

**Manual 5**

***The 31-Day Guide To  
Profiting From PLR***

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## Table of Contents

Introduction & Day 1: Welcome to the 31 Day Guide to Profiting from PLR! .....	3
Determine Your Purpose .....	4
Day 2: How to Find and Evaluate Niche PLR.....	5
Finding High-Quality PLR Content.....	5
PLR Due Diligence Checklist.....	6
Day 3: How to Turn PLR eBooks Into Articles .....	7
Day 4: How to Turn PLR Articles into Reports and Ebooks .....	9
Day 5: How to Combine Multiple PLR Sources .....	11
Day 6: The Quick and Easy Way to Turn Text PLR Content Into Audio Content.....	12
Day 7: How to Turn PLR Text Content into Video Content.....	14
How to Create a Video .....	14
Day 8: How to Create Eye-Catching Titles for Your Articles, eBooks and Other Content .....	15
Day 9: How to Create an Engaging Introduction.....	18
Day 10: How to Modify the “Meat” of Your Content.....	19
Day 11: How to Create a Compelling Conclusion .....	21
Day 12: How to Make PLR Content Your Own, Part 1 .....	23
Day 13: How to Make PLR Content Your Own, Part 2 .....	25
Day 14: How to Hook and Engage Your Readers .....	27
Day 15: How to Sell Something to Your Reader, Part 1 .....	28
Day 16: How to Sell Something to Your Reader, Part 2 .....	30
Day 17: How to Use PLR Content to Create an In-Demand Product.....	32
Day 18: How to Create Bonus and Upsell Products from PLR .....	34
Day 19: How to Create an eCourse or Coaching Program from PLR Content.....	35
Day 20: How to Create a Teleseminar from PLR Content.....	37
Day 21: How to Create a Membership Site Out of PLR Content .....	39
Day 22: How to Create Physical Products Out of Your PLR Content.....	40
Day 23: Creating Promotional Articles Out of PLR Content.....	42
Day 24: Attracting Google Traffic With Your PLR Content .....	44
Day 25: Populating a Blog With PLR Content.....	45
Day 26: How to Build Your Email List With PLR Content, Part 1 .....	47
Day 27: How to Build Your Email List With PLR Content, Part 2.....	49
Day 28: How to Create Affiliate Tools Using PLR Content.....	51
Day 29: How to Create Viral Content, Part 1 .....	52
Day 30: How to Create Viral Content, Part 2 .....	53
Day 31: Making Money With PLR Content... ..	55

# **Introduction & Day 1: Welcome to the 31 Day Guide to Profiting from PLR!**

Hi, and welcome to ***The 31 Day Guide to Profiting from PLR™*** guide!

I'm so excited about your decision to join this course. And that's because PLR (private label rights) content is so popular right now.

Seems like nearly everyone has at least a few PLR articles or ebooks sitting on their hard drives. But the thing is –

**Very people know how to really profit from this content!**

That's where this course comes in.

Over the next 31 lessons (and days) you'll learn the step-by-step process of profiting from PLR content. You'll discover:

- ✓ How to find top-quality PLR content. (Follow my tips to avoid getting ripped off!)
- ✓ How to re-purpose and re-organize the content to get the most value for your PLR content dollar.
- ✓ How to tweak and re-write PLR content to make it more valuable and exclusive. Hint: Spending just a few minutes of your time re-writing content makes a huge impact on your bottom line!
- ✓ How to engage your readers to keep them hanging on your every word! Plus you'll discover how to create content that sells products.
- ✓ How to promote your PLR products so you can make more money!

And more – by the time you're finished with this course, you'll feel like you have a PhD in profiting from PLR!

So let's get started by examining the first thing you need to do before you even think of cashing in with PLR content...

## Determine Your Purpose

Some marketers see a good deal on PLR content and snap it up.

Problem is, they don't have a clear plan for what they want to do with the content. And they don't even know if there's a market for the content. So one day they check their hard drive and they have a gig of PLR content – but they haven't made a penny with it.

**Here's the point:** Don't buy PLR content just because you see a good sale. Instead, make these decisions first:

**1. Determine your niche. Your first step is to find a hungry market that's already purchasing products and services in your niche.** If you haven't yet decided on a niche, then you'll need to do some brainstorming around your interests and passions.

Once you've developed a list, then you'll need to do some market research to make sure the niche is profitable. For example:

- Search [Clickbank.com](http://Clickbank.com) for your niche's main keywords to see if there are several popular products in your niche.
- Likewise, check other marketplaces such as Amazon and eBay.
- Search Google. Are the top sites in your niche selling products and services? Are marketers buying paid ad spots in Google (and elsewhere)?
- Check keyword tools like [MarketSamurai.com](http://MarketSamurai.com) or [WordTracker.com](http://WordTracker.com) to see if people are actively seeking out products and services in your niche.

If you find a lot of people searching for information, products and services – and there's evidence that they're buying products – then you probably have a good niche on your hands.

**2. Decide what you want to do with PLR content.** Secondly, you need to decide what you want to do with your PLR content. For example, do you want to create products out of it? Do you want to use the content for marketing purposes? We'll talk about these purposes and others later in the course. For

now, at least get a rough idea of how you want to use the content so that you know what type of PLR content to search for online.

That's it for this time. Next time you'll discover how to find and evaluate PLR content in your niche!

## **Day 2: How to Find and Evaluate Niche PLR**

Welcome back!

Now that you've decided on a niche, it's time to find and evaluate PLR content that meets your needs. Read on...

### **Finding High-Quality PLR Content**

If you grab the first niche-relevant PLR package you come across online, you're likely to be very disappointed in the quality. And that's because the demand for PLR content has created a massive flood of PLR sellers jumping into the market.

Unfortunately, some of these vendors create very low-quality content. Some vendors don't offer refunds, so once you realize the content is bad, there's nothing you can do about it.

That's why I created my own PLR sites. If you purchase from me, you're absolutely assured of getting in-demand, high-quality PLR. Here's what I recommend:

1. [PLRSO.com](http://PLRSO.com) – here's where you can purchase private label rights to my top-selling products. These are proven products with an eager prospect base!
2. [Nicheology.com](http://Nicheology.com) – this site gives you everything you need to succeed. Not only will you get hot niche products with sales materials, you also get access to training materials. You can't miss with this offer.

If you don't find what you need on those two sites, then your next step is to do some searching. Here's how:

- ➔ **Check marketplaces.** Some sites are known for selling PLR content. This includes forums like the WarriorForum.com (check the Warrior Special Offer

forum), the DigitalPoint.com forum marketplace and the SitePoint.com marketplace. You may also consider checking eBay.com, though the content sold there usually isn't "fresh."

- ➔ **Search Google.** Enter a search term such as: PLR, PLR content, PLR ebooks, PLR articles, private label rights content, private label rights ebooks, private label rights articles, PLR reports... etc. You can narrow any of these searches down by searching for your niche (e.g., health PLR content).

Once you've uncovered some possible vendors, then use the following checklist to help you make your final decision...

## **PLR Due Diligence Checklist**

- Name of vendor, website and products: \_\_\_\_\_
- ☐ Does the vendor have a good reputation in the niche? (You'll need to search for the vendor's name, websites, email and other information in Google to see if he or she has a good history online.)
- ☐ Has the vendor been selling PLR for at least six months? (It's good to buy from long-established sellers with good reputations.)
- ☐ Does the vendor limit the amount of licenses sold for each product?
- ☐ Does the vendor provide samples? If so, are they high-quality samples?
- ☐ Are there any testimonials/endorsements from trusted people in the niche?
- ☐ Do any well-known, trustworthy affiliates advertise this vendor's PLR?
- ☐ Does the vendor provide a license so you can check the terms or your PLR license upfront, before you buy?
- ☐ Do the license terms allow enough flexibility so that you can modify and market the PLR content profitably?
- ☐ Are the license terms too loose? That is, will the package lose its value because the rights are transferable?
- ☐ Does the vendor provide a steady stream of content in your niche?

- List the main terms here: \_\_\_\_\_
- How much does the vendor charge for each package? \_\_\_\_\_
- List additional notes here: \_\_\_\_\_

If you create a checklist for each content package you're considering, it will become clear fairly quickly which packages you should consider and which ones you should skip.

That's it for this time.

Next time you'll learn how to re-package and re-purpose your newly purchased PLR!

## **Day 3: How to Turn PLR eBooks Into Articles**

Welcome back!

Last time you learned how to find and evaluate PLR content. By now you should have some fresh niche content on your hard drive.

Starting in this lesson and for the next several lessons, you'll learn how to organize and modify this content so that it suits all your content needs. Read on...

Even if your primary interest is in selling ebooks, reports or other content, it's likely that you'll still want to turn some of your content into articles. And that's because a good content-marketing strategy rests on creating good articles.

So why not just buy PLR articles?

You can – and you should. But if you use other types of PLR content (like ebooks), it's unlikely that others will be turning this same content into articles. Thus you'll have fairly unique articles, even if you don't do a whole lot to modify them!

Now here's how to turn your PLR ebooks and reports into articles...

*(Please see the next page...)*

### **Step 1: Select “Article Size” Excerpts**

In some cases, you may be able to simply extract chapters out of the ebook and turn these chapters (or smaller subsections) into stand-alone articles.

