

Bonus Offer Brainstorming Sheet

Here is a worksheet to help you come up with your bonus offer. Use this sheet for brainstorming to figure what to offer and how to turn it into sales for both of you.

Product Seller Name: _____

Product: _____

URL: _____

What problem does the product solve?

How can you help with that problem?

What product do you already have that might fit? What customization could you do to target it better?

What kind of product can you create? Will you create it yourself or do you need to hire out? Who will help you create it?

Will this be exclusive content?

YES NO

What will the free targeted backend offer be?

What will you promote after the opt-in to free offer?

What special offer can you create urgency and increase the number of sales?
