

**Monthly Offers** - 16 types of offers - ~3-6mo testing - you can tier any of these

- **BFCM - First to site**
  - **First 20 get 50%, next 20 get 30%, next 20 get 20%**
- **More at a discount (multiple sizes/offers on page)**
  - **Works great with CPG - get more of what you already have for 50% off**
- Continuity offer - get free (x product) when you sign up for a subscription.
- Monthly gift basket (new items)
- Subscribe and save
  - 1st-month full price OR \$7
  - 2nd-month 10%
  - 3rd-month 20%
  - 4th-month 35%
- Bundle and save
  - Add 3 items to the cart & get 20% off
- Free trial to subscription
- \$7 trial to subscription
- **Gift with purchase** or subscription purchase
  - Bonus points if the gift is personalized
  - BOGO
- Gift over a certain threshold
- % Off – NOT RECOMMENDED
- Monthly Club - add-on
- **Special item** - an item you can only get during a sale or after spending a certain \$ threshold
  - Works really well
- **Sample pack w/ purchase** - lets the user try all products
  - Great for CPG
- **Buy one, get one**
  - Works well with low-cost CPG
- **Embroider or personalize for free or a discount**
- **Give an item + gift card with purchase**
  - For a friend or second purchase
  - Expires in 30 days

**Tiered offer example**

- Get 10% off, OR Get 20% off + a free gift when you spend \$150+ (spend threshold should be slightly above AOV)

**Examples - OFFERS**

- Continuity Offer
  - Subscribe & get a free eye cream (OR ITEM)
- Routine Basket
  - 1 routine a month for 3 months
- Free Trial to Subscription

- Give the first product free
- Cheap Trial to Subscription - Works well with ads
  - \$7 trial to subscription
- Bundle & Save
  - Add 3 items to the cart & get 30% off
- Gift w/ Purchase/Subscription - Works well with ads
- Gift over a certain threshold
  - Give away best seller as an incentive to buy other products (free Lipid Gold if you spend over \$90)
- Skincare Club
  - Curated seasonal products for customer

You can also go the lead magnet route to get the user more familiar with your brand initially.

### **Crafting Lead Magnets**

A lead magnet is a complete solution to a narrow problem. It's typically a lower-cost or free offer to see who is interested in your stuff.

We'll want to solve one of the problems that comes before our main solution.

This smaller problem should lead the user to think our core offer/main solution is what they need.

Example Problems to Solve - LSAT Lead Magnet - specific problems

Analytical Reasoning

Logical Reasoning

Reading Comprehension

7 steps for creating an effective lead magnet

1. Figure out what you want to solve and who to solve it for.
2. Figure out how to solve it.
3. Figure out how to deliver it
4. Test what to name it
5. Make it easy to consume
6. Make it darn good - **give away the secrets, sell the implementation**
7. Make it easy to want more - freebies/incentives/etc.

**Lead Magnets** - 3 types of lead problems

- If your audience has a problem they don't know about, your lead magnet should reveal it to them
  - Most people are consuming things they shouldn't every day

- Your bed sheets have more and dirtier germs than a toilet.
- Solve a recurring problem for a short period of time with a sample or trial of your offer.
  - \$5 for 5 Days
  - First month free
- You can solve one step in a multi-step process that leads to another.

**PRO TIP - Think like a drug dealer. Give the strongest hit (biggest dopamine rush) first.**

### **Landing page examples**

<https://try.michaeltoddbeauty.com/lpg/sonicsmooth-pro-13>

<https://shop.gainsinbulk.com/meet-your-inner-beast/>

<https://www.elitemediabuyersacademy.com/creative-testing-mastery-checkout>

<https://trynood.com/pages/shaving-lander>

<https://g-plans.com/pages/medication/>

<https://bondiboost.com/pages/bundle-bar>

<https://www.stratiaskin.com/pages/introduction-bundle>

<https://shop.eatpluck.com/products/all-purpose-promo>

<https://bondiboost.com/products/claras-good-hair-days-ahead-bundle>

Influencer ad to influencer bundle ^^^