If the chapters don't make neat and tidy articles, then you can extract a series of tips or points to create articles.

Example: Let's say you want to create a weight-loss article. If your ebook lists 10 ways to slash 100 calories from a daily diet – even if these tips are spread throughout the ebook -- then you can extract and compile these tips to create your article.

Tip: Most articles are about 300 to 600 words – long enough to be useful, short enough to make the reader hunger for more.

### **Step 2: Write an Introduction and Conclusion**

Next, you need to write an introduction, which tells readers what the article is about.

Example: “You're about to discover ten quick and easy way to slash 100 calories from your diet. You never knew losing weight could be so easy!”

Next, you need to create a conclusion. This is where you tell your reader what they just learned. You'll also want to encourage your reader to take action.

Example: “You just discovered ten ways to cut 100 calories from your daily diet. Now your next step is to take action, starting with using at least two of these tips today!”

### **Step 3: Make It Unique**

Next, go through the article and make it yours. This includes adding your own examples, tips and analogies. Maybe you tell a story related to the content. Maybe you just tweak it to make it yours.

Tip: You'll learn more about how to make the content “yours” in an upcoming lesson.



### **Step 4: Create a Title**

Finally, you need to create a title for your article, such as "10 Surprisingly Simple Ways to Cut 100 Calories a Day!"

Tip: Can't think of a title? No problem. You'll learn the secrets of creating great titles on Day 8 of this course.

That's it for this time. Next time you'll learn about turning articles into ebooks!

## **Day 4: How to Turn PLR Articles into Reports and Ebooks**

Welcome back! Last time you learned how to turn ebooks into articles.

Now let's reverse it and turn articles into ebooks and reports.

The reason why you might want to do this is because most people who use PLR articles keep them in article form. By compiling multiple articles and turning them into an ebook or report, you've created a unique product... without much work!

Now, some people simply compile a set of related articles, write an introduction and conclusion and call it a day. But if you want to create a "real" ebook (not one that's simply an obvious compilation of articles), then follow these steps...

### **Step 1: Find a Related Set of Articles**

Your first step is to find at least five articles (for a short report) to 10, 20 or more PLR articles for a longer ebook.

These articles should all be closely related. Fortunately, many PLR vendors sell "article packs" all on the same topic, so finding related articles shouldn't be a problem.

### **Step 2: Modify Articles as Needed**

Next, you usually need to chop off each article's introduction and conclusion.

In other words, you just want the “meat” of the article. You may also want to make the content more unique by:

- Deleting irrelevant content, fluff and filler.
- Adding in your own examples, tips, analogies, stories, etc.
- Tweaking the content so that it reflects your “voice” more.

### **Step 3: Create Transitions**

Your ebook will seem jarring if you just string a bunch of article bodies together. That’s why you need to create transitions between each article so that the ebook reads smoothly.

Examples:

- Now that you know how to [do something], let’s look at how to [do something else].
- While this tip will help you [get benefit], read on to discover even more ways to [get benefits]...

### **Step 4: Write an Introduction and Conclusion**

Next, you need to write an introduction and conclusion for your ebook or report. Your intro should whet the reader’s appetite for what they’re about to learn. You can do this by listing several benefits and arousing curiosity.

Example: “You’ll discover a simple trick that will get your dog housetrained in 20 minutes – even if he’s currently having accidents every day!”

Then you craft your conclusion, where you recap the main points of the ebook. You should also encourage your reader to take action.

Example: “Here’s what I recommend: Set aside 20 minutes right now, grab a bag of treats and go get your dog. Then follow the directions in chapter 1 to teach your dog how to sit. You’ll be amazed at how quickly she learns!”

### **Step 5: Craft a Title**

Finally, create a title that reflects the content of the ebook.

Example: "How to Housetrain Your Dog in Three Easy Steps!"

That's it for this lesson. Next time you'll learn how to combine multiple PLR sources to create an entirely new product!

## **Day 5: How to Combine Multiple PLR Sources**

So far you've learned about turning one product (like an ebook) into multiple pieces of content (such as several articles). And you've learned about using a pack of related articles to create an ebook.

Now here's another twist – *you can combine several PLR sources, such as articles AND ebooks, to create one unique product.*

You see, generally you need to modify your PLR content to make it unique. Otherwise, there are dozens or maybe even hundreds of people who hold PLR licenses to the same product, meaning you have some competition.

But if you combine multiple sources of PLR content to create an entirely new product, then you've created something unique... and that means you don't have competition.

You've already learned about compiling multiple articles to create one ebook or report. Here are some other examples of this technique:

- Combine two short reports on a related topic in order to create one larger ebook.
- Start with an ebook. Then add articles into the PLR ebook to create a more detailed product.
- Compile pieces of a variety of reports, articles and ebooks to create an entirely new ebook.

... And the list goes on.

There's virtually no end to the combinations you can create. And the more sources you use to create your product, the more unique your end product will be.

However, you can't just slap a bunch of content pieces together and expect it to be a good product. Here's how to make it better:

- ➔ **Write a new introduction and conclusion.** Again, the intro whets the reader's appetite while the conclusion recaps the high points and encourages the reader to take action.
- ➔ **Delete references to content that no longer exists.** If you're chopping up ebooks or reports, then these excerpts may mention upcoming topics. And if you delete those upcoming topics, then your new product will have references to phantom chapters. As such, be sure to read the product when you're finished to ensure it makes sense.
- ➔ **Add graphics.** You can get inexpensive pictures and drawings at [iStockphoto.com](https://www.iStockphoto.com). Add these in at least once per chapter to make the product more visually appealing.
- ➔ **Create side bars.** If you're adding in an excerpt or an article that's informative but doesn't smoothly combine with the rest of the product, then create a "side bar." These side bars can be slightly off topic and/or written with a different "voice" without raising your readers' eyebrows.

That's it for this time. Next time you'll learn about turning your PLR content into an entirely new format!

## **Day 6: The Quick and Easy Way to Turn Text PLR Content Into Audio Content**

Welcome back!

So far you've learned about re-purposing your text content into other types of text formats. Now let's look at how to turn your text content into a format that typically has a higher perceived value: Namely, audio content!

You can turn most any type of text content (articles, reports, ebooks) into audio content.

Examples:

- You can create podcasts out of articles to post on your blog.
- You can create short audio-reports (instead of text reports) to give away to subscribers.
- You can create and sell audio ebooks.
- You can create a teleseminar out of text content. (You'll learn more about this specific topic in an upcoming lesson.)

These don't even have to be stand-alone products.

Example: You can sell a text ebook. Then you can offer an upsell on the order form where you sell the audio version of the product for a small extra fee.

So, how do you turn your text content into audio content? Easy...

**Step 1: Get a good microphone.**

You don't need the most expensive microphone, but nor should you use the cheapest. Just go to your local electronics store (or go online) and choose a mid-range USP mic.

Tip: Audio Technica is usually a good brand.

**Step 2: Download recording software.**

Next, you need a way to record yourself. You can download Audacity (<http://audacity.sourceforge.net>) for free to record and edit your podcast or audio book.

Tip: If you're just recording your voice, then record with a low bit rate. You can even choose to record in mono (vs. stereo) as both will reduce the file size.

**Step 3: Record and edit.**

Now find a quiet room to record your content. Practice a few times until you sound more natural (and less like you're reading it) – in other words, make sure you don't sound like a robot. Be sure to also keep mic away from your lips so

that the mic doesn't pick up your breathing or other sounds. If you're doing an ebook, pause between chapters so that it's easy to edit.

Finally, play it back – if it sounds good, you're done. If not, you can edit it using the software or re-record it as needed.

Tip: Don't want to record it yourself? Then go to [voices.com](http://voices.com) to find a professional voice-over artist.

That's it for this time. Next time you'll find out how to create videos!

## **Day 7: How to Turn PLR Text Content into Video Content**

Welcome back!

Just like text content, you can use video content to create paid products as well as creating videos for the purposes of promoting your products.

That's why it's a good idea to learn how to create a good video. Read on...

### **How to Create a Video**

There are two main ways to create videos from text content:

**1. Film a "talking head" video,** where you're shown on camera talking about the topic (i.e., reading the article). This works particularly well if you want to demonstrate a technique on camera, such as how to change oil in a car. It's also a good way to build trust with your audience.

If you choose this method, you'll need a good digital recorder (camera), a good microphone and a backdrop that doesn't take the focus off of you. You'll also need the ability to edit your video, add music, etc. You can do this by using software like Sony Movie Studio (this one is even available at Wal-Mart).

**2. Create a PowerPoint-Type Video.** This is where you show slides instead of showing yourself. Some of your slides will include highlights of the content, such as a bulleted list of main points. Some of your slides may contain photos, charts

or other graphics to make your video more interesting. You may even slip in video clips for when you want to demonstrate something.

The easiest way to create this type of video is by using Camtasia Studio, which you can find here: <http://www.techsmith.com/camtasia/>. Then all you need is a microphone to create the voice-over narration and PowerPoint (or similar) to create your slides.

**But remember:** A PowerPoint slide presentation can get boring really fast if you just show text slide after text slide. Here's how to keep it interesting:

- Add graphics and photos.

Example: If you're talking about dog training, then show pictures of dogs and trainers that illustrate the training methods you're talking about.

