

# **Subscription Bonus Checklist**

## **Higher AliExpress Price Points - \$5 - \$10 (\$10 - \$20 for B2B)**

The purpose of these bonus items is to encourage people to subscribe. We're essentially giving away a free gift to everyone that becomes a paying subscriber. Our goal (as always) is to do this at either "break even" or a profit. The item you choose shouldn't be more expensive than 1 monthly subscription. So if your subscription is \$7 a month, you can pay up to \$7 on AliExpress and give the item away as a bonus while still being break even (or profitable).

## **Should Complement Tripwire & Subscription**

Your bonus item should compliment both the tripwire item as well as your subscription. Ideally it should make the subscription much easier, faster, more enjoyable to do. ie: If you're teaching someone how to train their dog, include a tool that would make that easier as part of the subscription bonus.

## **If Possible Purchase From Same Vendor**

When searching for your item try to use the same supplier as your Tripwire Item so that they'll be shipped at the same time. This will cut back on customer support and will lead to happier customers. This isn't a requirement, but it makes life easier.

## **Always Ship With Tracked Shipping**

Since these items are more expensive, it's important that we have reliable tracking. Whenever possible use tracked shipping. This is especially beneficial if your tripwire item and your subscription bonus item are from the same vendor as all items in that order (tripwire and bonus) will be shipped with tracked shipping.

## **Not Common Or Easily Available In Most Stores**

The more unique and uncommon something is the easier it will be to sell. If you're the only supplier for the item (that the customer knows of) and they really want it, there is only one place they're going to be able to get it from. For that reason items that are highly specific to your market usually do best.

SUBSCRIPTION SCHOOL

## **Unique Or Exciting For The Individual**

Anything that would help enhance a passion or solve a problem in a unique way usually works well. The feeling you're looking to evoke is "Wow! That's really neat! I want that." Combining excitement with your free offer results in incredibly high conversions.

## **Retailer With History Of Experience**

It's best to order from vendors that have been around for some time. They'll likely have much better setup and will be far more reliable in getting your products delivered on time. Look for a rating of 4.5 out of 5 or higher. In addition, they're likely to have better supply lines should your order volume increase suddenly.

## **Large Order Volume**

The more orders the vendor has processed the better. This shows they're reliable and have likely sold many of the products you're looking at drop shipping. Also, the more units a vendor has sold the more likely there are to be a significant number of reviews from people that have bought.

## **Lots Of Inventory**

Make sure that your supplier has at least 50-100 units currently in stock. This is to ensure that if your tripwire offer does well you'll have enough inventory to process those orders while your supplier sources more units.

## **Positive Reviews That Mention Quality & Shipping Times**

If your supplier has sold plenty of these in the past it's a good indication that it's a high quality product. Even more so if there are reviews with photos from people that are happy with their order. In reviews look for product images, quality descriptions and people mentioning how fast (or slow) shipping times were.

## Subscription Bonus Ideas

As long as you're able to make a logical connection between the tripwire, your subscription offer and your subscription bonus there isn't much you can't give away. It just has to make logical sense to the audience you're selling to. Below you'll find a few trigger ideas to get started.

When searching for your tripwire item search for your "Keyword" + one of the items below. ie: "Dog Accessories" or "Dog Necklace"

## Tripwire Trigger List

- Accessories
- Backpack / String Bag c.
- Bobblehead
- Bracelet
- Calendar
- Clocks
- Coin Purse
- Ear Muffs
- Earrings
- Flashlight
- Flip-Flops
- Gifts
- Hair Brush
- Hair Elastics
- Hair Pins
- Hat / Cap
- Jewelry
- Keychains
- Lanyard
- Laptop Sticker
- Luggage Tag
- Magnets
- Mittens / Gloves
- Mousepad
- Mugs
- Necklace / Pendant
- Notebook
- Phone cases
- Pillow Case
- Plush toys
- Poster
- Rings
- Scarf
- Slippers
- Socks
- Temporary Tattoos
- Towel
- Wall Sticker / Decal