

**Manual 4**

***How To Setup Your  
Own PLR Business***

***By Paul Counts***

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**You Also MAY NOT Give Away,  
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## **Table of Contents**

<b>Introduction .....</b>	<b>3</b>
<b>How to Create Content That People Are Eager to Buy .....</b>	<b>3</b>
Choosing a Format .....	4
Choosing a Niche Topic .....	5
Choosing 10 Subjects .....	7
How to Create the Content Quickly and Easily .....	9
1) Creating the Content Yourself .....	9
2) Rewriting Existing PLR .....	14
3) Hiring a Ghostwriter to Create the Content .....	16
Quick Recap .....	19
<b>How to Create Your Sales Letter .....</b>	<b>20</b>
Quick Recap .....	26
<b>How to Create a Steady Stream of Cash Paying Customers.....</b>	<b>27</b>
1) Put Your Offer on Marketing Forums .....	27
2) Use eBay to Sell Your PLR Articles .....	28
3) Sell the Content Using Classified Ads .....	28
4) Bring in Prospects Using Search Engines .....	28
5) Tell Your List About Your Articles .....	29
6) Blog About It.....	30
7) Spread the Word on Social Networking Sites .....	30
8) Recruit JV Partners.....	30
9) Build an Affiliate Army .....	31
10) Sell Your Content to Other PLR Site Owners .....	33
<b>Conclusion .....</b>	<b>33</b>

# Introduction

Welcome to **"How to Start Your Own PLR Business!"**

I'm really excited about sharing the information inside this report with you. That's because you've probably heard folks tell you that there's good money in creating PLR (private label rights) content and selling it to other marketers.

But the problem is –

**Most folks DON'T know how to create PLR content  
that other marketers want to buy.**

**And so there's the risk of pouring tons of time (and maybe even a bucket of money) into creating something that doesn't move off your virtual shelf.**

The solution? This report!

Over the next several pages you'll discover:

- ✓ How to create content that other marketers really want to buy.
- ✓ How to write a mini sales letter that gets folks lining up at your check out form, cash in hand.
- ✓ And how to get your offer in front of thousands of eager prospects.

Let's get to it...

## How to Create Content That People Are Eager to Buy

When you start considering what type of content to create, you need to consider two issues:

1. Format
2. Niche topic

We'll talk about each of these below.

## Choosing a Format

By format, I'm referring to how the content is packaged. The most common packaging includes:

- **Article packs.** Here you provide a package of articles that are all focused on one niche topic.

Example: You might create a pack of ten articles on how women can lose weight... or how to train a German Shepherd puppy... or budget travel tips for those visiting Paris.

Marketers like article packs because they're versatile. They can use the content on their blogs, in the newsletters, in their affiliate centers and they can submit them to article directories. They can even combine article packs to create reports and ebooks.

- **Reports and ebooks.** Here you create PLR content around one specific niche topic and then package it as an ebook (if you have a lot of content) or a report.

Your buyers can sell or give away these reports and ebooks. They can modify them in any way they see fit. They can also break down this content into articles if they choose.

- **Other formats.** Finally, some PLR sellers create private label audios and videos. However, these don't tend to be as popular, simply because plenty of marketers don't know how to edit an audio or video.

For the purposes of this report, we're going to focus on creating and selling article packs (i.e., ten articles on a niche topic).

As you build your PLR content business, you may experiment with creating different kinds of content.

But for starters, let's stick with article packs.

Next up, time to choose your topic...

## Choosing a Niche Topic

There are two main ways for you to choose a niche topic for your article packs:

### **1) Do your research to find out what's already selling.**

Here you're looking at two pieces of information.

**a) First, you're looking at what type of content people are searching for and buying online.** You want to create content that's in demand. You can determine this demand by:

- Going to the [ClickBank.com](http://ClickBank.com) marketplace and seeing what products are listed at the top of each category. These are your bestsellers, which means this sort of content is in demand.
- If you have an idea of your niche, then enter your niche keywords (like "online marketing") alongside words like blog, discussion board and forum to uncover niche discussions. Take note of topics that are discussed repeatedly, those that get a lot of views and those that get a lot of replies. These are your in-demand topics.
- Go to [Yahoo! Answers](http://Yahoo! Answers) and enter your keywords. Again, pay attention to those questions that get asked repeatedly. If questions like, "how do you housetrain a puppy?" come up again and again, then you know that's an in-demand topic.
- Use a keyword tool like [WordTracker](http://WordTracker) to find out exactly what end users are searching for in the search engines. For example, if you enter in a broad search like "gardening," you'll find queries like "rose gardening tips." Take note of those searches at the top of your list, as those are your in-demand topics.
- Finally, go to [Google](http://Google) and enter your niche keywords. Take note of what types of information products are being sold on the sites that hold page #1 rankings for your niche keywords. Also look at what's being sold by those who've purchased advertising spots alongside the regular search engine results.

**b) Secondly, you'll want to create PLR content that other marketers are clearly buying.** Usually, if the end users (those folks mentioned above) are demanding a certain type of content, then in turn *your* customers (the marketers) will also demand a certain type of content. But since this isn't always true (as sometimes a niche might not have a high demand for PLR content), it's best to do some market research to see if your niche topics are in demand by PLR buyers.

Here's how in two easy steps:

- ➔ Go to [Warrior Plus](#) and run a search to find out what types of PLR products have sold on the [Warrior Forum](#) in the past. (Simply run a search for "PLR" or "private label rights" or even just "content.")

