

# Are We Diluting Our Own Profits with Too Many Bonuses?

By BJ Evans

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When we offer something for sale, it's a great incentive to give a bonus to the purchaser. It makes buyers feel good about buying from us, and it makes us feel good that we have given something of real value.

When ebooks started coming out, many were free, while others had to be purchased. They all, of course, are (usually) valuable in their content, and also valuable to the author. Why to the author? Simply because the ebook carried the author's messages, or links, which is the main reason for an ebook in the first place.

But somewhere along the line, the whole idea of bonuses seems to have gotten out of hand. How? Follow this scenario:

Marketer #1 writes an ebook, selling it for \$17.95. As a bonus for ordering, you also receive 2 more ebooks, free if charge.

Not bad, so far.

But then, along comes Marketer #2, who buys from #1, and ADDS 3 more bonuses to the ebook offer. Now we can receive 5 bonuses for our \$17.95 purchase. Marketer #3 now buys the package from #2, adds yet another 5 bonuses, for a total of 10 bonuses. And on, and on, and on.

I've seen packages out there that are giving 15 and 20 bonuses with your purchase.

Then, of course, some of those original \$17.95 ebooks are finding there way into these 'packages.' The very

same ebooks that many of us are still trying to sell.

How many of those \$17.95 ebooks have you seen "on sale" for \$1.00? Or given away free? Plus umpteen bonuses?

To me, that's really diluting the profits of everyone trying to sell ebooks. There's always someone willing to 'give away the store', in an effort to knock out the competition.

There are some ebook authors out there, though, that seem to have the right idea. When their ebook is purchased, there is a stipulation that the ebook CANNOT BE GIVEN AWAY, OR RE-PACKAGED. And it must be SOLD for (between 2 price ranges).

But, even then, I've seen these very same ebooks being GIVEN, and RE-PACKAGED against the author's wishes. And this, as I see it, violates the author's copyright.

Bonuses are great instruments if used correctly.

But ARE we?

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