- Insert video clips to demonstrate what you're talking about.
- Vary the pace of the slideshow. If the slides are shown at regular intervals, you'll lull your viewers to sleep.
- Make your narration interesting. Don't speak in a monotone – let your enthusiasm for the topic shine through.

That's it for this lesson. Next time you'll start learning how to create unique, engaging content!

## **Day 8: How to Create Eye-Catching Titles for Your Articles, eBooks and Other Content**

Throughout these initial lessons I've mentioned that you need to create new titles for your articles, ebooks and other content. Even if you've barely modified the content, you'll probably still want to change the title. Not only does this make the content more unique, it also stands out more (assuming you pick a good title).

You see, the title is the most important part of your article, report or ebook.

That's because most people decide whether to read your content based largely on their overall impression of your title. If the title catches the eye with a big promise, they'll read the content.

Here's how to create your own eye-catching titles...

### ➔ **Promise a Benefit**

Your prospect is scanning titles, wandering which article or ebook he should read or buy. Your title needs to answer the question, "why should I read this?" Usually, you can do that by creating a title that promises a big benefit.

Think of it this way...

What problem does your prospect have? Your title should offer the solution. Here are a few examples of benefit-driven titles:

- How to Raise Intelligent Children
- The Secrets of Housetraining a Puppy in Three Days
- What Every Bodybuilder Ought to Know About Getting Ripped

### ➔ **Pique Curiosity**

Your title's job is to get the prospect to start reading. And one way to do that is by arousing curiosity. Words like "secrets" and "discover" naturally create curiosity. For example:

- Three Fat-Loss Secrets Your Doctor Won't Tell You
- How to Get a Great Tan - Without Getting Cancer!
- The Greatest Fat-Loss Secret You've Never Been Told

### ➔ **Promote the Easy Button**

Your prospect wants a solution – now. Actually, yesterday would be good.

He wants to get rid of his problems the fast, easy and pain-free way. And that means if you create a title that promotes these sorts of solutions, your prospects are likely to read your content. For example:

- Three Quick and Easy Ways to Look Ten Years Younger
- The Quick and Easy Way to Make Money Online
- How to Get All the Web Content You Need in Two Hours From Now - Without Lifting a Finger!



## ➔ **Persuade the Reader**

Certain words tend to catch your reader's eye – almost like magic – and help persuade the prospect to read your content. These are referred to as "trigger words," and sprinkling them into your titles may help you grab rushed readers and pull them into your content.

Here are 15 of the most powerful trigger words:

- You
- Free
- New
- Amazing
- Announcing
- Introducing
- How
- How to
- Secrets
- Discover
- Revealed
- Guaranteed
- Proven
- Scientific
- Money

And don't forget the "easy button" words like: quick, easy, fast, pain-free, effortless... etc.

Now it's your turn!

Choose an article or report and craft a title. Brainstorm at least a dozen different possible titles and then choose the best one.

Then get ready for the next lesson, where you'll discover how to start modifying and re-writing your content to make it your own.

## Day 9: How to Create an Engaging Introduction

Welcome back!

Throughout these lessons, I've mentioned that you should create new introductions for your articles, ebooks, and other PLR content to make them more unique. Now let's take a closer look at how to write a new introduction...

Your title, in part, convinced your prospect to start reading your content. Now your introduction needs to convince the prospect to keep reading. As such, here's what your introduction needs to do:

- ➔ **Tell the reader what's coming.** In other words, you want to tell the reader how he'll benefit if he keeps reading.

Example: "You're about to discover how to change the oil in your car - even if you don't yet own a wrench!"

- ➔ **Create an itch.** Secondly, you'll want to get the reader curious about the content. In other words, you create an itch - and the only way the reader can satisfy this itch is by reading the content.

Example: "In just moments you'll discover a surprisingly simple way to get 1000 targeted visitors by the end of today."

Now, you can accomplish the above two tasks simply by creating a straightforward introduction. This is where you identify the reader and/or his problem... and then explain how the article will solve this problem. Finally, you can end by encouraging the reader to keep reading.

Example:

It's frustrating to come home to Fido's accidents. And it seems like no matter what you do, your dog doesn't quite "get" the whole point of housetraining.

Until now, that is...

Introducing the “Accident Free” housetraining method. Your dog will learn this amazing method within 72 hours. And it’s so easy that anyone can do it – especially if you use the “secret command” that you’re about to discover. Read on for the complete step-by-step instructions...

The second way to create an introduction is by telling a story. Doing so “hooks” the reader, engages her emotions, and helps her identify with you or the main character in the story. End result? The prospect keeps reading.

Example:

“Oh, Fido... not again.”

My St. Bernard puppy was looking at me with the sweetest eyes. But I couldn’t ignore the big yellow stain on the white living room carpet. And I for sure couldn’t ignore the smell. Obviously, this yellow puddle wasn’t Fido’s only accident today.”

**Note:** After your hook readers with your story, you can then continue on with your “regular” introduction, which tells readers what they’ll soon learn.

If you’re just writing a short introduction for a short article, then you may opt for the “straight forward” intro. If you have more room – such as with a longer article, report or ebook – then engage the reader with a story. Or, at a minimum, spend a few extra sentences talking about the reader’s problem so that she knows you understand it.

That’s it for this lesson.

In the next lesson you’ll learn how to re-write and tweak the body of your articles, ebooks and reports!

## **Day 10: How to Modify the “Meat” of Your Content**

Welcome back!

Let’s continue with our discussion of how to modify PLR content. This time, you’ll learn how to modify the body of your articles, ebooks and reports. Read on...

No matter what type of PLR content you've purchased, you'll want to modify it. Here's why:

- **Modifying makes it unique.** And that means you have less competition. As mentioned before, you can combine multiple sources of PLR to make it unique (without doing as much rewriting).
- **Modifying it makes it "yours."** The more modifications you make, the more it sounds like your "voice." You'll learn more about this concept in the next lesson.

Here then are tips for modifying the main body of your content...

### ➔ **Delete the Rubbish**

Some PLR writers tend to add fluff and filler into their content.

Delete this fluff (anything irrelevant or unimportant) and instead replace it with tips, guidelines and other useful information.

Also, be sure to fact-check the content before publishing.

### ➔ **Replace the Original Writer's Stories With Your Stories**

Sometimes PLR writers tell a story from their own lives to illustrate point. There are two ways to handle this:

- **Replace the story with your personal story.** If you have experience with the topic, then write your own story. That way the story will have your voice.
- **Change the way the story is told.** If you like the story, you can keep it... just remove self-referential language, such as I, me, mine, etc. Instead, rewrite the story so it's about some third party.

Example: Let's say a line of the story says, "I was tired of coming home to Fido's messes." You could rewrite it like this: "Jose was tired of coming home to Fido's messes."

### ➔ **Avoid "Dated" Language**

Sometimes PLR vendors simply package up their older content and sell the resell rights to it.

Nothing wrong with that. However, in these cases you'll need to not only watch for self-referential language (as noted above), but you'll also need to avoid language that dates the content.

Example: The original author may write something like this:  
"Last year when Barack Obama won the presidential campaign in the United States..."

Oops, that's an old event. You'll want to delete those sorts of references, as they'll the content look old and outdated.

### ➔ Tweak the Content

You can make the content more unique simply by rewriting parts of it. Here's how:

- **Rewrite it to make it your own.** You don't have to do this with the entire piece, especially if it's long. However, you should rewrite at least 30% of it to make it unique. All you have to do is look at a sentence or paragraph and then rewrite it in your own words.

Example: Let's say the original example says, "You can housetrain a dog in just three days."

You can rewrite this one line like this: "You can housebreak your puppy in as little as 72 hours."

- **Re-order the content.** Secondly, you can change the order of the content, where applicable.

Example: If there are ten tips, then simply scramble the order of these tips to make the article more unique.

That's it for this lesson. Next time you'll learn about creating a new conclusion!

## **Day 11: How to Create a Compelling Conclusion**

Some authors and marketers pay very little attention to the conclusion. They figure the article or ebook is over, so the conclusion is just a formality.

That's a mistake.

Here's why: The conclusion is often the part of the article, ebook or report where you convince the reader to take a specific action.

Example: At the end of the article you may suggest that your reader buys a product. Or at the end of a paid product like an ebook, you recommend your reader takes action - if he does, he'll become a more satisfied customer. And that's important to the success of your future sales.

Point is, the conclusion is extremely important. And that's why you should create a new conclusion for all your PLR articles, ebooks and other content.

Here's how...

### ➔ **Recap the Highlights**

The "meat" of your conclusion is where you tell the readers what they just learned. Your conclusion might look something like this:

Example: "Congratulations! You just discovered ten easy ways to burn an extra 200 calories per day. Let's quickly review some of these fat-burning strategies:

- Review strategy 1...
- Review another...
- Review one more..."

### ➔ **Reveal an Additional Secret**

Not everyone is going to read your entire content piece. Some will read the introduction, skim the rest of the content and then read the conclusion. That's why you should reveal a bonus tip or secret in this part of your article, ebook or report.

Example: "You've just discovered ten easy ways to burn 200 calories per day. Now let me share with you a powerful, surefire way to burn up to 300 calories each day..."

The skimmers will be impressed enough to go back and read the content in full. And those who already read it in full will be tickled to discover the bonus tip.