Tip: The Warrior Forum is a large online marketing forum. There's a subsection of this forum called Warrior Special Offers (WSOs), where members can offer products at discount prices to other members.

Take note of those PLR niche topics that seem to generate a lot of interest (especially those that always generate interest across different sellers and over time). If you see, for example, that PLR content on the topic of affiliate marketing ALWAYS sells well, then it's a good bet that you can sell a pack of ten articles on the same topic.

- ➔ Run a Google search for terms like: "PLR", "PLR content", "PLR articles", "PLR article packs" and similar. Take note of those niche topics that seem to be sold across several PLR sites. Generally, many folks are selling them for the simple reason that they sell well.

## **2. Choose a topic that's a known "evergreen" seller.**

The second way to choose a niche topic is to choose a known evergreen topic. That means the topic was popular last year, it's popular today, and it will be popular for years to come.

Here's a list of five popular evergreen topics:

- 1. Marketing:** Teaching others how to make money is a huge field online. And that means there's always a demand for marketing PLR content, which includes (but is not limited to) topics like search engine optimization, PPC marketing, copywriting, JV marketing, affiliate marketing, press release

writing and distribution, pre-launch marketing, viral marketing, social media marketing... and so on.

Other “make money” topics include making money on online auction sites like eBay, by using Craigs List, site flipping, domain flipping, drop shipping, freelancing, and so on.

- 2. Weight Loss:** Here’s a perpetual best seller. You can write general weight loss content and let the marketers tweak it, or you can find out what weight loss niche is hot right now (e.g., bridal boot camps, using supplements to lose weight, etc).
- 3. Dog Training:** Another perpetual best seller. You may specialize by focusing on a smaller niche such as “toy dog training.” Or, again, you can let your customers modify it to suit their own needs.
- 4. Health:** This is a huge field with plenty of smaller niches to choose from. You can also choose to focus on traditional health topics or alternative health topics.

Note: If you are writing about treatments for diseases, then it’s best if you have some sort of medical background. This would also be a great selling point when you start marketing your PLR content.

- 5. Relationships:** Various type of relationship, marriage and dating content tends to often be in demand, including how to find a girlfriend/boyfriend, how to save a marriage and even how to get an ex back.

## Choosing 10 Subjects

Now you know how to choose a topic. You can either choose from one of the five perpetual bestsellers listed above, or you can use the research guidelines to uncover your own niche topic.

Tip: While the previous discussion focused on how to choose a niche topic for your articles, make sure you choose an overall market that seems to have a lot of demand for PLR content.

That’s because you’re not just selling one article pack. Instead, you’re looking to build a business. And one of the easiest ways to

make money with your business is by selling additional article packs to your existing customers. If you consistently put out high-quality niche content for other marketers, these folks are likely to come back to you again and again when they need more niche content.

Because you're writing ten articles on your topic, you need to choose ten related subjects to write about.

Fortunately, choosing these ten subjects is easy. You can do it using any of these three methods:

**1) Choose subjects based on your niche's frequently asked questions.**

You've already spent time browsing forums and [Yahoo! Answers](#), so you know what types of questions get asked repeatedly. Now choose ten of your niche's frequently asked questions and write 400 to 600 word answers.

Example: Let's suppose you're writing about weight loss. You might create articles around frequently asked questions like:

- How can I get a flat stomach?
- How can I trim my thighs?
- How long do I need to exercise each day?
- Do diet supplements work?

And so on.

**2) Choose subjects based on "hot topics."** Here you can choose article subjects based on the "hot topics" on your niche forums and blogs.

Example: So if a topic about the dangers of fat burners gets a lot of views and discussions, then you can create a similar 400 to 600 word article for your article pack. Then choose nine other subjects using a similar strategy.

**3) Choose subjects based on the selling points of related best selling products.** Finally, the third way to choose subjects for your ten articles is by viewing the selling points and table of contents on related best selling products.

Example: Let's suppose you want to create an article pack on housetraining a dog. You can go to Amazon.com and view the table of contents of similar best selling books. Then create your ten articles based on those chapters and topics.



You can also view the sales letters of best selling products on ClickBank (and elsewhere) and create your ten articles based around the primary selling points of these products. In other words, extract your ten article subjects out of the bullet points of the sales letter.

Now it's time to start creating your PLR article packs...

## **How to Create the Content Quickly and Easily**

You have your in-demand topic. You know your format (a package of ten articles).

Now it's time to create the content. You can do this in one of three ways:

**1) Create the content yourself, from scratch.** This is a good option if you enjoy writing, if you're an expert on the topic, or if you have more time than money.

**2) Rewrite existing PLR content (either do this yourself or hire someone to do it for you).** Rewriting existing PLR content can save you time and money, particularly if the content is well researched.

Note: Check your PLR license. You'll generally need to completely rewrite existing PLR content in order to resell it. As such, in most cases you'll be using the content to save you research time.

**3) Hire a ghostwriter to create the content from scratch.** Instead of creating the content yourself, you can hire someone else to do it. That frees you to work on other parts of your business, such as maintaining a relationship with your customers, researching your next article pack and creating your sales letters.

Let's look at these three separately...

### **1) Creating the Content Yourself**

Earlier I told you how to choose your ten subjects for your ten articles. Your next step is to write 400 to 600 word articles around these subjects.

