



## Other ***Bonus*** Ideas... to enrich the value of your offerings

### Things you may already be doing that you can make a ***bonus***:

- “Hair on Fire” phone calls
- Responding to any, and all emails, anytime
- Pre-Assessments
- Upfront or Pre-Analyses
- Phone Consultations
- Strategy Sessions (phone or live)
- Face-to-Face Introductory Sessions
- Speedy follow-up (ie. 24 hours, 48 hours)
- Newsletters
- Articles or White Papers
- Vetted Referrals (opening your valuable rolodex)

### Other things you could do to ***boost the value*** of your offering: \*blue=low/no cost

- Record a call or event and send the MP3 file
- Send quarterly “of interest” item like a book, card or inspirational item
- Provide templates or worksheets
- Provide a ticket to an event you’re hosting or someone else’s event
- Magazine or trade magazine subscription
- Private/Intensive Session
- Build in a face-to-face “check-in” session 2-3 months after your project has ended.
- Offer an affiliate’s or partner’s “FREE Session/Assessment”
- Feature your client’s success in your newsletter
- Guest expert talks/presentations
- Offer someone else’s service as a bonus
- Ebooks/Audio Files from Experts
- Retail products
- DVD/Video File – Your own or someone else’s
- 30 minute complementary presentation in your area of expertise
- Self-study course
- Private Retreats
- Coaching
- Consulting
- Certifications
- Corporate Training Program
- Licensing rights
- Mentoring Programs
- Weekly business enhancing tip