### ➔ **Recommend a Specific Action**

Finally, your conclusion should end by calling on the reader to take some specific action.

The action, of course, depends on the goal of your content. Here are two ideas:

- **Sell something.** Here you encourage your reader to buy something.

Example: "Now that you know how to keep your computer safe from trojans, viruses and other malware, your next step is to protect your computer with [name of antivirus software]..."

- **Satisfy the customer.** Here you just encourage the readers to apply what they've learned.

Example: "Now that you know how to keep your computer safe, your next step is to take action! I suggest you start by making a back up of your computer today..."

Now you know how to rewrite your content. Next time you'll find out how to make it your own, in your "voice," so stay tuned!

## **Day 12: How to Make PLR Content Your Own, Part 1**

Welcome back!

If you don't modify your PLR content, then you have "me too" content.

That is, content that looks just like the content owned by dozens or hundreds of others who purchased the same private label rights.

Modifying it to make it unique eliminates that problem. But you should take it a step further by modifying it to make it "yours" and to make it more engaging. And in this lesson and the next, that's exactly what you'll learn how to do.

Read on...

## ➔ **Educate With Your Own Tips**

Much of your content probably includes “how to” advice with “step by step” instruction. You can make the content more unique simply by adding in your own tips.

Let’s say you’re tweaking an article that explains how to housebreak a puppy. For each main “step,” you can provide three of your own tips.

Example:

- Tip: Take your puppy out immediately after he wakes, eats, drinks and plays.
- Tip: Buy a kennel that’s big enough for him to stand up and turn around in.
- Tip: Maintain a regular feeding schedule, which will make your dog’s eliminations more consistent.

## ➔ **Elaborate on Existing Tips**

Another easy way to make the content uniquely yours is by elaborating on existing tips within the content. Indeed, you can turn a small article into a report simply by elaborating on these tips.

Example: Let’s say you have a PLR article that lists ten tips for restoring a classic car. You can turn each of these ten tips into its own separate article. Or you can turn each tip into a chapter in a report or ebook.

Let’s say one of your tips is, “Replace the seat cushions even if they’re useable – doing so will remove the musty smell from your classic car.” You can take this single tip and turn it into a complete step-by-step, like this:

- Step 1: Remove the seats.
- Step 2: Remove the old cushions.
- Step 3: Purchase new cushions and upholstery.
- Step 4: Install new cushions and upholstery with hog rings and pliers.



In other words, sometimes you can use your PLR as a source of inspiration for creating longer articles, reports, ebooks, videos, etc.

More tips in the next lesson – stay tuned!

## **Day 13: How to Make PLR Content Your Own, Part 2**

Welcome back!

Let's pick up where we left off, where you were learning how to make your PLR content unique, memorable and "yours"...

### **→ Explain With Examples**

You can make your content unique and memorable by using examples to illustrate main points. That is, you don't just tell your reader how to do something – you make it clear with an example.

Example: Let's say your content suggests, "Create eye-catching titles." You can then provide examples such as, "How to Drop a Dress Size by Christmas" and "The Secret Buying Strategy Car Dealers Don't Want You to Know!"

If you'd like to see this concept of explaining with examples in action, just re-read the past lessons in the course. You'll see that for every main point or tip, I offer you an example to show you exactly what I mean.

### **→ Educate With Case Studies**

Another way to tweak your content is by adding in your own proof. This could be a case study, where you track your results (or someone else's results).

Example: You're tweaking a weight-loss content piece that talks about caffeine. You can add caffeine to your daily diet and track your results for six weeks.

Another way to do it is to simply compile some scientific research on the topic. Since many web marketers don't bother to go this extra step, it will make your content truly unique!

Example: Proceeding for the previous example. You can provide the scientific research that shows how caffeine actually works to help with fat loss. Then you can review the studies to see if it actually helps.

While case studies in particular are useful no matter what type of content you're creating, they're particularly useful if you're tweaking a review article or other promotional piece. That's because your case study can serve as proof that your conclusion about the product is based on facts and evidence, not just opinion.

### ➔ **Emphasize Content With Formulas**

Here's one of my favorite ways to make content unique and memorable: Turn the main points of your content into a formula.

Just look at some of my other products and you'll see what I mean.

Examples:

- S.A.L.E.S. A.R.M.Y. Secrets
- List P.R.O.F.I.T. System
- S.M.A.L.L. Reports Fortune

In all cases, each letter in the title corresponds to a step in the process.

You can do the same thing.

Example: If you have an article that reveals how to teach a dog to sit in three steps, you may call it the "S.I.T. Formula," with each letter corresponding to a step in the process:

- S - Set Aside 15 Minutes
- I - Intrigue Your Dog With a Reward
- T - Tuck Your Dog Into Position

Another way to make the content memorable is to start each tip or step with the same letter. Although I didn't emphasize this point, look back at the last lesson and this one – every tip begins with the letter "E." Again, you can do the

same thing with your tips, chapters or other points in your content – and if you point it out to your readers, it will make the content even more memorable.

Now you know how to make the content unique... but how do you engage the readers so that they're hanging on your every word? That's what you'll learn about next time!

## **Day 14: How to Hook and Engage Your Readers**

You're not just publishing this content because you like to see your name in lights, right? Now, you're publishing it because you want to help your readers.

You probably want to build trust with them. And yeah, maybe you even want to sell something to them, too.

You can't do any of this unless your prospects actually read your content. And they won't read it if it's not interesting or engaging.

Now, you've probably noticed that a lot of the PLR content you've purchased is what I call, "just the facts" content. It's educational, yes. It solves the prospect's problem, yes. But it's as boring as watching paint dry.

Here's how to spice things up and keep your reader's eyes on your content and their mouse away from the back button...

### **➔ Tell Stories**

You already learned earlier that a story can help build rapport with your readers and maybe tap into a little emotion, both of which are a good thing. But stories are also more memorable. And sometimes they make a point which you simply can't get across using textbook-style language.

Example: You can simply tell someone to "Avoid extreme diets that aren't balanced." Or you can tell the story of someone who went on an extreme diet and ended up in a coma due to a potassium deficiency (true story, by the way).

Which one will be more memorable and make a bigger impression? That's right, the story will, especially if you provide a lot of emotion-provoking details.

### → Engage the Reader's Senses

Another way to bring your prospects into your content is by offering a sensory experience. If you can get someone to imagine what something smells like, looks like, tastes like, sounds like or feels like, you've got them hooked. You've transported them to a different place. And they'll keep reading simply because – for a few minutes – they've forgotten that they're reading.

Obviously, a story is a good place to engage the senses. But you can do it almost anywhere in your content.

Example: Instead of saying, "These low-fat muffins are so good you won't know you're dieting," you can rewrite it to engage the senses:

"Just imagine the smell of fresh blueberry muffins greeting you when you walk into your kitchen. You won't be able to resist – and you don't have to, because they're just 100 calories a muffin. So go ahead and enjoy the taste of warm blueberry muffins..."

### → Use Analogies

Finally, you can make your PLR content more memorable by offering analogies, metaphors and similes that make your point more clear.

Example: Let's say you're tweaking a PLR report about writing a sales letter. To make it more interesting, you could compare the process to writing a love letter. Your readers are sure to remember that!

That's it for today's lesson. Tomorrow you'll discover the secrets of creating content that gets your readers to take out their wallets!

## **Day 15: How to Sell Something to Your Reader, Part 1**

Welcome back!

Most PLR content is generic. That's because it's meant to be used as the framework for your content. Some of it is meant to be educational. Some of it is supposed to be

used to pull in traffic from the search engines (as it's already optimized around certain keywords).

However, very little of the PLR content you purchase is meant to sell something specific to the reader. And that's why you need to learn how to rewrite PLR for the purpose of entertaining, educating the reader about a topic and then persuading the reader to take a specific action. And that's exactly what you'll learn how to do in this lesson and the next. Read on...

### ➔ **Start With the End in Mind**

Before you even think of hunting around for PLR content or tweaking what you already have, ask yourself this: "What do want my reader to do when he's finished reading this content?" In other words, choose a goal upfront... and then structure your article or other content piece around that end goal.

As a rule of thumb, if your goal is to sell a specific product at the end of the article, then your general article structure might look like this:

- **Introduction:** Introduce the problem, perhaps by telling a story that the reader can relate to. Show that you understand the problem by showing how frustrating it is.

Example: "Seems like you can't shake those last 10 pounds of fat, no matter what you do. You're tired of carrying it around. And you're tired of dieting! If this sounds familiar, then you'll want to read on... because you're about to discover a dieting tip that's so simple - and so effective - that you'll wish you knew about it months ago!"

- **Body of article:** Here you share a partial solution (more on this in a moment).
- **Conclusion:** Finally, you offer the full solution in your conclusion, where you make a product recommendation.

### ➔ **Share a Partial Solution**

As mentioned: If you're trying to sell something in your content, then you can't completely solve your prospect's problem - otherwise, he has no reason to buy your product solution. That's why you want to offer a content solution that's useful, yet incomplete.

Here are a few different ways to do it...

- Tell the reader what to do but not how to do it. Then sell an information product that reveals the “how to” details.
- Give your reader part of the process and sell the other half.