Here's how to create an article.

Once you follow these three steps for your first article, simply rinse and repeat nine times:

### **Step 1: Conduct Your Research.**

Unless you're already an expert on the topic, you'll need to do some research before you write your articles. And one of the easiest ways to do that is to simply run a search in Google for your topic or question.

Example: "how to kennel train a puppy" or "how to optimize a web page for the search engines."

If you're writing on a popular topic, you're going to find a lot of information. You'll find ebooks, reports, videos, audios, blog posts, articles in article directories and so on.

**However, remember this:** Just because you find it on the Internet doesn't make it true. And that means you should pull information from two or three credible sources.

Tip: Credible sources include known experts in your niche known authority sites (like the Center for Disease Control) or credible news sites like CNN or the BBC.

What you need to do is read information from at least two or three credible sources and then shut your browser windows before you start writing.

That's because in order to make these articles unique, you must write them in your own words (without any further inspiration from existing sources).

### **Step 2: Choose a Good Title.**

Next, you need to choose a good title that capture's the reader's interest and makes her want to read your article. To do this:

- Your title should offer a benefit and, whenever possible, arouse curiosity.
- Also, try to include words like: *how, how to, secrets, revealed, tips, tricks* and *discover* in your title.
- You may also include a number in your title, especially if you're offering X number of tips, tricks or steps.

Here are five template titles you can swipe and modify for your own use:

**Template #1:**

[Number] Secrets Every [Person] Ought to Know About [Niche Topic].

Example: Five Secrets Every Poodle Owner Ought to Know About Housetraining a Poodle Puppy.

**Template #2:**

How to Quickly and Easily [Benefit].

Example: How to Quickly and Easily Lose Your Love Handles.

**Template #3:**

What Your [Group/Individual] Doesn't Want You to Know About [Niche Topic].

Example: What Your Car Dealer Doesn't Want You to Know About Buying a Used Car.

**Template #4:**

Discover the [Number] Secrets of [Benefit].

Example: Discover the Seven Secrets of Looking Younger.

**Template #5:**

How to [Get Benefit] In [Number] Easy Steps.

Example: How to Get More Traffic in Three Easy Steps

**Step 3: Create Unique Articles.**

Generally, the format of your article will look something like this:

- **First paragraph:** 50 to 100 word introduction. Here you tell your reader what they're about to learn.
- **Middle paragraphs:** About 300 to 500 words explaining your topic.
- **Last paragraph:** 50 to 100 word conclusion. Here you summarize the article (i.e., tell the reader what they just learned).

As an example, a very basic weight loss article might look like this:

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Title: The Three Secrets of Melting Fat

Paragraph 1 = introduction. Tell the reader that weight loss is a combination of eating well, eating less and exercising more. (100 words)

Paragraph 2: Tip #1, eating healthy foods. (100 words)

Paragraph 3: Tip #2, eating fewer calories. (100 words)

Paragraph 4: Tip #3, exercising more. (100 words)

Paragraph 5: Conclusion - summarize the three points and then encourage the reader to take action. (100 words)

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As mentioned, that's a basic article.

And while you certainly can use this "tried and true" formula to create your own articles, don't be afraid to write fresh articles that are a little different from everything else out on the market.

Here's how:

- **Use creative "hooks" and angles.** Anyone can write a boring "step 1, step 2" or "tip 1, tip 2" article. Problem is, the readers have read it a thousand times. And your buyers are tired of the same old content.

The solution? Tackle the topic from a new angle. One way to do that is to compare it to something else.

Let's suppose you're writing an article about creating a sales letter. Instead of the regular steps (write a headline, write a good opener, etc), you can compare the overall process - and each individual step - to "romancing" someone.

Example: writing a headline is like catching someone's eye across a crowded room. The opening paragraphs are like those lingering, inviting smiles that get the other person interested. The bulleted benefit list is like the "get to know you" phase of a relationship. And so on.

- **Create stories.** Another way to make your articles different is by using stories. Instead of just launching into Step 1, Step 2, instead you can tell a story (fictional or otherwise).

Doing so allows you to engage the reader's emotions, which holds her interest. And if you add plenty of sensory details (sights, sounds, touch, smells, and tastes), you'll further hold the reader's interest.

Tip: Using stories also gives you the opportunity to leave a cliffhanger at the beginning of the article, and then close your story at the end of the article. This builds curiosity and virtually forces the reader to read to the end to find out what happens.

For example, let's suppose you're writing an article about a guy named Bill who used the tips in the articles to drive traffic to his product launch website. As you tell this story, you drop an intriguing tidbit like, "You'll never guess how much money Bill made that day. Now before I tell you about his eye-popping results, let me tell you how he did it..."

At this point you jump into the "meat" of the article. Just be sure to close your story in the last or second-to-last paragraph so that your reader knows what happened.

- **Incorporate colorful language.** Use colorful language, analogies and metaphors to explain.

Examples:

- You might compare a dusty poodle puppy to a "dirty mop."
- Instead of saying someone lost their enthusiasm, you could say, "enthusiasm fizzles faster than fireworks in a downpour." (Not only is the visualization entertaining, the alliteration of the three Fs is fun.)
- Instead of saying something is easy, you can say, "It's easier than ripping up a soggy paper towel."

The above tips refer to creating your content from scratch. However, you can use these same tips when you create your PLR content from other existing PLR content...

