



17 Simple, Easy-on-the-Pocket Bonus Ideas

Here, in no particular order, are seventeen simple, easy-on-the-pocket bonus ideas that will boost sales and allow you to increase the value of your next offer.

1. Audio recordings of past seminars, workshops or trainings

People love to get more training and appreciate having the option to listen while they drive or exercise.

2. Transcripts of an audio program

Having the information in written form allows your audience to quickly find a particular quote or detail they may want to access later.

3. Pull-out sections

Rather than lumping all the elements of a program together, highlight one as a separate, additional benefit (e.g., a follow up call, or an assessment).

4. Laminated checklist, template or tipsheet

People love ways to get the important information quickly and easily.

5. Private session with you

Naturally, private time with you, the expert, is coveted and highly valuable.

6. Another product of your own

You've already created it – why not repurpose it as a bonus!

7. Someone else's product

Another business owner may be happy to provide a complementary product free or at low cost as a list-building strategy.

8. Book on related topic

When a topic is of interest, people love the chance to learn more.



9. Live Q&A call

These are easy to prepare for – and people love the chance to get their questions answered individually.

10. Binder/CD holder to store training materials

Give your client a way to protect the valuable information while keeping you front and center on the cover.

11. Membership in your continuity program

When they like what you've given them, they always want more!

12. Upgrade to a higher level of service or program

Great way to add value using something you're already offering

13. Critique, review or evaluation

Similar to a private session, this can be offered live, written or recorded format.

14. Done-for-You Guide

Almost like having you there taking them through the process step by step.

15. Exposure or publicity on your website or in your newsletter

Who doesn't like to be in the spotlight (especially if you work with business owners)?

16. Small group mastermind

Provides a personal touch along with the energy and feedback of the group.

17. Ticket to your live event

A fun way to build stronger connections and provide increased learning.