

The 31-Day Guide to Profiting from PLR™

DETERMINE YOUR PURPOSE

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.

2. Decide what you want to do with PLR content. Secondly, you need to decide what you want to do with your PLR content. Do you want to create products out of it? Do you want to use the content for marketing purposes? 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.

FIND HIGH-QUALITY PLR CONTENT

- Check marketplaces.
- Search Google.



PLRSO.com – Here's where you can purchase private label rights (PLR) to my top-selling products. These are proven products with an eager prospect base!

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.

SIXTEEN WAYS TO REPURPOSE PLR MATERIALS

- » Turn PLR eBooks Into Articles (Day 3)
- » Turn PLR Articles into Reports and Ebooks (Day 4)
- » Combine Multiple PLR Sources (Day 5)
- » Turn Text PLR Content Into Audio Content (Day 6)
- » Turn Text PLR Content Into Video Content (Day 7)
- » Create Bonus and Upsell Products from PLR (Day 18)
- » Create an eCourse or Coaching Program from PLR Content (Day 19)
- » Create a Teleseminar from PLR Content (Day 20)
- » Create a Membership Site Out of PLR Content (Day 21)
- » Create Physical Products Out of Your PLR Content (Day 22)
- » Create Promotional Articles Out of PLR Content (Day 23)
- » Attract Search Engine Traffic With Your PLR Content (Day 24)
- » Populate a Blog With PLR Content (Day 25)
- » Build Your Email List With PLR Content (Days 26, 27)
- » Create Affiliate Tools Using PLR Content (Day 28)
- » Create Viral Content (Days 29, 30)

TIPS & TRICKS

PLR Due Diligence Checklist

- ☐ Does the vendor have a good reputation in the niche?
- ☐ Has the vendor been selling PLR for at least six months?
- ☐ 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 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?

Three Ways to Hook and Engage Your Readers

1. Tell Stories: Stories can not only help you to build rapport with your readers and maybe tap into a little emotion; but they are also memorable. And sometimes they make a point which you simply can't get across using textbook-style language.

2. Engage the Reader's Senses: 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. Voila - you've transported them to a different place!

3. Use Analogies: Offer analogies, metaphors and similes that make your point more clear - and stick it to your readers' minds!



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

"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..."