

# 10 Rarely Used Bonuses That Can Triple Sales!

By Larry Dotson

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1. Announcement Alerts - Give customers e-mail alerts about critical information or product releases before your non customers find out about it..
2. Discounts - Allow your customers to get lower prices on your products and other related products other businesses sell.
3. Expert Call Ins - Set up a date and time when your customers can call up and talk directly with experts that are related to your industry.
4. Private Invitations - Give your customers private invitations to customer events that non customers cannot attend.
5. Online Rolodex - Compile a list of web sites or online contacts that are related to the product. You could publish it on CD-ROM or on the web.
6. Archived Information - Bundle together some older information that's no longer available. It could be e-zine back issues, articles, transcripts, etc.
7. Mentor Program - Give your customers unlimited consulting with their purchase. Allow them to

contact you by e-mail, phone, fax, in person, etc.

8. Audio/Video E-zine - Give customers an upgraded version of your e-zine in online audio or video format. Non-paying customers could only get it in e-mail.

9. Freebie Announce Board - Offer your customers a message board where they can announce freebies they offer from their web site.

10. Barter Discussion List - Offer your customers the option of joining a barter email discussion list. They can barter goods and services with others.

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