

## Subscription Bonus Process Map

This process map details how to find a Subscription Bonus for your micro-subscription funnel. Please read the entire document, the accompanying checklist and watch the tutorial video before proceeding.

[Click Here To Download The Subscription Bonus Checklist](#)

[Click Here To Watch The Process Map Video](#)

**Preface:** The purpose of this Subscription Bonus item is to encourage buyers to subscribe to your monthly micro-subscription. In order for them to have landed on this page, they had to have purchased the tripwire item. So it's important that your Subscription Bonus compliments your tripwire item as well as your subscription.

**Step 1.** Go to [www.AliExpress.com](http://www.AliExpress.com) and search for your primary market. As an example, if you're selling something in the dog market, type in "dogs." Sort by most orders and make note of what the most popular items are. We're doing this to see (without any filters) what the most popular items are. This gives us an idea of what the best selling items are in general.

**Tip:** Using the search "autocomplete" feature works well to find items. Type in your primary search term, press space and wait a second for AliExpress to suggest items based on the most popular searches.

**Tip:** Look for some of those best selling items from the vendors that sell your Tripwire item. If you're able to get your Subscription Bonus items from the same vendor as your Tripwire Items they'll ship together in the same package and make your life a good bit easier (tracking, shipping costs, etc)

**Step 2.** In the "Price:" field set the maximum price to be \$2 less than what your subscription costs. ie: If your subscription is \$10 / month, the maximum price for your Subscription Bonus item should be \$8. We do this to factor in the additional cost of shipping which is usually around \$2-3. This price filter will remove anything outside of your price range. Click the "search" button again. This tells us what the best selling items are selling well that cost the same as our monthly subscription.

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**Step 3.** Switch back and forth between “Best match” and “Orders” to find items that have sold hundreds (or thousands) of units. Save the URL in a separate browser. This will show us the most popular products by units ordered as well as the most popular products based on your market. At this point you should start seeing items pop up more than once (ie: Same item in Step 1. Step 2 and Step 3).

**Note:** When looking for items search for products that would have a retail value 3-4x what the AliExpress price is. ie: A Dog collar for \$5 on AliExpress should have a retail value of ~\$20. You would sell these products for \$10-\$15 to your customer and they would be considered 25-50% off.

**Step 4.** Choose 3-5 different products and save the URL for future reference. We’re going to try and find less expensive versions of those products.

**Step 5.** Pick one of the 3-5 products you’ve saved in the previous step, copy the title of the listing and search for the listing. Keeping the same price filter as earlier, sort by price and see if you can find the least expensive (including shipping) seller of that product. Keep searching until you find a vendor with a lower price as well as a high volume of sales and reviews. Write down the URL new “lowest priced” version of that product.

**Step 6.** Open up the product listing. Make sure the store has been around for at least 6 months and has a high quality score (4.5 / 5 or higher). Make sure the vendor has sold a significant number of units. The higher the better. Make sure the vendor has enough inventory available (50-100) minimum to fulfill immediate orders. Whenever possible use Tracked Shipping for your Subscription Bonus items as these items tend to be more valuable.

**Step 7.** Look at the product reviews. Are customers happy? Does the product look like it’s good quality (based on customer provided photos). Are orders being received within a reasonable amount of time (less than 3 weeks). Go through multiple pages to make sure you’ll be drop shipping a high quality product.

If after going through all these steps your product still passes, then save the URL for future use. Repeat this process until you’ve got 2-3 different products to use as Subscription Bonuses. If you’re having trouble finding items, use the “Subscription Bonus Checklist” which includes multiple ideas for products that may not appear in search results otherwise.

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