

# 15.0 The "Evergreen Bonus Machine" Playbook

## Overview: Build a Library of Profit-Producing Assets

Don't just create bonuses for a single launch. That's a one-and-done strategy that leaves money on the table. The true pros build a library of evergreen, reusable assets that they can deploy for any affiliate offer at any time. This playbook is your blueprint for doing exactly that.

You're about to learn how to build an **Evergreen Bonus Machine** using AI—a system that allows you to repurpose and reuse your bonuses for multiple affiliate offers, generating commissions on autopilot for months and years to come. This is how you escape the launch-to-launch cycle and build a truly scalable affiliate business.

## How to Apply: Your 3-Step Evergreen System

This system is designed for a one-time setup that delivers results indefinitely. Follow these steps to build your first evergreen bonus.

1. **Identify a Core Problem:** Use the prompts in **Section 1** to uncover a fundamental, ongoing problem in your niche that never goes away. This problem is the foundation of your evergreen bonus.
2. **Build a "Core Asset":** Use the AI prompts in **Section 2** to create a single, high-value, text-based asset that solves that core problem. This is your "evergreen bonus."
3. **Create Your "Repurposing Prompts":** In **Section 3**, you'll learn how to use AI to instantly repurpose your evergreen bonus for any new affiliate offer. This is the secret to making this entire system work.

## Section 1: The "Evergreen Problem" Finder

The key to an evergreen bonus is solving a problem that is always relevant, regardless of a specific product launch. We'll use AI to find this problem.

### Prompt #1: The "Timeless Problem" Excavator

This prompt forces AI to look at your niche and identify a problem that is not tied to a specific tool or trend.

Act as a deep-level consultant for [NICHE]. What is the single biggest, most foundational problem that people in this niche face that has remained a constant struggle for the last 5-10 years? Do not mention specific tools or trends. Focus on a fundamental skill or knowledge gap.

#### Fill-in-the-Blank Application:

- **Niche:** [ ]
- **Example:** Act as a deep-level consultant for "affiliate marketers." What is the single biggest, most foundational problem that people in this niche face that has remained a constant struggle for the last 5-10 years? Do not mention specific tools or trends. Focus on a fundamental skill or knowledge gap.

**My AI-Generated Timeless Problem:** [ ]

### Prompt #2: The "Desire" Catalyst

This prompt will uncover the desire that is the antidote to the timeless problem you just identified.

Based on the timeless problem we just uncovered, what is the single biggest desire and outcome that this audience craves? Frame it as a profound transformation.

#### Fill-in-the-Blank Application:

- **Instruction:** Use the output from Prompt #1.

**My AI-Generated Core Desire:** [ ]

## Section 2: The "Evergreen Core Asset" Builder

Now that you have a timeless problem and a core desire, you'll use AI to build a high-value bonus that solves it. This is your core "evergreen" asset.

### Prompt: The "Instant Blueprint" Generator

This prompt will create a complete, professional asset that solves the problem. You can then use this one asset for years to come.

Act as a world-class product creator. Using the timeless problem [TIMELSS PROBLEM] and the core desire [CORE DESIRE], create a complete, professional, text-based mini-blueprint. The blueprint should be titled "[BONUS NAME]" and be structured with an overview, a 3-step actionable framework, and a conclusion. It must feel like a "cheat code" and provide a clear, actionable path to the desired outcome.

### Fill-in-the-Blank Application:

- **Timeless Problem:** [ ]
- **Core Desire:** [ ]
- **Bonus Name:** [ ]

## Section 3: The "Evergreen Bonus" Repurposing Engine

This is the secret sauce. You have your core bonus, and now you'll use AI to instantly repurpose it for any new product you want to promote.

### Step 1: The "Bridge-Building" Prompt

This prompt creates the copy that seamlessly links your evergreen bonus to a new product. This is how you make an evergreen bonus feel custom-made for a new launch.

### Prompt Template:

Act as an expert affiliate marketer. I have an evergreen bonus called "[EVERGREEN BONUS NAME]" that solves the timeless problem of "[TIMELSS PROBLEM]". I am now promoting a new product called "[NEW PRODUCT NAME]" which helps [TARGET AUDIENCE] with [NEW PRODUCT PROMISE]. Write a 2-paragraph "bridge" that connects my evergreen bonus to this new product. The first paragraph should validate the new product. The second paragraph should position my bonus as the one thing they need to succeed with the new product, making it the ultimate "missing piece".

### Fill-in-the-Blank Application:

- **Evergreen Bonus Name:** [ ]
- **Timeless Problem:** [ ]
- **New Product Name:** [ ]
- **Target Audience:** [ ]
- **New Product Promise:** [ ]

### Step 2: The "Sales Page" Repurposing

Now, use the "bridge" copy you just generated to quickly update a bonus page for a new product.

- **Action:**
  1. Take the copy from the "Instant Bonus Page" Action Plan.
  2. Replace the headline and core copy with the output from the "Bridge-Building" prompt.
  3. Your bonus page is now instantly repurposed and ready to go for a new launch!

## Section 4: Advanced Evergreen Tactics & Insider Secrets

Want to build a full-blown "Evergreen Bonus Machine"? Here are the secrets.

### Secret #1: The "Topic Cluster" Strategy

- **Concept:** Instead of just one evergreen bonus, build a small cluster of 3-5 that cover a broader topic.
- **Example:**
  - **Core Bonus:** A guide to "Evergreen Traffic."
  - **Cluster Bonus 1:** A "Social Media Prompt Pack" for evergreen traffic.
  - **Cluster Bonus 2:** A "SEO Checklist" for evergreen traffic.
- **Why it works:** You can now promote any new traffic-related product with an entire bonus stack that is always relevant.

### Secret #2: The "Evergreen Lead Magnet"

- **Concept:** Use your evergreen bonus as a lead magnet. Offer it for free on your website or social media in exchange for an email address.

- **Why it works:** You're building a list of highly-qualified leads who are already interested in the problem your bonus solves. When a new, related affiliate product launches, they'll be primed and ready to buy.

### **Secret #3: The "Evergreen Funnel"**

- **Concept:** Use the "Evergreen Funnel" from the Affiliate Funnel Conversion Swipe File to turn this entire system into an automated cash machine that works 24/7.

### **Conclusion: From One-and-Done to Auto-Pilot Profit**

You now have a complete, step-by-step playbook for building an **Evergreen Bonus Machine**. The days of scrambling to create a new bonus for every launch are over.

You have the tools and the strategy to build a library of high-value assets that you can deploy for any offer, at any time. This isn't just about saving time; it's about building a scalable, automated, and profitable affiliate business. Go put this system to work. Your future commissions depend on it.