

Checklist

How To Market Your PLR Content

By Paul Counts

**NOTICE: You Do NOT Have the Right
to Reprint or Resell this Report!**

**You Also MAY NOT Give Away,
Sell or Share the Content Herein**

© Copyright 2014 by Count On Us, LLC - All Rights Reserved

Earnings Disclaimer

NO EARNINGS PROJECTIONS, PROMISES OR REPRESENTATIONS

You recognize and agree that we have made no implications, warranties, promises, suggestions, projections, representations or guarantees whatsoever to you about future prospects or earnings, or that you will will earn any money, with respect to your purchase of this product, and that we have not authorized any such projection, promise, or representation by others.

Any earnings or income statements, or any earnings or income examples, are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided. This applies whether the earnings or income examples are monetary in nature or pertain to advertising credits which may be earned (whether such credits are convertible to cash or not).

There is no assurance that any prior successes or past results as to earnings or income (whether monetary or advertising credits, whether convertible to cash or not) will apply, nor can any prior successes be used, as an indication of your future success or results from any of the information, content, or strategies. Any and all claims or representations as to income or earnings (whether monetary or advertising credits, whether convertible to cash or not) are not to be considered as "average earnings".

THE ECONOMY

The economy, both where you do business, and on a national and even worldwide scale, creates additional uncertainty and economic risk. An economic recession or depression might negatively affect the results produced by The Product.

YOUR SUCCESS OR LACK OF IT

Your success in using the information or strategies provided by this website, depends on a variety of factors. We have no way of knowing how well you will do, as we do not know you, your background, your work ethic, your dedication, your motivation, your desire, or your business skills or practices. Therefore, we do not guarantee or imply that you will get rich, that you will do as well, or that you will have any earnings (whether monetary or advertising credits, whether convertible to cash or not), at all.

Internet businesses and earnings derived therefrom, involve unknown risks and are not suitable for everyone. You may not rely on any information presented on the website or otherwise provided by us, unless you do so with the knowledge and understanding that you can experience significant losses (including, but not limited to, the loss of any monies paid to purchase The Product, and/or any monies spent setting up, operating, and/or marketing The Product, and further, that you may have no earnings at all (whether monetary or advertising credits, whether convertible to cash or not).

Now Let's Get Started...

Checklist: How to Market Your PLR Content

This checklist builds upon the "**How to Start Your Own PLR Business™**" report and focuses on reviewing the important steps of marketing your PLR content.

Note: I highly suggest you to print this checklist (pages 3-6) out and put it next to your computer (or on your desk). Make sure you've a pen ready, and right after you complete a step, put a tick inside of the relevant step's small box. Doing so will help you to track your progress and by no time you'll be marketing (and hopefully selling) for PLR content.

Let's get to it and use this checklist to promote both your free and paid PLR content.

☐ Optimize your content for the search engines:

- ☐ Use keyword tools like WordTracker.com to select the best keywords for your particular market.
- ☐ Write content around these keywords (with a keyword density of about 1% to 3%).
- ☐ Use synonyms and words related to your keywords.
Example: If your keyword is "dog housebreaking," then use terms like "puppy housetraining"

☐ Do a link campaign for SEO purposes as well as to get direct traffic:

- ☐ Exchange links with other bloggers and webmasters.
- ☐ Submit articles to article directories.
- ☐ Post articles on your blog.
- ☐ Post unusual content on your blog for "link bait" purposes.
- ☐ Do guest blogging for others.
- ☐ Include links in your forum profiles and signatures.
- ☐ Include links in your social networking profiles.

- Post links on your Facebook wall and Twitter account.
- Post videos on YouTube.
- Create pages on Squidoo.com and HubPages.com.
- Submit your site to appropriate directories, such as blog directories, forum directories, affiliate directories, ezine directories, niche directories and local directories.

□ Use content marketing to promote your business:

- Post articles on sites like ideamarketers.com, ezinearticles.com, articlecity.com, goarticles.com, articlealley.com and buzzle.com.
- Post articles on social networking sites.
- Post partial articles on Yahoo! Answers.
- Post articles on niche forums.
- Post articles on blogs.
- Submit press releases (may use a service like PRWeb.com).

□ Create a pay per click campaign:

- Choose narrowly focused keywords that are relevant to your niche.
- Group your keywords into related groups.
- Create separate ads for these related groups.
- If relevant, create separate landing pages for these related groups.
- Start with low bids and a small daily budget until you've had a chance to test your campaigns.
- Test, track and tweak your campaigns for optimal response.

□ Start an email list:

- Get a reliable mailing list provider like Aweber.com or GetResponse.com.
- Create a series of 7-12 initial evergreen messages for the autoresponder series (such as an course).
- Create a bonus – an extra incentive like a free report or video – to persuade people to join your list.
- Create a landing page to “sell” people on subscribing.
- Test and track your landing page and messages to increase your conversion rate.

❑ Tell your social network about your content. This includes:

- Facebook.com.
- Twitter.com.
- Google+.
- And other popular sites of which you are a member.

❑ Place advertisements:

- On Craigslist.org.
- On USFreeAds.com.
- On forum marketplaces like WarriorForum.com or DigitalPoint.com.
- On eBay.com.
- Using services like blogads.com or other advertising networks.
- By contacting niche website owners directly and asking to buy advertising.
- By using Google AdSense and choosing to advertise on the content network.

❑ Recruit JV (joint venture) and affiliate partners:

- Set an attractive commission rate (50% to 100%).

- Get your products listed in the Clickbank.com marketplace.
- Provide tools for your affiliates (such as banner ads, text ads, viral and rebrandable reports, etc).
- Seek out “super affiliates” and JV partners using Google.
- Build relationships with potential partners.

❑ Advertise your content offline:

- Classified ads.
- Flyers.
- Radio ads.
- Appearing on radio and TV talk shows.
- Getting press releases published.
- Doing JVs with offline business owners.

❑ Use events to advertise your content:

- Free teleseminars and webinars.
- Free weekend workshops (at a hotel conference center).
- Paid workshops (sell your products from the stage).
- Free talks given to local groups.