anniversary of your grand opening or even the launch of a product (such as your flagship product). You can offer a special sales event or other incentives to help celebrate the anniversary. You might even hold a virtual online event to celebrate the anniversary.

Tip: While this sort of promo will boost sales for both new and existing customers, it works particularly well for long-time (loyal) customers. That's because they feel like part of your business, so they'll be more excited about this type of sales event.

For example:

1. Create a virtual even on Facebook and give away hourly door prizes to those who're attending.

2. Create a special "Anniversary Package" of products and offer it for a steep discount.
3. Offer a special Anniversary Event, such as a free webinar to all your subscribers and customers.

13. Do a Wheel of Fortune Promo

This is another fun way to engage your audience and use a special incentive to spur sales. Simply have all participants spin a special online "wheel of fortune" which will tell them what sort of incentive they'll receive.

For example:

1. Let customers spin the wheel to receive a percentage off coupon, ranging from 5% to 100% (free product).
2. Customer can spin the wheel to find out what bonus product they'll receive when they make a purchase. Options should include everything from inexpensive reports to premium bonuses like a coaching session.
3. Let customers spin the wheel to determine whether they'll receive a bonus product, discount OR some other incentive. (I.E., put a variety of incentives on the wheel.)

14. Start Low and Go High

There are two ways to do this promo.

1. The first is to offer your products on auction.
2. The second is to offer an incremental sale, where the price goes up every time someone makes a purchase.

The incremental sale promo gives people an incentive to buy immediately, because they'll get the best deal possible if they buy now. If they wait even a few minutes, they may have to pay more.

The auction sale promo creates a sense of excitement and even scarcity around your product. Indeed, if you only put a few of your products up on auction, you trigger scarcity which in turn creates higher bids.

For example:

1. Put together a package of your best selling products and put them on a seven-day auction, starting at \$1, with no reserve.
2. Launch a new product using an incremental sale. For example, start at \$20 and add ten cents every time someone purchases, until you reach the full retail price. Those who get in early save the most.
3. Put together a package of products and hold an incremental sale for a week. Instead of the prices going up for every purchase, the price goes up every day by \$10.

15. Celebrate a Personal Occasion

Earlier we talked about celebrating business-related events, like the anniversary of opening the business. The idea behind this tactic is to celebrate a personal event, such as your own birthday, with a big sale or other incentive.

Tip: This sort of promo works best if you regularly engage with your subscribers and share personal information. Otherwise, if your business is branded under a more corporate identity, then this promo won't make as big of a splash with your customers.

For example:

1. If you run a dog-training site, then hold a big sale on your dog's birthday.
2. If you run a weight-loss site, then offer a free bonus or discount coupons on the anniversary of your own weight loss.
3. For any site - offer a discount coupon equal to your age on your birthday. (E.G., if you're turning 41, then offer 41% off.)

16. Create an “Everyone Wins” Sale

Earlier you learned about offering an incentive to reach a social media milestone, such as getting a certain number of Facebook fans. Now take that same idea, except here you’re rewarding your customers for purchasing a product.

In other words, if you reach a certain number of sales during a specific time frame, then everyone gets a special bonus. This gives people the incentive to help you promote your offer.

Tip: The more attractive and valuable your incentive is, the more likely it is that your customers will help spread the word about the offer. If you’re not using affiliates for this offer, then keep in mind that you can afford to give gifts worth 50% or more of the price. In other words, since you’re not giving that amount to affiliates, you can give it right back to your customers instead, since they are helping you promote.

For example:

1. If you’re selling a premium product like a home study course, then offer a Kindle to all customers if you reach a specific sales goal, like 500 sales.
2. Offer a 25% rebate to all customers if you reach a specific sales goal.
3. Offer incremental bonuses to all customers depending on the sales numbers. If you reach 100 sales, everyone gets a free report. If you reach 200 sales, everyone gets a free report plus access to a webinar. And so on.

Tip: Be sure to display a live update of how many sales are needed on your website to create excitement about the offer. Be sure to provide a strong call to action, where you specifically ask your subscribers to tell their friends about the offer.

17. Do a “Part Now, Part Later” Promo

Do you have a product that’s not quite ready for release, but you’d like to start bringing in some cash flow now?

Then you can offer a discount or other incentive to people who purchase the product before it’s finished.

Tip: Just to give your buyers some instant gratification, you can give them part of the product now, and give them the rest of the product when it’s finished.

For example:

1. If you’re a home study course with multiple lessons, give them the first half of the lessons when they pay today, with the rest to be delivered in two weeks.
2. If you’re creating a hybrid product (one that’s part downloadable, part physical), give them the downloadable part today... and they’ll receive the physical part when it comes back from the printer.
3. Give customers access to all the bonuses today – including incentives like access to a membership support forum – and deliver the main product within a week or two.

One warning: Just be 100% sure you’ll be able to deliver the main product on time. For example, you may want to have the product finished and just needing polishing touches before you make this sort of offer. That way you don’t get caught without a finished product on the deadline.