## **2) Rewriting Existing PLR**

Instead of writing your content completely from scratch, you can save time by rewriting existing PLR articles or even ebooks/reports.

This works particularly well if the topic is one that will take you some time to understand and research. In that case, buying PLR means the research is done for you, and all you have to do is rewrite the content.

Tip: You can also save time by combining PLR content from multiple sources. If you use several articles and/or excerpts from ebooks to create a single article, then the article will be unique even though you're doing very little rewriting.

Here's how to rewrite your PLR content:

### **Step 1: Check Your PLR License**

Much of the PLR you'll see for sale doesn't give you transferable rights, which means you can't sell the rights to the PLR to others.

In that case, you need to rewrite the content 100% in order to make it unique.

As mentioned previously, in this case you're basically using the PLR content to save you research time.

Note: If your license does give you transferable rights, then you need only rewrite it partially - perhaps about 50%. That's just a minimum, however. It's better to rewrite it as much as possible so that you can claim a unique product.

### **Step 2: Create or Tweak the Title.**

Your first step in rewriting PLR content is to tweak the title (if you're rewriting articles) or create a title (if you've extracted passages from a PLR ebook or report).

Use the guidelines provided in the previous section to create a title that promises a benefit, perhaps evokes curiosity, and includes powerful words like "discover" and "how to."

Example:

Here's an original title: Growing and Nurturing Your Roses

And here's a tweaked version: How to Grow Prize-Winning Roses  
In Three Easy Steps

### **Step 3: Rewrite the Content.**

Finally, the last step is to rewrite the content. If you're using ebook content, then in most cases you'll first need to extract out and possibly combine relevant passages. You'll also need to create an introduction and a conclusion.

Then you can make your new article more interesting by using stories and colorful language (as mentioned in the previous section).

If you're rewriting articles, follow the tips below...

If you're not doing a 100% rewrite, then the bare minimum you need to do is completely rewrite the introductory paragraph and the concluding paragraph. You'll also want to consider modifying the rest of the article by using stories, colorful language and the other guidelines provided in the previous section.

Note: There are "article spinners" that will rewrite content for you, mainly by replacing certain words and phrases with their synonyms. However, these sorts of tools tend to create awkward sentences. It's much better to rewrite it yourself or hire someone else to rewrite it for you.

Here are five tips you can use help you rewrite PLR content:

- **Use other sources.** Just as you use two or three credible sources to create "from scratch" content, it's a good idea to read other sources of information before rewriting your PLR content (particularly if you're not an expert and thus you're not sure if the facts are accurate).
- **Turn long paragraphs into bulleted lists.** Long paragraphs or sentences can be difficult to read. When possible, you can turn a long paragraph into a bulleted list.
- **Break up the content with subheadings.** If your article is more than 400 words, break up the text by creating sub-headlines. For example, if your

article shares three tips, then you may have three sub-headlines so that skimmers can glance down the text and pull out the main points.

Tip: Write subheadlines in the same way that you write headlines. Namely, by offering a benefit to readers, using trigger words, and arousing curiosity whenever possible.

- **Reorder the paragraphs.** If you have an article that shares three tips, then you can rewrite it to include these tips in a different order.
- **Offer your own examples.** You can significantly improve the readability and usefulness of your article by offering examples for every step or every tip shared in the article. You may even offer a short story or case study that shares your results.

Tip: You may share either the disastrous results of not using the tips, or the positive results when applying the advice in the article. For example, "I had no idea what kennel training was when I got my first puppy. And I still have the stains on my carpet to prove it..."

### **3) Hiring a Ghostwriter to Create the Content**

Whether you're rewriting PLR content to create your article packs or you're creating your content from scratch, you don't have to do the actual work yourself. Instead, you can hire a ghostwriter to do it for you.

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Sidebar: You're probably thinking, how much does a good ghostwriter cost? Well, think of hiring a good writer as an investment, not an expense. And since you're staking your reputation and your business on the quality of the content, plan to hire a good writer.

Prices vary. You may see prices per word for as little as two cents up to twenty five cents or more per word. You should count on spending at least four or five cents per word to get a writer who speaks English as a first language. In order to get a top writer - or one who's an expert in your topic - plan to pay considerably more.

However, you may get lucky so be sure to cast a wide net for your writer. For example, you may find a writer who's offering introductory low prices as a means of building a client list and a



portfolio. Or you may find a good writer who charges less because he or she lives someplace where the cost of living is low.

Regardless, don't shop around based on price alone. You're looking for someone who writes well, works well with you, doesn't plagiarize, doesn't reuse content, delivers on the agreed-upon deadlines and is otherwise professional. It's worth paying more to get a writer who meets all the criteria.

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Here's how to find and hire a competent writer...

### **Step 1: Find a writer.**

Your first step is to cast a wide net and find as many qualified freelance writers as possible. You do this by searching in the following places:

- Place an ad on a freelance writing board such as [Elance.com](http://Elance.com), or [GetAFreelancer.com](http://GetAFreelancer.com).
- Search [Google](http://Google) (see the search tips below).\*
- Ask your colleagues and friends for their recommendations.
- Post an ad on [Craigslist.org](http://Craigslist.org).
- Ask for recommendations of your followers at [Twitter.com](http://Twitter.com).
- Ask for recommendations on business and marketing forums like the [WarriorForum.com](http://WarriorForum.com).
- Post an ad in your local newspaper.
- Post an ad in your local college newspaper and/or on campus bulletin boards (both online and offline bulletin boards).
- Ask your other freelancers for their recommendations. For example, ask your web designer if he has any recommendations for a content writer.