Example: You can offer the exercise guide for a dieting program, but sell the nutrition guide.

- Give the reader the instructions and sell the product. Here you offer the “how to,” but the reader needs to buy a product to follow your instructions.

Example: You can offer instructions on how to apply an even spray-tan for bodybuilders, but then these prospects need to purchase a specific product in order to get good results.

More “selling” tips coming tomorrow, so keep an eye out for them!

## **Day 16: How to Sell Something to Your Reader, Part 2**

Welcome back!

Let’s pick up where we left off, where you were learning how to sell something to your readers...

### **➔ Slip Recommendations into the Content**

Your article or other content doesn’t need to read like a hard-sell sales letter in order to sell something to someone.

Indeed, usually you want to avoid a hard-sell approach when you’re sharing content and solutions. Instead, you can simply weave your product and service recommendations directly into the content.

Please see the next page to learn how...

- **Offer your sincere recommendations.**

Example: "You'll need to use a good set of clippers if you want good results. I suggest you use Wahl grooming clippers, which you can find at this link..."

- **Make the recommendation part of the process.**

Example: "Your first step is to get a domain name at NameCheap.com."

- **Tell people where to learn more.**

Example: "You already know five of my favorite low-calorie recipes. You can get 72 other delicious diet recipes here..."

- **Review a product.** There are people looking for product reviews online all the time. Thus anyone who reads a review article is likely a buyer. Simply create a sincere review where you offer the good points of the product, the product's weaknesses, and final recommendation where you encourage others to purchase the product.

Tip: You can buy review-style PLR articles. Some of them don't include the weaknesses, so you'll need to add them in. Others aren't optimized for the search engines, so that's another modification you'll likely want to make.

## ➔ **Supply a Call to Action**

Even though you're not hard-selling, you'll want to still tell people what you want them to do. This is referred to as a call to action.

This can be as simple as suggesting to your readers that they "click here."

Example: "Click here to find out which Wahl clippers I recommend."

To make the call to action even stronger, you can give your readers a good reason to click on the link.

Example: "Click here to find out which Wahl clippers I recommend - plus enter coupon code WC003 and you'll get an instant 20% discount!"

Now that you know how to reorganize, re-purpose and re-write your content to make it more engaging, memorable and unique, it's time to switch gears.

Stay tuned, because in the next lesson you'll start learning about using PLR to create highly profitable paid products!

## **Day 17: How to Use PLR Content to Create an In-Demand Product**

Welcome back!

Earlier in this course you learned the actual mechanics of creating an ebook out of PLR material. This involved combining multiple PLR sources, rewriting the introduction, rewriting the conclusion, chopping out the irrelevant bits and the fluff, adding in your own examples and tips... and so on.

That's the easy part. What's a bit more difficult is creating a product that people want to buy. And that's what you're going to learn how to do in this lesson. Read on...

### **➔ Find Out What People Want**

Just because a PLR vendor has created a particular niche product doesn't mean that there's actually a market for it. And it doesn't do you any good to create an ebook or other paid product if no one wants to buy it. That's why you need to do a little legwork up front to ensure you're creating products that people really want to buy.

Here's how: Find out what people are already buying.

So simple, but it's one of the best ways to discover what people really want.

You see, if you do a survey, you're only getting people telling you what they want. That doesn't necessarily mean they'll actually buy what they're telling you they'll buy, however.

The only way to tell for sure what people want is to find out what they're already buying... and then just give them more of the same.

Here's how to find out what your prospects are already buying:



- **Browse [Clickbank.com](http://Clickbank.com).** Enter your niche keywords and see what turns up. If there are several popular products in your niche, that's a good sign. Just tweak your PLR content to create something similar to the bestsellers.
- **Seek out answers on [Amazon.com](http://Amazon.com).** Do the same on Amazon as you did on Clickbank.com. Also, read the reviews – that way you can find out what people like (and dislike) about existing products. And that means you'll know how to make yours better.
- **Take a peek at Google.** Run a search in Google for your niche keywords. Now look at what the top two or three sites are selling. You can bet these are popular, in-demand products.
- **Use keywords tools like [MarketSamurai.com](http://MarketSamurai.com) and [Clickbank.com](http://Clickbank.com).** Again, enter your broad keywords (like "gardening" or "bodybuilding"). Now pay attention to those results that suggest a serious buyer is on the other end of the search, such as "review [product name]" or "buy [type of product]." These are good signs that there are buyers inside of this market.
- **Look for paid advertising.** Here you take note of paid ads on forums and blogs, in emails, in search results, in niche publications and everywhere else. If a marketer spends money over time promoting the same product, it's probably a good seller.

Once you've completed these steps in your niche, you'll have a good idea of what types of products sell well.

Then all you have to do is tweak your existing PLR to create something similar (but better).

That means that not only should you pay attention to the reviews, but you should also read and use the product yourself to determine its strengths and weaknesses.

Your goal is to create a similar product that retains the strengths of the bestsellers in your niche... while improving upon the weaknesses.

That's it for this lesson. Next time you'll learn about creating bonus and upsell products from PLR!

## **Day 18: How to Create Bonus and Upsell Products from PLR**

Welcome back!

Last time you learned how to do some market research so that you could create paid products that your market really wants to buy.

Now let's talk about yet another way to profit from your PLR content: Namely, by creating bonus and upsell products. Read on...

### **➔ Creating Bonus and Upsell Products from PLR**

Some marketers offer their bonus and upsell products as an afterthought. That is, they'll upload pretty much any slightly related PLR product to offer as a bonus or upsell.

In many cases they won't even tweak the product, because they figure it doesn't matter anyway.

Here's the problem with this strategy:

If the customer sees the exact same product offered as a bonus or upsell on multiple sales pages, he perceives the whole offer as being lower in value. He'll assume your main product is outdated or not unique. And that means that a poorly chosen bonus or upsell can actually hurt sales.

So, here's what you need to do instead...

### **➔ Choose a Product that Enhances the Original Offer**

You've seen this a million times: Someone is selling something like a "how train a dog" book, and they toss in a "how to raise a cat" book as a bonus. It's like they looked for the first semi-related PLR product on their hard drive and just added it to the sales page.

But semi-related products don't boost the conversion rate. And if you're using them as upsell products, they won't increase the average amount of money each customer spends with you.

Instead, what you need to do is choose something that's tightly related – something in the same exact niche.

Example: You might offer a "how to housetrain a puppy" book alongside an obedience training product.

Better yet, choose something that enhances the enjoyment of the original offer. For example, offer the video version of the text product as a bonus or upsell. Or offer something like "Volume 2" of a product when you're selling "Volume 1" as a main product.

Tip: You can split a big PLR ebook into two parts. Sell the first part and then offer the second part as a bonus or upsell. If the PLR product is big enough – or if you're compiling multiple products – then split it into three parts. Give the first part away to build your list, sell the second part and offer the third part as a bonus or upsell.

### ➔ **Make the Product Your Own**

Finally, be sure to tweak and modify the bonus or upsell product to make it unique (and make it your own). You can also create a title that matches the title of the original product.

Example: Let's say the title of your main product is: "Blogging Made Easy." You can name your bonus something like: "Blog Marketing Made Easy."

That's it for this lesson. Tomorrow you'll discover a little-known way to use PLR content!

## **Day 19: How to Create an eCourse or Coaching Program from PLR Content**

Welcome back!

As mentioned previously in this course, many people who purchase the private label rights to content tend to use the content exactly as-is.

This means that very few rewrite this content... which is why you should.

What's more, many marketers tend to use the content in the format they received it. So if they purchase a pack of articles, then they use them as articles. If they purchase a PLR ebook, then they use the content in ebook form. And that's why if you use the content even slightly differently than its original packaging, you're likely to have a fairly unique product.

So here's one idea: Turn your PLR content into a multi-part eCourse or even a weekly coaching program. Let's look at the difference between these two, as well as how to create these products using your PLR content...

**eCourse:** This is a series of lessons delivered by mail, usually on a weekly basis (sometimes a couple times per week). You can easily create this content out of PLR material.

Examples:

- Chop up an ebook or report and send one chapter out each week for the weekly lesson.
- Turn an article packet into a series of lessons.
- Turn text content into a series of video lessons.

Besides the usual modifications (see earlier lessons in this course), you'll also want to remind students each week what they learned last week. At the end of each lesson, you should whet the student's appetite for the next lesson by giving them a sneak peek at what they'll learn.

Example: "Next week you'll discover a simple SEO trick that will double your traffic!"

**Coaching:** A coaching program's foundation is usually an ecourse. That is, you can send out weekly lessons via email to your students. Here's the difference:

- **Your weekly lessons should include assignments.** In other words, you tell students how to take action on what they've learned during the week. You'll also need to review these assignments to make sure your students are on track.
- **You provide personal access.** This may be in the form of a weekly coaching call or via email. But the point is, you'll need to spend time one-on-one with students.

Tip: If your students tend to ask the same questions, you can use PLR to create a FAQ - a "frequently asked questions" document.

- **You provide other bonuses.** Usually the students have access to other bonus materials or perhaps even a members-only forum. Obviously, you can create any text, video or audio bonuses out of PLR content.

As you can see, you can create a coaching program entirely out of PLR material. You can create your foundations and bonuses for your coaching program, but you'll also need to spend one-on-one time with students. You'll get paid for your time, however, since you can usually charge several hundred dollars or more for a coaching program.

