Twitter Thread by Yous



Yous
@YousXPB

Thread - Influencer Bundles

How to sell a book & hoodie for $500

People buy the name first

The price point of designer is because of the name associated with the product

Influencers poorly utilize the asset of their brand

Only leveraging the attention aspect to point to offers instead of leveraging the power of their name/reputation

Example: Fitness & Lifestyle YouTubers/IG Influencer

Can create a limited edition VIP bundle

Limited to 40 units

Posting on their story for social proof/scarcity as each gets sold

"12 left, Welcome, @ (tagging/shouting out people who order)"

Example of a Bundle

1) Signed print on demand leather version of their ebook including 4 secret chapters not available in the ebook edition

2) Hoodie or necklace/bracelet with a symbolic meaning to the vibe/slogan of the brand

(preferably not just your name plastered on it)

^ for example with YousXP the 'XP' has meaning so something XP related

Or a slogan/key quote from the influencer

3) 30 minute phone call with everyone who purchases the bundle

4) Exclusive invite to the inner circle, invite only $24.99/month private group chat & weekly call

So the bundle =

1) Signed Book
2) Merch of some sort
3) Phone call
4) Invite to the group

Expenses are just the merch ($5-30) and the book ($6-30)

Can be priced over $249+ tbh the phone call alone is worth that but..

Just selling phone calls straight up has a weird vibe, idk maybe that's just me

and creates a high conversion subscription for a $24.99/month group

and...

Do one of these limited launches once a month or every other month, it becomes more valuable

- Stronger community for the group chat

- Can leverage previous launches to say "last time we sold out in 8 hours, get in before it's gone, only 15 units this time"

- Different merch item each time making it truly limited edition

It has been tested and proven that the open/closed model for subscriptions/products does best

It's also why many top brands do launches every 2-3 months

The items contained in that launch will never be produced again, each launch is unique & special

Key Points:
- Leverages Name
- Chance for most passionate followers to get closer

- Leverages TRUE & AUTHENTIC scarcity/limited edition

- Leverages exclusivity & mystery - 'secret chapters' for example

Can start with just 10-15 units. Then each month gradually increase as the followers increase

Eventually scaling to 80-100 units bi-monthly or monthly

Which = around $20k-$60k/month from the front end
and gradually building up to 1000 subscribers at $9-47/month

This is much more lucrative/predictable for the influencer

AND unique as opposed to just being a affiliate or other products

Or selling the same merch/courses/ebooks, etc as everyone else

High margins, low volume, and recurring revenue being built

Compared to things like flat out merch which is lower margins, not unique/compelling, more volume required

or affiliate promotions which requires lot's of volume for the 5-30% commissions

which also don't build any sort of asset or life time value

This is how influencers can better leverage their name

Instead of only using the higher attention of their brand to point to other people's offers for a commission

Plenty of other options for what to include in a bundle, but this thread hopefully paints a decent example