

How to Setup a M.O.N.E.Y. Funnel Using PLR Content™

DEFINITIONS

PLR (Private Label Rights): Generally, purchasing PLR content gives you the right to use the content in just about any way you choose, including selling it, giving it away and modifying as you see fit.

Tip: Always check the terms of your PLR license so you know what rights you have and don't have. If you're unclear about any rights, contact the content creator for clarification.

Sales Funnel: This is your sales system where you bring people into your sales process so that you can contact them, close the sale, and then sell more products and more expensive products on the backend.

Note: Throughout the course, I'll use the term "M.O.N.E.Y. funnel" instead of "sales funnel" – for a reason... see the figure below to understand why.

M.O.N.E.Y. FUNNEL

#1: **MARKET** Your Site Using Articles

- 1.1. Choose Your Content
- 1.2. Create or Rewrite the Title
- 1.3. Rewrite the Article
- 1.4. Craft a Compelling Resource Box

#2: **OFFER** a 7-Part eCourse

- 2.1. Create an eCourse from PLR Content
- 2.2. Craft a Compelling Squeeze Page

#3: **NOTIFY** Prospects of Your Vault Site

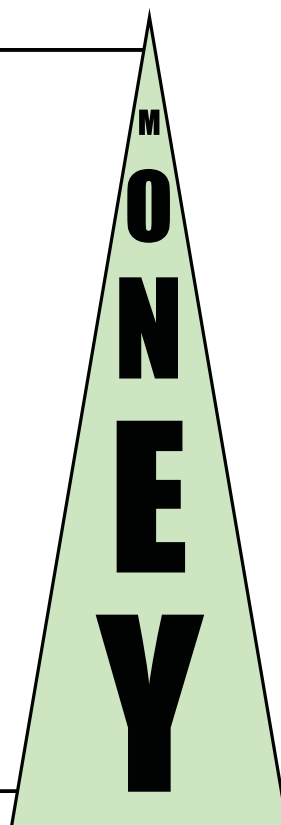
- 3.1. Gather Your PLR Content
- 3.2. Rewrite and Organize the Content
- 3.3. Price It
- 3.4. Create Your Website
- 3.5. Advertise It

#4: **ENCOURAGE** Customers to Join Your FTM Site

- 4.1. Divide Your Content Into Lessons
- 4.2. Convert These Lessons Into PDF Files
- 4.3. Write "Teaser" Emails to Send to Prospects
- 4.4. Set Up Your Website

#5: **YEARN** for Even Bigger Profits

- 5.1. Create the Content for Your eClass



TIPS & TRICKS

Three Types of PLR Content That You Need

- 1. Content to create your autoresponder messages.** These messages help build trust and help you close sales.
- 2. Content to pull in traffic.** You may post this content on your blog or submit it to article directories.
- 3. Content to create your products.** Here you can create reports, ebooks, and other information products to sell.

Four Steps to Rewriting a PLR Article

- 1. Rewrite the Title:** You need to rewrite your article's title, no matter what. Not only does that help you create a unique article, it also makes your article more eye-catching.
- 2. Write a Fresh Introduction:** Here you tell the reader what they're going to discover in the article. Make sure that it is interesting and enticing.
- 3. Rewrite the Body:** In most cases, you'll either need to almost completely rewrite your PLR content and/or combine content from multiple sources to make your article unique. Here are some ideas:
 - a. Reorganize the content.
 - b. Insert stories and examples.
 - c. Use active language.
- 4. Write a Fresh Conclusion:** Here you briefly summarize what the reader learned in the article. You also encourage readers to take action.

Note: After you complete rewriting the article, make sure that it is optimized for search engines - especially around your target keywords.

Ten Surefire Ways to Boost the Perceived Value of Your Product

- #1: Don't Create "Ebooks"
- #2: Turn a Text Product Into an Audio or Video Product
- #3: Offer a Live Event
- #4: Create a Physical Product
- #5: Make a Hybrid Product
- #6: Offer Special Bonuses
- #7: Offer High-Value Bonuses
- #8: Boost the Price
- #9: Get an Influential Person to Endorse Your Product
- #10: Be Confident