18. Do a Viral Promo

The idea behind this promo is to give your subscribers an incentive for performing a specific action, such as tweeting about an offer, liking a page, blogging about something, mentioning your content on a Facebook Wall and so on.

For example:

1. Everyone who tweets a certain page out to their followers gets access to a free report.
2. Everyone who blogs about an offer gets a 50% off coupon for that offer.
3. Everyone who shares a post on Facebook gets three months free access into a membership site.

19. Encourage Customers to Subscribe

Many marketers add all customers to a mailing list. However, if you'd like to segment your customer list, then you might give customers an incentive to subscribe to your list, such as their choice of a free report across different topics. You can then segment the list according to the topic they chose.

For example:

1. Offer weight loss customers their choice of a free report on nutrition, exercise, OR motivation if they join a list.
2. Offer dog-training customers their choice of a free video on puppy training, trick training OR obedience training if they join a list.
3. Offer those who've purchased a marketing product their choice of free webinar, such as blogging, copywriting or SEO.

20. Offer a Pre-Launch Promo

This is a cool way to reward your best customers and/or reward your JV partners. Simply offer a pre-launch sales event where these folks get to purchase the product at a discount and/or they get a special bonus.

They also get to purchase a day or two before everyone else, which makes them feel special.

For example:

1. Create a special event three days before the product goes on launch to the public, where your JV partners get to offer their customers a special bonus package.
2. Offer a 25% discount to your subscribers who buy before the official launch day.
3. Give your subscribers a matching in-store credit on a future purchase if they purchase the product during your prelaunch event.

21. Create a Free Consultation Promo

The idea behind this promo is to offer free coaching or consulting to anyone who purchases a certain product. To boost conversion rates, be sure to make this offer available only to a limited number of people.

Tip: Not only is this a nice premium bonus, it makes people feel special, like they're part of an "inner circle." What's more, this personal contact gives you a chance to showcase your expertise and upsell additional coaching or consulting.

For example:

1. Let customers who purchase your marketing package ask five questions by email within 30 days after purchase.
2. Give free Skype group coaching to your weight-loss customers.
3. Set up a private forum to answer questions for the first 200 customers who purchase a certain product.

22. Offer Free Support

This is a great promo to offer if you sell any sort of software tools. You can offer free installation and set up, as well as free support. You might even toss in free upgrades for a set amount of time.

For example:

1. "Order this powerful social media networking platform now, and one of our staff will install and customize the software on your server for free!"
2. "Order today and you'll get free support for the first three years - this is a \$297 value, so don't miss out!"
3. "Order now you'll get free priority phone support for an entire year..."

23. Do a Quiz Promo

Here's a fun way to engage your subscribers while also giving them a nice incentive to purchase a product. You offer a niche-relevant quiz, and then give them a discount or other bonus for taking the quiz.

The cool thing about this promo is that the quiz can act as a presell tool. That is, it can show your subscribers how much they still need to learn about a specific topic. If taking the quiz educates them about a topic or shows them some cool tips for doing something, then they're more likely to buy your product on the same topic.

For example:

1. Give your weight loss customers a quiz about how obesity affects health - once they've completed the quiz, they'll be in an emotional buying state (fear)... so you can offer them an incentive such as a discount to buy now.
2. Offer a discount coupon that goes with the prospect's score. For example, create a 50-question quiz. If they get 30 right, they get 30% off. If they get 40 right, they get 40% off.
3. Present a special bonus offer at the end of the quiz which is available to anyone who purchases a related product within 24 hours.

24. Create a Regular Feature

The idea here is to create a regular promo feature on set days or dates, so that your subscribers have something to look forward to. This even makes your newsletter more sticky, because subscribers will open the email on those dates to see what promo you're offering.

Tip: Offering really juicy incentives, like steep discounts or big bonus packages will make your prospects anticipate these regular promos even more.

For example:

1. On the first of every month you can offer a 50% discount on one of your products.
2. Every Friday you can secure a discount on an affiliate offer and present it to your subscribers.
3. On the 30th of the month you can run a promo for 30% off a particular product. (Or offer 28% off on the 28th, or 24% off on the 24th, etc.)

25. Offer Mystery Coupons

The idea here is to give a coupon code to your prospects, but they won't know the value of the coupon until they enter it during checkout. Even big companies like Dell use this promotion, which spurs sales by arousing curiosity and offering an incentive.

Here are examples of ways to do this:

1. Randomly divide three coupon codes among your subscribers, with discounts such as 20%, 25% and 30%. Let subscribers know the minimum and maximum coupon values. (Note: Those who get the 30% coupon may share it with others - this is a bonus for you since you'll enjoy more sales.)
2. Offer a coupon code where most subscribers get a "standard" discount, such as 30%. Randomly mix in a surprise discount of 60% off. Let subscribers know how many of these big discount coupons are available.

3. Give your customers mystery coupon which takes a specific dollar amount off, such as \$25.

Conclusion

Whether you want to offer an incentive to spur sales, or you're like to offer something completely unique, you now have 52 ways to do it!

It's time to take action! Pick one example, create your promo and get it sent off today!

Rock'On!



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