That's it for this lesson. Next time you'll learn about creating teleseminars from PLR content!

## **Day 20: How to Create a Teleseminar from PLR Content**

Welcome back!

As you learned earlier in this course, you can create an audio product from your text PLR content. Now here's another idea: You can create a live teleseminar out of your PLR content.

Here's how it works...

### **→ Get a Bridge Line**

You'll need a conference call line in order to accommodate all the listeners. You can get a free line (if you have fewer participants) through a service like [freeconferencecall.com](http://freeconferencecall.com).

Usually these free services have ads, limited features or a limited number of participants.

The alternative is a paid line, like the one found at [e-teleconferencing.com](http://e-teleconferencing.com).

Whatever you choose, just be sure the line has recording capabilities. Indeed, even if you plan to record the call yourself using your own equipment, it's a good idea to have recording capabilities as a backup in case your equipment fails.

### **→ Ask Participants to Register**

Your next step is to advertise your call, using joint venture marketing, affiliate marketing, blogging, content marketing, pay per click marketing, social media marketing and all other regular promotional venues.

Be sure to have your participants register via an autoresponder (such as [Aweber.com](http://Aweber.com), [iContact.com](http://iContact.com) or [GetResponse.com](http://GetResponse.com)). That way you can build a list. Plus, you'll be able to send these folks reminders of the call as well as the recording later on.

### **→ Create Your Call Material**

Next, you need to create your call material from your PLR content. You may be able to take a report and use it as the basis for your call. Or, you can use one or more articles. Alternatively, you may take excerpts out of a longer ebook.

Example: Let's say you have an article that lists ten tips for losing weight. You can use these ten tips as the basis of your call. You can add in your own content by elaborating on a tip, adding in your own examples, etc.

Tip: Use the PLR content as the basis for your call, but don't read the content word for word. Otherwise, you'll sound a bit rehearsed or robotic, both of which will turn listeners off. And when you add in your own comments (such as your own examples or stories), do it "on the fly" so that it sounds more natural.

### **→ Remind Participants and Hold the Call**

In the days leading up to the call, send out email reminders to participants. Do the same on the day of the call. Be sure to include the teleconference number, pin, and date and time in each email you send.

Once the call starts, be sure to record it – that way you have a product to sell later on. At the end of the call you may want to open the line for questions.

That's it for this time. Next time you'll learn more about turning your PLR text content into other unusual formats.

## **Day 21: How to Create a Membership Site Out of PLR Content**

Welcome back!

If you have a lot of PLR content on your hard drive – or if you've discovered a constant source of niche content – then you may consider using it to create a membership site.

Here are three different ways to do it...

### **1. Create a "vault" site.**

Members pay a one-time fee to get access to a "vault" of content. Usually, this includes dozens of related reports, ebooks, videos, and audios. It doesn't have to be organized in the form of a course. Rather, this is a rather comprehensive source of information on one niche topic.

Because your "vault" content doesn't have to have a logical order (like sequential lessons), you can use ALL your PLR content on one topic to create this site. Indeed, it's a good way to "use up" some of your PLR content.

Tip: In the very last lesson of this course you'll discover another way to "use up" your PLR content... while enjoying a big payday, too!

### **2. Create a monthly membership site.**

This is where members pay a monthly fee and usually receive updated content every week.

You can organize this into a course so that members get a new lesson every week. Or you can simply offer a new ebook or report on the niche topic every week.

This works particularly well if you have a lot of related content on one topic.

Tip: If you create a weekly course, then you need to create it out of sequential material. For example, chop up a large ebook into multiple lessons. Then offer articles or reports as bonus materials every week.

### **3. Create a fixed-term membership (FTM) site.**

This is where members pay a monthly fee and receive updated content every week. However, the fees and the content stop after a specified length of time, such as six months, nine months or perhaps a year later.

As such, this form of membership site is best for training, as you can send out weekly lessons that build on one another.

Because this is sequential, you'll need to chop up an ebook or use other step-by-step content that builds on previous lessons. You can offer some of your related material (like other ebooks, reports, videos or audios) as bonuses to help retain members.

That's it for this lesson. Next time you'll discover how to create physical products out of your digital PLR content!

## **Day 22: How to Create Physical Products Out of Your PLR Content**

Welcome back!

So far, you've learned about creating digital (downloadable) products out of your PLR content. Now here's another idea:

Create physical (shippable) products out of your digital PLR content.

Here are two good reasons why:

- 1. Physical products have a higher perceived value.** And that means you can charge more for them
- 2. Physical products have lower refund rates.** That's because people need to do the work of re-packaging a physical product and sending it



back to the vendor. Plenty of people are too lazy to do that, so you won't get very many "casual" refund requests.

Now here's how to turn your digital content into physical products.

### → **Creating Physical Books**

Your first step, as usual, is to tweak and modify the content to make it your own and to better suit your purpose. Once that task is complete, then you need to turn the digital ebook into a physical product.

Here are your options:

- **Use a local printer.** This is a particularly good option if you plan to use a simple binding. It's also a good option if you intend to print several hundred copies up front and then sell those copies. That's because many printers will give you volume discounts.

Tip: If you're creating a multi-product package such as a home study course out of your PLR content, then you'll need to use a printer (online or offline) rather than a traditional print on demand (POD) publisher, as the POD publishers typically only print one product.

- **Use a print-on-demand publisher, like [Lulu.com](#).** This is a good option if you want to get an ISBN and have your product appear in bookstores (online and offline). It's also a good option if you want someone else to handle all shipping and fulfillment.

### → **Creating CDs or DVDs**

If you're offering audio or video content, then you'll need to put it on a CD or DVD. However, you can certainly convert your text content to PDF and then burn these ebook files onto a CD or DVD. It's a cost-saving move over printing and shipping a full book.

Tip #1: If you want to see ebooks on eBay, you need to have something to ship. Burning an ebook on a CD is one way to meet eBay's requirements.

Tip #2: If you're sending text content on CD, then you should offer multiple products on one disk. In other words, your

customers will feel more satisfied if they get multiple products rather than just one.

One way to create CD/DVD products is by burning and shipping themselves. However, if you plan to do some volume, then a better idea is to hire a company that can duplicate your products, package them professionally and fulfill your orders. Here's one such company: <http://www.disk.com/>.

That's it for this lesson.

Starting in the next lesson you'll learn about creating promotional content with your PLR content, so stay tuned!

## **Day 23: Creating Promotional Articles Out of PLR Content**

Welcome back!

Over the last several lessons you've learned how to create paid products out of PLR content, including ebooks, videos, live teleseminars and even physical products. Now that you have all these products, it's time to promote them. And here's the good news: You can use PLR content for that, too!

You'll learn several of the most popular ways to use content to drive targeted traffic to your websites and sales pages. Let's start with article marketing...

### **➔ Article Marketing**

Here's the strategy in a nutshell: You publish articles all over the web, such as in article directories, on niche forums and on social media sites. In exchange, you get backlinks (which are good for search engine optimization purposes). Depending on where you publish the material, you'll also get visitors by way of click-throughs on the links in your article.

You can rewrite and then publish your PLR article packs. However, as mentioned previously, another option is to chop up your ebooks and reports to create unique articles. That way you'll have virtually no competition.

Now, as for the promotion itself, there are two ways to insert links into your articles:

- **Directly in the article.** That is, you can mention your site or products within the article itself. Be aware that not all publishers except this sort of blatant promotion.
- **In the resource box.** No matter where you're publishing your content, you'll generally get the use of a resource box (AKA author's bio box). This "bio box" shouldn't be about you, however. Instead, it should be short ad designed to get clicks on your links.

Example: "Are you tired of coming home to find stains and messes on your carpet? Now you too can learn how to housetrain your dog in just 72 hours – guaranteed! Click here to find out how..."

Once you've tweaked your PLR articles and created your bio box (ad), then you can start submitting and publishing. Here's where:

- **Article directories.** [EzineArticles.com](http://EzineArticles.com) is the top article directory, but they don't accept PLR material. Other options include [ArticleCity.com](http://ArticleCity.com), [ArticleAlley.com](http://ArticleAlley.com), [GoArticles.com](http://GoArticles.com), [IdeaMarketers.com](http://IdeaMarketers.com), [ArticleBase.com](http://ArticleBase.com) and [ArticleSnatch.com](http://ArticleSnatch.com). See [isnare.com](http://isnare.com) for even more possibilities.
- **Social media sites like [HubPages.com](http://HubPages.com) and [Squidoo.com](http://Squidoo.com).** You'll want to post several articles or even a short report on these sites to create your niche pages.
- **Social networking sites, like [Facebook.com](http://Facebook.com) and niche sites you find on [Ning.com](http://Ning.com).** You may also tweet out short tips from your articles on [Twitter.com](http://Twitter.com), with a link pointing to your blog where readers can read the full article.
- **Niche forums.** Some forums allow you to post articles – some even have special sub-forums for that purpose. Be sure to read the forum rules first before attempting to post articles.

That's it for this lesson. Next time you'll learn how to make your articles even more effective at pulling in white-hot, targeted traffic!

## **Day 24: Attracting Google Traffic With Your PLR Content**

Welcome back!

