

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #5: - 20 Types Of Special Offers To Create For A Spike In Sales

One good way to boost conversions and sales is to extend a special offer to your customers and prospects. Here are 20 proven ideas that you can put to work in your business ASAP...

1. BOGO Free

This is your *“buy one, get one free”* offer. This works particularly well for consumable goods that people purchase repeatedly, for subscriptions or memberships, or for offers where a person might buy one for themselves and one for a friend.

For example, you can create a *“buy one month, get one month free”* offer for a new membership site.

2. Buy One, Get One at a Discount

This is similar to the previous idea, except that you're offering the second item at a discount.

For example, *“Buy any course at full price, get a second one of equal or lesser value for 50% off.”*

3. Flash Sale

Just as the name suggests, this is an extremely limited sale in that the special offer is only good for about 12-24 hours. It also tends to be a really good deal with a steep discount.

Due to the natural urgency of this offer, it tends to really create a flurry of sales. Just be sure you launch your offer at a time and date when your audience is likely to be online and active. *(In other words, don't launch an offer on a weekend morning in the summer when your audience may be offline enjoying outdoor activities.)*

For example: *“Flash sale: get [Product Name] for 60% off if you're quick – good for the next 12 hours only!”*

4. Discount Coupon

The benefit of offering a coupon is that people tend to share coupon codes on social media and elsewhere so you may get sales from people who you didn't directly advertise to. In addition, affiliates love distributing coupon codes to their audiences.

Your coupon code can offer a dollar-off amount of a percent-off amount. Either way, be sure the discount code comes with a quickly approaching expiration date (*such as 72 hours*).

E.G., "Use coupon code 50OFF to get \$50 off a yearlong membership..."

5. Introductory Offer (New Customers)

Here's where you extend a special offer to new customers only. You can offer a discount, a bonus, or both a discount and bonus.

E.G., "25% off coupon for anything in our store – good for new customers only."

6. Launch Special (New Product)

This particular promotion is designed to create a flurry of sales around a brand new product. Typically you extend this offer during your launch week (*for five to seven days after launch*). You can generate extra sales by building anticipation in the weeks prior, as well as getting affiliates to make a big push during your launch week as well.

E.G., "Launch special: get \$100 off PLUS two free PLR reports when you purchase this package of PLR content!"

7. Limited Bonus Offer

The idea here is to offer a bonus product or service that's time-limited or limited by the number of people who take advantage of it.

E.G., "Buy the weight loss course, and you'll get a meal-planning app for free! But hurry, this offer is good for the next 72 hours only..."

8. Matching Credit Offer

The idea behind this incentive is to give your customer a matching credit for a future purchase. One advantage of this offer is that it brings customers back to do repeat business, and in most cases, they'll spend more than the amount of the credit.

For example: "Spend \$50 today, and you'll get a \$50 gift card to spend on a future purchase."

9. Holiday Sale

Here's where you extend a special offer, typically a discount, and frame it as a holiday sale. While the Black Friday Sales are the most well-known and popular types of holiday sales, others include Christmas sales, New Year's sales, Valentine's Day sales, Memorial Day sales, 4th of July sales, Labor Day sales, Halloween sales and similar.

For example: "Black Friday Sale: Take 33% off any product in our store!"

10. Dime Sale

The idea behind this type of sale is that you offer a product or package at a discount and then continually raise the price over the course of the sale until it reaches its regular (*full*) price again.

One way to do this is to run a sale and raise the price every day. So, you might run a sale for five days and raise the price of an offer by \$10, \$20, \$50 or more each day.

E.G., "Order now to lock in the best price – hurry, the price jumps \$25 at 9am tomorrow!"

The other way to do it is a true dime-sale format where you raise the price by a dime (*or a quarter, dollar or some other amount*) every time someone purchases the offer.

11. Referral Discounts

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Here's where you incentivize your existing customers to refer their friends. Then your customer, or both the customer and the referral, gets a special discount or bonus when the referral becomes a paying customer.

E.G., "Refer a friend, and you'll both get a \$25 credit when your friend becomes a customer!"

12. Customer-Only Offers

Earlier we talked about a special offer for new customers only. This type of special is for customers only, and it's designed to cement customer loyalty and retention.

E.G., "Exclusive discount for existing customers only: get 30% off!"

13. Free Trial Offer

If you have a membership site, subscription or even something like an app, you can extend a free trial.

E.G., "See for yourself how well this fitness app works by using it one week for free!"

14. Low-Cost Trial Offer

This is similar to the last offer, except here the customer pays a small fee. The advantage of this is that you get the customer's credit card on file, so that you can rebill them automatically for a recurring offer.

E.G., "Join now for just \$1 for your first month!"

15. Exit Offers

This is where you present an enticing offer to someone who's leaving your site, especially someone who's leaving your sales page.

E.G., "Wait, don't leave yet – order now, and you'll get \$25 off the XYZ package..."

16. Abandoned-Cart Offers

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If you have a shopping cart set up or a site where people tend to be logged in, then you can send abandoned cart offers via email.

E.G., "Come back to complete your order today, and we'll give you 25% off!"

17. New-Subscriber Offers

Here's where you offer a special discount to people who join your mailing list. So instead of offering a lead magnet in the form of a report or similar, you're offering a coupon.

E.G., "Join the mailing list now, and you'll get a coupon for 20% off your next order!"

18. Upsell / Cross-Sell Offers

Here's where you extend a special offer on an order form. If the people leave the order form without purchasing the upsell or cross-sell, they lose the discount and / or bonus.

E.G., "Add the WP plugin to your order for just \$25 – that's half off the regular price of this app! This offer is only good until you complete your order, so take advantage of it now or lose the discount..."

19. Customer Loyalty Incentives

Here's where you extend a special offer to someone for being among your very best customers.

E.G., "You're in the top 10% of our best customers, and that's why we're giving you \$10 off your next order!"

20. Anniversary Sale

The idea here is to extend a special offer to your customers to celebrate the anniversary of your business opening.

E.G., "To celebrate 25 years in business, we're giving you 25% off your next purchase!"

Conclusion

As you can see, there are a wide variety of offers you can extend to your prospects and customers in order to boost conversions and sales. But don't limit yourself to one or two of the most popular types of offers. Instead, experiment a bit to see which ones your audience responds to the best.