

Bonus-Bribe Creator

How to Make Buyers Choose You — Even When 100 Other Affiliates Are Promoting the Same Thing

It's not the product. It's not your personality. It's not luck.

The reason someone buys through your link instead of someone else's almost always comes down to one thing: your bonus.

Not because they're greedy. But because your bonus bridges the gap — it solves the thing they *know* they'll still need after they buy.

This guide walks you through creating a bonus that does exactly that. Fast.

Step 1: Know what the main product *doesn't* do

Start by asking:

“What's missing from this product?”

Common gaps:

- It teaches, but doesn't provide templates
- It gives theory, but no walkthroughs
- It delivers software, but no strategy
- It automates tasks, but ignores traffic

Your bonus shouldn't compete with the offer. It should *complete* it.

Step 2: Pick a bonus type that's easy to deliver

You don't need a “bonus vault” or 10 extra products.

One solid bonus beats ten junk items.

Try one of these:

1. **Checklist or PDF** — Make it stupid simple: “10 things to do after you buy [X].”
2. **Video walkthrough** — “Watch me use this to set up a real funnel in 10 minutes.”
3. **Swipe file or template pack** — Emails, headlines, landing pages — done for them.
4. **Private group or call access** — Let them ask questions, feel seen.
5. **Bonus funnel or landing page** — “Clone my setup for faster results.”

Pick one. Make it useful. Name it like it's its own product.

Step 3: Give it a name that sounds like a win

Examples:

- “The 5-Day Fast Start Kit (Only For Buyers Who Go Through Me)”
- “Traffic Jumpstart Bonus – How to Get 100 Clicks in 48 Hours”
- “The Over-the-Shoulder Setup Session”
- “No-Stress Funnel Templates (Plug, Play, Profit)”

You're not lying. You're packaging value in a way that makes someone say, “Yep — that's what I needed.”

Step 4: Build a simple bonus delivery system

Once they buy through your link, you need a way to deliver.

Options:

- Create a “Thank You” page with download links
- Use ThriveCart or WarriorPlus bonus delivery fields
- Add a post-purchase form: “Forward your receipt to [email] to get your bonus”
- Use a platform like Gumroad or Systeme.io to gate access

Keep it clean. And make the bonus feel like a reward — not an afterthought.

Bonus tip: Show the bonus before the pitch

Don't hide the bonus until the end of your page or video.

Lead with it:

"I'm reviewing [Product Name] today — and if you grab it through my link, I'll give you a bonus that solves the *one thing* it doesn't cover."

Then you've got attention and positioning.

Final word: Bonuses aren't bribes. They're leverage

You're not tricking anyone. You're helping them feel confident saying yes — because you've filled in the gaps. Done right, your bonus becomes the reason they buy now... and through you.

That's how you win the click.