In an earlier lesson I mentioned that you can buy search-engine optimized (SEO) articles. These are articles that are designed to rank well for certain search terms, thus enabling you to pull in traffic from the search engines.

However, if a lot of other people who purchased PLR licenses are also using the content for that purpose, then in all likelihood your content won't rank very well if you use it as-is. And that's why you should create your own PLR content.

Here's how...

### **Step 1: Select Your Niche Keywords**

You need to choose keywords that your market is already searching for in the search engines. But unless you're an SEO expert, you also need to choose keywords that don't have too much competition, thus giving you a better chance of getting to Google's front page of results for each search term.

Typically, this means you need to choose longtail keywords, which are four to five word phrases with low competition in the search engines. And while they also get a relatively low number of searches, ranking well for several of these keywords means you'll get plenty of traffic (collectively).

You find these keywords by entering your broad search terms (like *homeschooling* or *bodybuilding*) into a tool like [WordTracker.com](http://WordTracker.com) or [MarketSamurai.com](http://MarketSamurai.com). These tools will show you which words have relatively little competition (as defined by WordTracker's KEI value – look for something well above 100, the higher the better).

You'll now create one article around each of your top keywords.

### **Step 2: Choose an Article**

You already know the topic of your article – it's the same as the keyword you want to optimize for. So if your keyword is "*how to grow desert roses*," then that's what type of article you need.

Your next step is to search through your PLR content (articles, reports and ebooks) to find an article or excerpt that most closely matches your keyword. Then move on to the next step...

### **Step 3: Insert Your Keywords**

Next, you need to insert your keyword one to two times for every 100 words of content. Ideally, you should insert it into the title as well as at least once per paragraph.

#### Examples:

- Your keyword is "losing weight fast." Your article title might be, "The Secrets of Losing Weight Fast."
- Your keyword is "Maryland dog trainers." Your title might be, "Everything You Ought to Know About Maryland Dog Trainers."
- Your keyword is "growing big tomatoes." Your title might be, "Growing Big Tomatoes Made Easy."

Once you've inserted your keywords into your PLR content, then tweak the content as usual to make it yours (as per the instructions given earlier in the course). Once that's complete, add your bio box and start publishing it around the web!

## **Day 25: Populating a Blog With PLR Content**

Another way to promote your products is by setting up a blog on your own domain. You can even use 100% PLR content to create all your blog posts.

Here's how to do it...

### **Step 1: Install Your Blog**

One of your best options is to get a WordPress blog and install it on your own domain. That way you maintain complete control over your content.

First off, check with your webhost. Many host's control panel give you the ability to install a WordPress blog in just a few clicks. If you see "Fantastico DeLuxe"

on the control panel – or any mention of “installing scripts” – there’s a good chance that WordPress is included among those scripts.

If not, no worries. You can go to [WordPress.org](http://WordPress.org) to download the installation files. There are also complete instructions included. If you’ve installed a script before, then this should take you about five minutes.

## **Step 2: Customize Your Blog**

Next, you’ll want to customize your blog so that it fits your niche.

Fortunately, you don’t need to know a thing about design in order to create a nice blog. All you need to do is go to Google and search for “*WordPress themes*.” You’ll find thousands of themes to choose from, so you may want to narrow your search, such as “*dog WordPress themes*.”

Once you’ve found a theme you like, then upload the theme folder (files) to your WordPress folder on your server. Usually, this folder is located in your public folder, like this: *your public folder/wp-content/themes*.

Then you can log into your WordPress dashboard and click on “appearance,” which will bring you to the area where you can choose the new theme you just uploaded. You can also edit and tweak the design if you’d like.

Tip: You can get complete instructions for all of these tasks at [http://codex.wordpress.org/Main\\_Page](http://codex.wordpress.org/Main_Page).

## **Step 3: Publish Your Content**

Now it’s time to start publishing your content. You can post any of the articles you’ve previously created using your PLR content (or create new articles using the instructions given previously in these lessons).

You may also optimize your content for the search engines in an effort to draw in traffic from Google.

Tip: You can copy and paste an article into your dashboard and then select the option to publish it on a later date.

That way, you can upload your content now... and WordPress will “drip” this content by publishing it later. That means you can set it and forget it – do the work today and reap the benefits for weeks or months to come.

That's it for this lesson. Stay tuned, because in tomorrow's lesson you'll learn how to start building your list with PLR content!

## **Day 26: How to Build Your Email List With PLR Content, Part 1**

Welcome back!

One of the most effective ways to reach your target market is by email. Indeed, you should be building two lists:

- 1. Customer list, so that you can sell more products and more expensive products on the backend.** For example, you can sell a \$50 ebook on the front end, and then sell a high-ticket home-study course to your existing customers.
- 2. Prospect list.** The vast majority (90-something percent) of your prospects will click off your sales page without buying... and they'll likely never come back. That's why you need to build a list, so that you can follow up with them to close the sale.

In this lesson and the next we'll focus on building your prospect list.

Now, you need three things in order to build your prospect list:

### **➔ A squeeze page.**

This is a mini-sales page that includes a call to action. If you're not familiar with writing sales copy, you may want to hire someone to create this page for you (you can outsource this task on [elance.com](http://elance.com), [getafreelancer.com](http://getafreelancer.com) or even on the [WarriorForum.com](http://WarriorForum.com)).

At the very least, you need to create an ad for your newsletter on every page of your blog/site.

Example #1:

"Attention Ladies: Now you too can lose all the weight you want before beach season! Free report reveals fat-burning secrets not found anywhere else. Plus you'll get weekly weight-loss tips delivered straight to your inbox every week...

you'll be skinny in no time! Click here to subscribe now - but hurry, the free report won't be available for long!"

Example #2:

"Who else wants to quit their job and start making money from home? Introducing the free "Amazing Income Online" newsletter that's helped thousands around the globe make a comfortable income from home -- just think of what it can do for you!

Plus when you subscribe now, you'll get FREE instant access to the "Whiz Bang Money from Home" report. Inside this shocking report you'll discover everything you need to know about building your own money-making blog - even if you don't know HTML from a Q-tip!

Click here to claim this free offer now, because your new life awaits!"

**→ A "bribe" (freebie).**

Think of your newsletter as your main product.

This is the main draw. But just as with a paid product, you can help people make the buying decision by offering a bonus. And that's why you should offer a freebie to anyone who subscribes to your newsletter.

Naturally, you can use PLR content to create this freebie. Here are some examples:

- Free ebook or report.
- Free video.
- Free audio.
- Free teleseminar.
- Free access to a membership site.
- Free CD or DVD that you ship via mail. (The advantage is that not only do you get an email address, you get a postal address, too.)

Tip: Those are the types of freebies you can create from PLR material. However, you can also offer things like software, tools, spreadsheets, calculators, etc.



➔ **An initial autoresponder series.**

The above two pieces work to get the subscriber on your list.

Once they've subscribed, you need good content that builds a relationship with your subscribers while dropping money in your pocket.

Next time, you'll find out how to create this type of content from PLR content!

## **Day 27: How to Build Your Email List With PLR Content, Part 2**

Welcome back!

Last time you learned the three content pieces you need to build a mailing list: A squeeze, a bonus freebie and your initial autoresponder series (emails). Let's pick up where we left off with the autoresponder series. Here's how...

### **Step 1: Get an autoresponder**

You can install a script and host your own autoresponder. However, it's better to just use a professional service like [Aweber.com](http://Aweber.com), [iContact.com](http://iContact.com) or [GetResponse.com](http://GetResponse.com). That's because these companies work with major ISPs and email service providers to "whitelist" your emails. And that means more of your emails get to their intended recipients.

Tip: These services also have plenty of text and video instruction that show you how to put the subscription form on your site, how to upload and send messages, etc. So even if you're not very technical, you should be able to use these services if you take advantage of all their documentation.

### **Step 2: Choose and Upload Your Content**

Next, you need to select PLR content that you'd like to upload to create your autoresponder series. Ideally, you should create 7-12 emails initially (as experts suggest it takes 7-12 "touches" for the average consumer to trust you enough to buy from you).

As mentioned in a previous lesson, you can create this multi-part course by chopping up a report or ebook and sending out each chapter or section as a lesson. Or you can send out a series of related articles.

Examples:

- Seven Simple Steps to Financial Freedom
- 12 Quick and Easy Ways to Get a Flatter Stomach
- How to Improve Your Golf Swing In Just 10 Days

Tip #1: You don't have to use the content as-is. For example, if you have an ebook that lists five steps to financial freedom, you can expand it out to seven or ten by compiling it with another PLR product. Or if you have a book that lists 101 tips for getting a flatter stomach, you can excerpt out the top 10 or 20 and use those to create your autoresponder series.

Tip #2: Create lessons that are around 500 words long, give or take a couple hundred words. That's long enough to provide some useful info to your reader, yet short enough to hold their attention.

### **Step 3: Set Your Sequencing**

Once your emails are ready, upload them into your autoresponder. Initially, you should space them out just a couple days apart, which keeps your name in front of your prospects. Later on you can settle in on a once-a-week schedule.

Examples:

Email 1: Immediately  
Email 2: Two days later  
Email 3: Two days later  
Email 4: Three days later  
Email 5: Three days later  
Email 6: Four days later  
Email 7 and on: Seven days later

That's it for this time.