\* Tip: When searching Google, use several different searches, as some freelancers use different labels for themselves. These names include:

- Writer
- Content writer
- Web writer
- Freelancer writer
- Ghostwriter
- Article writer
- PLR rewriter

You can also search for the service rather than the person. So instead of searching for "ghostwriter," you can search for "ghostwriting."

### **Step 2: Check his or her background and samples.**

Once you have a list of possible freelancers, then you'll want to narrow that list down to two or three of the best writers.

You do this by doing your due diligence. Here's how:

- Read the writer's samples and/or asks for samples related to your project.
- Contact those who've given testimonials to see if they stand by their testimonials.
- Check the writer's feedback. If you've found the writer on a site like [Elance.com](http://Elance.com), check the onsite feedback and ratings. You're looking for someone who has a long history and plenty of positive feedback.
- Run a Google search for the freelancer's name, website link, business name and any email addresses or aliases you know. Again, you're looking for a long, established and positive history online.
- Trust yourself. If you have a "funny feeling" about anyone on your list, trust your intuition. There are plenty of other reliable and professional writers who'd be happy to complete your job.

### **Step 3: Create agreements.**

When you're ready to hire, draw up a contract to make sure you're both aware of the other's expectations.

Your contract should include things like scope of the project, delivery deadlines, payment information, who owns the work and so on. Since I'm not a lawyer (I haven't even played one on TV), I'll redirect you to your lawyer for advice on how to complete this step.

#### **Step 4: Start small.**

Don't dump 10 article packs on your new writer. Instead, start small by asking your writer (or writers) to do five or ten articles at a time. As you build a relationship and trust with each other, you can offer bigger projects.

#### **Step 5: Offer detailed briefs and outlines.**

Finally, one of the keys to you getting a quality article pack is for you to tell your writer exactly what you want. DON'T just say, "I'd like ten weight loss articles." Instead, provide a detailed brief that includes:

- The topic of each article.
- Length of each article.
- The target audience (e.g., who'll be reading these articles?).
- And your general guidelines.

Remember, your writer isn't a mind reader. The more details you provide, the more closely the finished article pack will match your vision.

## **Quick Recap**

So far you've learned how to choose a niche topic, how to choose the ten subjects for your articles, and three ways to create these articles (by writing from scratch, by rewriting PLR or by hiring a ghostwriter).

Now that your article pack is complete, it's time to *start marketing...*

## How to Create Your Sales Letter

Now that your article pack is complete, you need to convince marketers that these articles are the answer to their content problems. And you do this by putting a sales letter on your site that explains what they get when they order your PLR article pack.

Below you'll find a template sales letter that you can modify and use to sell your PLR article pack or other PLR content.

Please note that the sales letter itself is in black Verdana font. The passages in red Courier New font are my notes. These notes are basically a brief "walk through" of how to create a high response sales letter.

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**"Who Else Wants Traffic-Generating, Cash-Pulling,  
Customer-Attracting Content, FAST?"**

**Do You Run a Weight Loss Blog or Site?  
Then Read On to Discover How to Instantly Get Your Hands  
on a Bundle of Ten High Quality Weight Loss Articles  
For One Ridiculously Low Price...**

[Headline: Your sales letter needs to start out with a headline that captures attention, speaks directly to the target market and promises a big benefit.]

Here's another example of a headline that could be used for this letter, "Content = Cash. Here's How to Get a Lot More of Both for Your Weight Loss Blog or Website."]

Dear Fellow Marketer,

The formula is simple: Content = Cash.

After all, your web articles, autoresponder messages and blog posts pull in your traffic, build your subscriber list and help you sell your products. Without good content, your business would deflate faster than a punctured balloon.

But if you're like most marketers, you don't have time to create all the content you need. Seems like you're always behind on your blog posts. You keep meaning to submit articles to EzineArticles.com. And your subscribers

sometimes complain because you're not kicking out enough weight loss information to them.

Everyone's telling you to outsource. But hey, you have other bills to pay. You can't imagine telling your spouse that the kids will have to skip a few dinners this week because you need to hire someone to write your blog posts.

You can just about imagine how well that conversation would go over!

[The Opener: If this was a longer letter, I may have opened with a story to engage the reader. Instead, I chose to jump right into the heart of the problem. Specifically, marketers need content to survive. But content is time-consuming or expensive to create. The solution (below) is then immediately introduced...]

Now before you decide to give up your weight loss sites... or before you decide to completely forgo sleep so that you can create more content... cheer up: I have marvelous, unexpected news for you...

**Now there's an easier way to get your hands on bundle of high quality weight loss content – instantly – for the price of a large pizza.**

[Subheadlines: You should sprinkle subheadlines throughout your letter. That way, those who are skimming the letter will see them and be able to get a sense of the benefits of your product.]

No kidding.

Introducing [name of your site and/or article packs here]! Order now, and you'll receive ten high quality weight loss articles that you can use as you please.

I mean it. These articles come with PLR, which stands for private label rights. That means you can do whatever you want with this content, including giving it away, selling it and modifying.

