
BONUS 2

Affiliate Bonus Offer Planner

A simple framework for building bonus stacks that feel
useful instead of random

Downloadable action guide and worksheet | Value \$17

Network66

<https://andiebrocklehurst.com>

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ABOUT THIS RESOURCE

Use this planning guide to choose bonuses that solve real buyer problems, support the main offer, and give your promotion a clearer reason to act.

HOW TO USE IT

A good bonus stack should make the main product easier to use, faster to implement, or more valuable in a practical way. This planner helps you move from 'What can I give away?' to a structured bonus concept built around buyer needs, implementation gaps, and ethical positioning.

Start With the Main Buying Goal

Before choosing a bonus, define the outcome the buyer hopes the main product will help them achieve. For Bonus Stack AI, that may include creating affiliate bonus pages faster, organising delivery, or producing bonus assets without starting from scratch. Your bonus should support that journey rather than compete with it.

- Write the buyer's main desired outcome in one sentence.
- List three obstacles that could slow the buyer down after purchase.
- Choose bonus ideas that remove one of those obstacles directly.

Build a Complementary Stack

Strong stacks cover different parts of the implementation process. Instead of offering several resources that all do the same job, combine tools that help with planning, execution, promotion, or optimisation. This makes the package easier to explain and gives each bonus a distinct purpose.

- Give every bonus one clear job in the buyer journey.
- Avoid adding multiple resources that solve the same problem.
- Name each bonus around the result or task it helps with.

Use Value Without Hype

Perceived value should reflect usefulness, convenience, and time saved rather than inflated pricing. A concise checklist that prevents common mistakes can be more valuable than a large but unfocused bundle. Present the stack as

practical support and avoid implying that a bonus guarantees sales, income, or conversion improvements.

- Use modest, believable bonus values.
- Describe what the buyer can do with the resource instead of making outcome promises.
- Remove any claim you could not reasonably support with evidence.

Turn the Plan Into Promotion Copy

Once the stack is defined, translate each bonus into simple promotional language. Explain the problem it addresses, what is included, and when the buyer would use it. This gives you a consistent message for email, social posts, review content, and your bonus page.

- Write one sentence explaining the problem each bonus solves.
- Write one sentence explaining what the buyer receives.
- Reuse the same core positioning across channels while adapting the format.