



Checklist 12: Using PLR as a Bonus

Project Name: _____

Date: _____

Yes No

It's important you rebrand all your PLR that you are offering as a bonus – This will improve conversions.

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Choose Quality PLR. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Make sure the PLR product that you are offering as a bonus is relevant to the product sold. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Make sure the PLR product completes the product sold. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Rebranding: Change the name. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Rebranding: Create new Cover Graphics. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Create a 100 words description of the bonus. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Stack the value by adding 3 to 10 bonuses. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

Checklist 12: Using PLR as a Bonus

- 8 Don't include all the bonuses at once. Add a couple in the middle of your promo campaign and add a high value bonus the last day of your promo.
- 9 Add different types of bonuses (keep them relevant):
- Reports
 - eBooks
 - Video Training
 - Cheatsheets
 - Checklists
 - Templates
 - Software
- 10 Create a bonus page and add all the bonuses plus the new rebranded graphics and respective product description.
- 11 Add a countdown timer to the bonus page and make sure you mention it's a limited time offer.

Notes