***Here are just a few of the ways you can use this content to create traffic, sales and cash for you:***

- Putting your name as the author. That's right – I've done all the work, but you can take all the credit! (And trust me, you'll want to... these articles are just that good.)

- Modifying them in any way you please. You can add, delete or edit as you please.
- Turning content into cold, hard cash. Here are just a few ways you can use these articles:
  - Load these articles into your autoresponder. (More subscribers!)
  - Submit them to article directories. (More traffic!)
  - Post them to your blog. (More traffic and sales!)
  - Offer them as guest articles on other people's blogs. (More traffic and subscribers!)
  - Put them on a CD and ship them to your readers. (More sales!)
  - Turn them into an ebook. (More money!)
  - Make them into an audio or video. (More traffic and money!)
  - Or whatever other profitable thing you can imagine!

You can even sell them or offer them as bonuses to other products!

How you profit from these articles is only limited to your imagination. Treat them as if you wrote them yourself. Use them as your own personal cash cows. Use them and profit from them again and again, for as long as you own a weight loss blog or website!

[Bullets: Your sales letter needs to tell your prospect the benefits of buying your article pack. Here we're talking about the benefits of PLR content in general – more traffic, more sales and more money. But it also explains to a new marketer what PLR stands for and what the buyer can do with the content.]

### **This Article Pack Saves You Time AND a Whole Lot of Money!**

However you use this content, you can count on saving yourself lots of time and money. No more long hours cranking out articles. And no more pouring money

into ghostwriters who flake out on you. At last, you can get high quality content, instantly, for an almost unbelievably low price!

Just look at how others have used my article packs to stuff their pockets with cash:

[Insert Testimonials Here]

[Social Proof: Your prospects want to believe you, but they're skeptical. That's why you need to offer proof of your claims. Offering testimonials is just one way to do that.]

### **Here's What You Get When You Order Now**

You get a pack of ten weight-loss articles (400 to 600 words each) with private label rights, meaning you can do with them as you please. Here's what's included in this pack:

- Article title 1
- Article title 2
- Article title 3
- Article title 4
- Article title 5
- Article title 6
- Article title 7
- Article title 8
- Article title 9
- Article title 10

And rest assured that these are high quality. Here's a sample:

[Sample of one of the articles]

[Here you show readers exactly what they get when they order your article pack. Because you're listing the article titles, you now understand why taking the time to create a good article title is so important!]

Secondly, showing a sample of one of your articles is further proof that your claims of high quality content are true.]

### **What's This Content Worth To You?**

If just one article turns just one visitor into a subscriber or even a customer, what's that worth to you?

I don't know what you sell, but I'm guessing your customers regularly spend at least \$25 to \$50 every time they buy something from you, right? So the lifetime value of one customer is worth a whole lot more.

That means you could easily expect to pay \$100 or more for this package of ten articles – and it would be worth every penny (even if it just brought you one new customer).

But you don't have to pay that much – not even close. Because I want to make this article pack affordable to everyone, you can grab all ten articles with private label rights for just \$2 an article – that's just \$20 for the entire package. You can't even get pizza and soda for the family for the price.

[Justify the Purchase: Your prospects make the buying decision based on emotion – perhaps as they imagine all the traffic and money coming into their site – but they justify that purchase based on logic. Here we help the customer justify the cost by showing that the price is a good value since it's less than a pizza dinner.

Also, a word about pricing: Generally, the fewer PLR licenses you provide, the more you can charge for your article packs. Because some people may sell hundreds of PLR licenses, you can actually use a low number of licenses as a selling point or even as a unique selling proposition (USP).

To initially price your article packs, check the market to see what similar packs are going for. Generally, you'll see article packs going for anywhere from \$10 to \$40 or so. You can command the higher prices if:

You create packs that are in high demand but currently short supply.

You create very specialized packs (e.g., the articles are created by experts in the field).

You offer fewer licenses (from 10 to 25) per pack.

You offer a bonus like a mini-site to go with the articles, audio versions of the content or some other valuable bonus.

You develop a good reputation for high quality content.



Initially, you may want to charge on the low side for your article packs as you build your customer list and your reputation. Then you can charge more per pack.]

### **So What's the Catch?**

Yes, there's a catch.

You see, I obviously can't offer this article pack to every marketer who owns a weight loss site. And so to virtually eliminate your competition and ensure this article pack truly is a cash cow for you, I'm limiting the number of PLR licenses available to just 50 worldwide.

If you're quick, you might be one of the lucky 50 to snag a license.

Click here to order now.

[Create a Sense of Urgency: Here we create our first call to action, and we give the prospect a reason to act NOW. We create this sense of urgency by using scarcity - since only 50 are available, the prospect must act now to avoid missing out on the great deal.]

And to sweeten the pot, I'll even throw in a free bonus if you order now...

[Have a bonus? Insert info about it here]

[Bonus: Here you may add a bonus like a mini site design, audio versions of the content or similar to add value to the offer.]

And best of all...

### **Your Satisfaction is Guaranteed**

If you're not happy with this content, I'm not happy. So go ahead and download it today, edit it and load it up on your blogs, sites and autoresponders. Use this content for a full 30 days. If you're unsatisfied for ANY reason, just email me and I'll refund every penny... no questions asked.

[Risk Reversal: Remember, your prospects don't quite believe you. You can ease their minds and make your offer risk free by offering a satisfaction guarantee.]