Next time you'll find out how to create affiliate tools out of your PLR content!

## **Day 28: How to Create Affiliate Tools Using PLR Content**

Welcome back!

One way to promote your product is by setting up an affiliate program.

You can do this in a variety of ways, but one of the easiest methods is by listing your product on [Clickbank.com](http://Clickbank.com). That's because Clickbank.com takes care of everything – including tracking and cutting checks – so that you can focus on recruiting affiliates.

Regardless of how or where you set up your affiliate program, you'll want to create tools for your affiliates to use. In other words, you want to help them make money for both of you. And while you can't use PLR content for some tools (like banner graphics or PPC ads), you can use your PLR for these sorts of tools:

### **➔ Articles and blog posts.**

Use PLR content that's tightly related to your product to create articles and blog posts. You can even take excerpts out of your product to create this content.

One of the best ways to turn your existing PLR content into a promotional tool is by creating articles that are useful but incomplete.

Example: Let's say you have a product about traffic generation. One of your articles could talk about how to optimize content for the search engines. But the prospect needs to purchase your product to learn about the second half of SEO (off-page optimization, or linking).

### **➔ Autoresponder series.**

Another tool you could offer is a sequential series of articles – lessons – that your affiliates could load into their autoresponder. You can create this series out your PLR content (using the instructions provided earlier in the course).

In keeping with the above example: You could create a seven-lesson series that teaches people how to optimize their pages and get links. In other words, you cover that particular topic in some detail – but then each email includes a pitch for your product, since that's where prospects can discover other great traffic strategies.

➔ **Rebrandable report.**

Finally, another great tool you can offer is a rebrandable report. This is a report that the affiliate can insert his affiliate links into. Then he can share this report with his subscribers, visitors, customers and friends.

Obviously, you can create this report out of PLR material. Just as with the articles, this content should be useful but incomplete. That way, you give prospects a reason to purchase your product.

Tip: You can quickly and easily make a report rebrandable by using this tool: <http://www.viralpdf.com>.

That's it for this lesson. Next time you'll learn a simple trick for making this rebrandable report even more powerful!

## **Day 29: How to Create Viral Content, Part 1**

Welcome back!

Last time you learned that one way to encourage people to share your content is by making it rebrandable (using [ViralPDF.com](http://www.viralpdf.com)). Indeed, offering this sort of monetary incentive is one way to help make your content go viral (which means your prospects and customers will pass on your marketing message). But that's only a piece of the puzzle.

The second piece is that your content needs to be "share-worthy." That is, you need to create content that people would share with their friends even if they didn't have an incentive to do so.

Now here's the thing: Your run-of-the-mill PLR content isn't really share-worthy. It's good, it's useful, and it serves its purpose. But it won't make people drop everything they're doing in order to forward it to their friends.

And that's why you need to tweak this PLR content if you want it to go viral. Here's how...

- **Offer a new twist.** Your PLR content probably has fairly usual tips and guidance. To make it extraordinary, you need to offer a new twist on the time-tested material. At a minimum, state the content in a new way (such as by formulizing it, as mentioned previously) and give it a new name.

Example: You create a report called the "Quick C.A.S.H. Strategy," with four steps such as: Capture emails, Aid your prospects, Sell small reports, Handle backend sales. Not only do you have a formula, but you should add unique tips or twists that can't be found anywhere else.

- **Be entertaining.** This doesn't play well in every niche. But if you can tweak the PLR content so that's funny or even controversial, people will pass it along.

Example: Let's say you have a report about how to train a puppy using "puppy pads" (rather than traditional housetraining). You can make your report controversial simply by titling the report something like, "Traditional Housetraining Methods Don't Work!"

Tip: Think of the reports where they claim some method is "dead." That's the same strategy we're talking about here.

If controversy doesn't work, then perhaps you can try humor. You may even be able to take the existing content and create your own comics around the content. For example, look at how I've created marketing-related comics here: <http://marketingcomics.com/>.

- **Create something incredibly useful.** Finally, another way to create viral content is to create a resource that's extremely useful (yet unique) – perhaps because it's a comprehensive treatment of some topic.

Tip: You'll likely need to compile multiple PLR products in order to create a comprehensive guide.

Example: If the only thorough guides in your niche cost a bundle, then you can offer one for free. This will raise eyebrows, especially if your product is as good as or better than the high-cost products.

That's it for this lesson. But get ready for tomorrow's lesson, because that's where you'll learn how to make your viral content work for you!

## **Day 30: How to Create Viral Content, Part 2**

Welcome back!

Last time you learned how to tweak your PLR content so that it's more share-worthy. Now let's continue with our discussion of how to create viral content...

First off, let me say this:

Your viral content doesn't necessarily have to be in the form of a rebrandable report or ebook. Indeed, it doesn't have to be in ebook form at all. You can also make viral content in these forms:

- **A blog post.** The advantage here is that good viral content becomes "link bait," meaning that people will share your content by linking to your post. And that's good for search engine optimization purposes.
- **Video.** This format is hugely popular and continues to grow – and it's easy to go viral when you post on YouTube.
- **Audio.** You can post a podcast on your blog rather than a text post. The advantage here is that you can use some "voice acting" to create more passionate content. This works particularly well if you've created controversial content.

No matter what form you use to create your viral content, you need to "jump start" the viral process. And you do this by launching your content and getting it in front of as many targeted eyeballs as possible. Like this:

- **Give it to your JV and affiliate partners to give away.** If the content is rebrandable, they make money every time someone buys from the links inside the content.
- **Tell your list about it.** Encourage them to share it with others.
- **Blog about it.** Give them a direct link so it's easy to read/view and easy to share.
- **Use content marketing to promote it.** (Yes – you can use your PLR content to do this!) This means submitting to article directories, posting the content on your Facebook and Twitter pages, posting it on your Squidoo.com and HubPages.com sites, etc.
- **Post it on YouTube (if it's a video).** Otherwise, create a video for the purpose of promoting your viral report.

- **Buy advertising.** You can use pay per click marketing (on Facebook, Google AdWords and elsewhere), buy banner ads, buy blog ads (blogads.com), buy email ads, etc.
- **Promote it offline.** Simply burn the content on a CD and give it away at a niche event or anywhere else where you're networking with people in your niche (trade shows, meetings, conferences, masterminds, etc).

Point is, you should promote this viral content in much the same way you promote your paid products. Because the more people who see your content upfront, the bigger market buzz you'll get... and that all results in a bigger viral effect.

That's it for this lesson. Look through your PLR content ASAP to see which pieces you turn into viral content. And stay tuned for last lesson tomorrow...

## **Day 31: Making Money With PLR Content...**

Welcome back!

Lots of people buy PLR content and then let it sit on their hard drives to gather virtual dust. Many who actually use it simply publish it as-is online. And then both groups wonder why they can't make money with PLR content.

So to you I say "congratulations!"

That's because you now know the secrets of turning your PLR content into cold, hard cash. Let's recap what you've learned over the past month...

- ✓ You learned that the first step of PLR success is to start with in-demand content.
- ✓ Next, you need to tweak the content to make it unique and to make it "yours."
- ✓ Next, you can convert the content into another format. For example, from articles to a report. Or turn an ebook into articles. Or turn digital content into physical content.
- ✓ Once you created your product out of PLR content, you then learned how to turn your PLR content into powerful promotional tools.

Bottom line, **it's almost like you now have a PhD in profiting from PLR content!**

And you can start profiting, once you put all the lessons you've learned into action. If you haven't already started applying these lessons, do it today. In fact, start right now by getting your hands on some great PLR and tweaking it to meet your needs.

Now before I let you go so that you can take action, **I'm going to leave you with one more killer tip:**

You may already have a lot of PLR on your hard drive (perhaps before you discovered that you need to find a hungry market first and then buy PLR content that suits your needs). Or after some time of selling PLR products you may find you have a lot of content that you don't use as much since you favor your newer content.

Either way, there's a quick and easy way to get rid of all this content while making a small fortune in the process.

The solution?

Hold a firesale.

Now, if your PLR licenses permit, you can tweak this content and sell the resell rights or even the PLR to the bundle of content. That way you can not only sell it to those in your niche (like dog lovers or gardeners), you can also sell the content to other marketers.

However, if your PLR is non-transferable, no problem. You can still bundle the multiple products and sell the entire package (personal use only) in a week long firesale. Here's how it works...

Holding a firesale means that you promote the content to your niche as usual. The exception is that every day the sale price goes up, which creates a natural sense of urgency – and thus boosts your conversion rate. For example:

- On Monday the package is \$10.
- On Tuesday the package is \$20.
- On Wednesday the package is \$30.
- On Thursday the package is \$40.
- On Friday the package is \$50.
- And on Sunday the price jumps to \$100 (which is where it stays – or else you remove it from the market entirely).



If you do this firesale, then be sure to create a big launch. Get as many joint venture and affiliate marketing partners involved. If you're selling PLR or resell rights to the package, then promote it on marketing forums like WarriorForum.com, DigitalPoint.com and SitePoint.com. Blog about it. Tell your list.

Bottom line, promote the heck out of the offer so that you can cash in big that week.

Now get to work – because **the sooner you put these 31 lessons into action, the sooner you too can start cashing in!**