### **Act Now to Avoid Disappointment**

Order your weight loss PLR article pack now for just \$20 – but hurry, because there are only 50 [enter number here] licenses left! Take out your credit card and click the order button below now to claim your package before they're all gone!

[Call to Action: Here's a stronger, more explicit call to action that reminds prospects of the scarcity of the offer.]

[insert order button]

[Here you insert your order button. You may use a payment processor like Paypal.com, 2checkout.com or ClickBank.com.]

Here's to your success!

[your name]

P.S. If you have a weight loss site, then you can fill your blog or autoresponder with cash-pulling content in just minutes from now. Click here to claim your weight loss PLR article pack before they're all gone!

[The P.S. reminds people of the offer and encourages them to take action.]

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## **Quick Recap**

You've created your content and you've created a sales letter to persuade marketers to buy your PLR.

Now let's look at how to get your offer in front of these marketers...

# How to Create a Steady Stream of Cash Paying Customers

Even though you've created a high-response sales letter and an in-demand article pack, the customers aren't going to show up on their own.

You need to get your offer in front of them.

Here are ten ways to get your offer in front of targeted prospects...

## 1) Put Your Offer on Marketing Forums

There are two ways you can use the popular online marketing forums to sell your PLR:

- a) **Become a contributing member and create a signature file that links to your sales page.** As people get to know and respect you, they'll start clicking on your link and taking advantage of your offers.
- b) **Use the forum's "special offer" board to advertise your wares.** Some forums offer free space for their members to place an ad. Other forums offer paid advertisements. Check out:
  - The [WarriorForum.com](http://WarriorForum.com) Special Offer (WSO) forum. One of the biggest and best places to advertise your packs. You'll need to become a contributing member of the community first and pay \$20 to advertise. You'll also need to offer a deal that's lower than the price given to the general public. If you can't make that deal, then advertise in the Warrior Forum's Classified Ads section instead.
  - [Anthony Blake's](#) ESF Offers: Here again, you need to make an offer not available anywhere else.
  - [Digital Point Forums](#) (Buy, Sell or Trade Forum): The members of this board tend to expect lower-price products than on some of the other sites.
  - [SitePoint Marketplace](#): Another paid advertising venue where you can sell your content. If you sell mini-site designs, domains or similar bonuses to go along with your content, try this ad board first.

## **2) Use eBay to Sell Your PLR Articles**

You can no longer sell downloadable digital products on eBay.

However, you can certainly put your PLR content on a CD and ship it to your customers. This works particularly well if you're selling a big package that includes PLR videos, audios or web templates.

## **3) Sell the Content Using Classified Ads**

Another place to sell your PLR content is through the online classified sites like [Craigslist.org](http://Craigslist.org) and [USFreeAds.com](http://USFreeAds.com).

Tip: Don't spam these sites with identical ads across dozens of regions, or your ads will be removed. Place three or four different ads each day, and be sure to place them in the correct categories so that they don't get flagged.

Also, you may want to experiment with selling your content on shipped CDs on these sites (especially Craigslist.org). That's because some folks flag/report any ads that point to a website and/or sell digital products. As such, your ad will seem more legitimate if you're selling a physical product.

## **4) Bring in Prospects Using Search Engines**

There are two ways to bring in traffic using search engines like Google, Yahoo or MSN:

**a) Use PPC (pay per click) marketing.** Here you pay to have your ad appear alongside the regular search engine results. But instead of paying for placement or impressions, you only pay each time someone clicks on your ad.

The amount you pay is less than or equal to the amount you "bid" per keyword. Furthermore, the amount of your bid helps determine where your ad will be shown.

In general, if you outbid your competitors, your ad will appear higher in the results than their ads (provided your ad also gets a satisfactory click through rate).

Pay per click marketing can provide nearly instant traffic. As such, it's a good way to test out your ads and offers.

If you've never used PPC marketing before, then start with the biggest and most well-known PPC service: [Google AdWords](#). Be sure to set a small daily budget until you've learned the ropes.

**b) Use SEO (search engine optimization).** Another way to pull in traffic from the search engines is by optimizing your content around keywords.

You do this by using a keyword tool like WordTracker, entering your broad keywords (like "PLR") and the tool will let you know how often these terms are searched and how much competition there is in the search engines.

Your goal is to uncover words that have a good number of searches yet very little competition in the search engines. Then you create content around these keywords. You insert your keywords into your article title as well as two or three times for every 100 words of content.

You can then post this content on your blog and on your social networking sites. You can also submit the articles to directories like [EzineArticles.com](#), [GoArticles.com](#), [IdeaMarketers.com](#), [Buzzle.com](#) and [ArticleCity.com](#).

Tip: You also need to get relevant, one way incoming backlinks from related websites. You can do this by submitting content to article directories, exchanging backlinks with other webmasters, being a guest author on other peoples' blogs, using a forum signature link and so on.

## 5) Tell Your List About Your Articles

If you already have a list of marketers and/or PLR buyers, then be sure to tell your list about your offer.

TIP: As mentioned previously, you aren't just creating article packs as little money-makers.

Instead, you are building a business. And that means everyone who buys an article pack from you should immediately be put on your customer mailing list. You can then make money on the backend by selling even more content solutions to your existing PLR customers.

If you don't yet have a mailing list, you may consider using [GetResponse.com](http://GetResponse.com) or [Aweber.com](http://Aweber.com) to build and manage your list.

## **6) Blog About It**

If you have a marketing and/or PLR-related blog, then be sure to blog about your article packs and other PLR offers. You can also volunteer to write guest articles on other peoples' blog and then include your sales page link in your byline.

Tip: See the section on search engine optimization for tips on using your blog articles to pull in more traffic.

## **7) Spread the Word on Social Networking Sites**

If you've built a network of contacts on the social media sites, then be sure to tell your contacts about your offers. And if you haven't yet started building networks, today is a great day to start. Check out:

- [Twitter.com](http://Twitter.com)
- [Facebook.com](http://Facebook.com)
- [MySpace.com](http://MySpace.com)
- [Ning.com](http://Ning.com) (Here you can build your own social networking group.)
- [LinkedIn.com](http://LinkedIn.com)

## **8) Recruit JV Partners**

You can find other marketers who sell to the same niche and do co-promotions with these folks.

Example: You may team up with another marketer who sells PLR ebooks and endorse each others' products in your respective newsletters, on your blogs and via your social networks.

You can also do co-promotions offline.

Example: If you and your partners sell physical products on eBay, then you can include flyers in each others' shipments that advertise your content. Alternatively, you can include advertisements on the CDs themselves.

Here's a short email you can send prospective JV partners:

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Subject: [Name], I can help you get more PLR customers

Dear [Name],

Hi, it's [your name] here from [website]. I'm writing to you today because I can help you get more customers and prospects for your [name of site] site.

You see, I have a list of [number] proven PLR buyers who are always looking for new content. I'd be happy to tell my readers about your offer if you'd be willing to return the favor. I'll even kick in a 50% commission for every paying customer you send to my site.

Let's talk. Hit reply to email me, or pick up the phone now and give me a call at [phone number].

I look forward to hearing from you!

Sincerely,

[Your Name]

P.S. Do you have any affiliate graphics or banners I can post on my blog?

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If you'd rather just pay people a commission to promote your article packs, then you'll want to recruit affiliates...

## **9) Build an Affiliate Army**

Here's a great way to advertise your article packs to a wide audience without any up front expense. Namely, by building a virtual sales force of affiliates.

Every time your affiliate sends you a paying customer, you send him or her a commission. Usually the commission is right around 50% of the price.

Tip: If you're selling a very limited number of licenses, it might not seem worth it to use affiliates to send you traffic. Or if

you're selling low-price packages, the affiliates may think it's not worth their time to send traffic (due to low commissions).

However, consider this idea...

If you create a package of PLR content with plenty of licenses and hold a PLR "fire sale" (where the price goes up every day over the duration of the 3-7 day sale), you can recruit affiliates to help you sell your packages. Then you can use this sale to very quickly build a prospect list AND a customer list... and you can sell more PLR content on the backend to both lists.

In other words, use your fire sale as a lead generator to build your lists. Offer generous commissions to affiliates. And if you barely break even, no worries - you're going to make your money on the backend by selling more PLR products and more expensive PLR products to your new lists.

Here's how to recruit your affiliates:

- 1. Use ClickBank.com**, and make sure to list your products in the [ClickBank](#) marketplace. Some affiliates will find you this way.
- 2. Recruit affiliates.** Instead of waiting for affiliates to find you, you can seek them out and ask them to join your sales team. You can even approach your competitors and ask if they'd be willing to promote in exchange for a commission. (This usually works best if you agree to mutually endorse their products.)

You can also run a Google search for the names of your competitors' products, which will help you uncover their affiliates. Then you can ask these affiliates to sell your article packs.

- 3. Ask your customers to become affiliates.** Your download area and follow up email should let your customers know they can make money selling your offer to others.
- 4. Tell your network.** Since you're selling to marketers, your prospects are also your potential affiliates. As such, tell your list about your affiliate opportunity, blog about it and tell your social networks.



## 10) Sell Your Content to Other PLR Site Owners

Finally, you may also consider approaching other people who own PLR sites and ask them if they'd like to buy your content wholesale.

So instead of you finding 25, 250 or even more individuals to sell your content to, you sell it to one person (who then sells individual PLR licenses to his or her customers).

You're probably already aware of some of the biggest players in the PLR market. You can find more PLR site owners by going to ClickBank.com's marketplace and searching for "PLR." You can also search Google for your niche keywords (such as "weight loss" or "marketing") alongside search terms like "PLR" or "private label rights content."

## Conclusion

Congratulations: You now know how to get your own PLR business up and running fast! Let's quickly recap what you've learned about creating and marketing PLR article packs:

- ✓ You found out how to create content that other marketers really want to buy (and what their customers really want to consume)!
- ✓ You learned how to write a short sales letter that gets folks lining up, cash in hand. Plus you can swipe the template and use it for your own sites!
- ✓ You discovered ten proven ways to get your offer in front of thousands of eager PLR buyers.

Plus you also found out that –

**You're NOT creating and marketing article packs that are just mere money makers. Instead, you're building a PLR content provider business.**

And that means that everyone who buys will end up on your customer mailing list so that you can sell more PLR content (and more expensive content) to them again and again!

Now while I've provided a step-by-step blueprint for you to start your PLR business, just knowing how to do it won't put money in your pocket.

**That's why I'm encouraging you to take action right** away while it's all fresh in your mind. You can start now by choosing a niche.

After all, the sooner you get started, the sooner you can turn this information into cash in the bank!