

Manual 2

***How To Setup a M.O.N.E.Y.
Funnel Using PLR***

By Paul Counts

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**You Also MAY NOT Give Away,
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Introduction

Welcome to "***How to Setup a M.O.N.E.Y. Funnel Using PLR Content™***"!

Now before we go any further, let me quickly define a few terms so we start off on the same page:

PLR: This stands for "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. Typically the sales funnel starts with a free newsletter, then moves to an entry-level product and then moves to products that are more expensive.

Note: Throughout the report, I'll use the term "M.O.N.E.Y. funnel" instead of "sales funnel" - for a reason... and you'll soon understand why.

Now, if you've already started setting up your own sales funnel, then you've realized just how much content it takes to create a profitable funnel. You need:

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

Creating all this content is extremely time-consuming. You want to get it done quick so you can put your funnel to work for you.

So you look to a faster way - like outsourcing the content - but then you quickly realize just how expensive that can be (especially if you're just starting out).

That's where PLR content comes in.

It's a low-cost alternative to hiring a ghostwriter to create your content from scratch. And while you should rewrite PLR content to make it unique, that's a whole lot faster than spending months in front of your computer trying to create everything from scratch yourself.

Tip: That's NOT to say that you shouldn't hire ghostwriters. In Step 5 of this report you'll discover how to find and hire a professional writer to rewrite and add to your PLR content. It's a good compromise that saves you time and money!

You can see why using PLR content would be a low-cost, time effective way for you to build your sales funnel (and your business!) *fast!*

Indeed, that's exactly what you're going to discover how to do over the course of this report.

You'll find out my five-step ***M.O.N.E.Y. Formula™*** for building a sales funnel using PLR content. These steps include:

Step #1: MARKET Your Site Using Articles. You'll start by using PLR content to create articles that you submit to article directories. Your prospects will click on the link in your byline and land on your squeeze page..

Step #2: OFFER an eCourse. Once the prospect is on your squeeze page, they sign up for your eCourse (which you've created out of PLR content). Your eCourse promotes a vault site (Step 3), a fixed-term membership site (Step 4) and a high-dollar eClass (Step 5).

Step #3: NOTIFY Prospects of Your Vault Site. Your eCourse lets prospects know about your "vault" site, which you've also created using PLR content.

Step #4: ENCOURAGE Prospects to Join Your FTM Site. Inside your vault site, you encourage prospects to join your "Fixed Term Membership" site, which is a site where the content is delivered over a fixed period (such as three, six or twelve months) by autoresponder. The content, of course, is created using PLR materials.

Step #5: YEARN for Even Bigger Profits. Finally, you use PLR content to create a high-dollar eCourse.

Now that you have a good overview of the process, let's go over each of these steps in detail.

TIP: To find PLR content on your niche topic, go to Google and enter your niche keywords alongside search terms like "PLR," "private label rights" or similar.

For example, "gardening PLR."

Also, here's a great and FREE source for PLR content - from me to YOU: www.PLRso.com

Step #1: MARKET Your Site Using Articles

Your first step is to use your PLR content to pull in traffic to your site.

You do this by creating four or five articles from your PLR content and submitting these articles to the top article directories, including:

- EzineArticles.com

Tip: If you just submit to one article directory, submit to this one.

- IdeaMarketers.com
- Buzzle.com
- ArticleCity.com
- GoArticles.com

Note: You can submit different articles to different directories. Or you can choose to submit slightly different versions of an article to all five of these directories. As mentioned, however, if you just submit to one directory, make it EzineArticles.com since it gets the most traffic.

Also Note: You can also use PLR content to create pages around tightly focused niche topics. You can create these pages on sites like Squidoo.com or HubPages.com, both of which tend to rank well in Google.

Here's how to choose and rewrite your PLR content so that it's ready to be submitted to the article directories...

1.1. Choose Your Content

If you've purchased PLR articles, then you can simply rewrite them (as described below).

Alternatively, you can combine multiple PLR articles or other PLR content to create an entirely new article (thus reducing the time you spend rewriting).

However, if you've purchased PLR ebooks or reports, then you'll need to excerpt out relevant portions of your content to create articles. Here again, you can grab content from multiple PLR sources in order to create a unique article.

Tip: Because you'll need to create an introduction and conclusion for your article, choose content that's about 250 to 450 words long. By the time you add your intro and conclusion, your finished article will be right around 400 to 600 words long.

1.2. Create or Rewrite the Title

If you've excerpted out content to create an article, then you'll need to come up with a title. But even if you're rewriting a PLR article, in most cases you'll need to rewrite the title as well.

Not only does that help you create a unique article, it also makes your article more eye-catching. That's because most PLR content comes with rather bland titles.

When you're crafting your title, you actually have two audiences:

a) Your human readers.

Your prospects are looking for titles that grab their attention and even arouse their curiosity. The best way to do this is by making a big promise or otherwise sharing a benefit.

Here are five headline templates you can modify for your own use:

- [Number] Surprising Ways to [Get Benefit]. For example: Three Surprising Ways to Drop 10 Pounds Fast.
- How to [Get Benefit] in [Timeline]. Example: How to Housetrain Your Chihuahua in Just 48 Hours.
- [Number] Easy Steps to [Get Benefit]. Example: Three Easy Steps to Replacing Your Bathroom Tile.
- The [Number] Secrets of [Avoiding Unwanted Thing], For Good. Example: The Three Secrets of Getting Rid of Ants, For Good.
- How a [Person] [Did Surprising Thing]. Example: How a Small Town Waitress Became a New York Times Best Selling Novelist.

Take your time with your title, because it's the most important part of your article. If it doesn't attract attention, then no one will read your article.

Tip: Try brainstorming several titles (at least half a dozen) before choosing the best one.

b) Search engine bots.

Your second "audience members" are the search engine bots.

That means that if you optimize your article (including the title) to include the keywords your prospects are searching for in Google and elsewhere, you may be able to pull in traffic from the search engines. You'll learn more about how to optimize your article title and article body in the next section.

1.3. Rewrite the Article

Your next step is to rewrite the PLR content. Here's a basic outline for an article:

- Paragraph 1: Introduction (about 100 words or less) tells the reader what they're going to discover in the article.
- Paragraph 2-4: Body of article is about 300 - 400 words. If you're writing a "tips" article or one that includes steps, then each paragraph should explain one tip or one step.

- Paragraph 5: Conclusion (about 100 words or less). Here you briefly summarize what the reader learned in the article. You also encourage readers to take action.

If you've excerpted the PLR content from ebooks or other sources, then you'll need to create a fresh introduction and conclusion. If you're rewriting the article, then you'll still want to create an entirely new introduction and conclusion.

Doing so makes your content unique so that it will be accepted by most article directories.

Tip: How much should you rewrite? Some article directories won't accept PLR content. In those cases, you'll either need to almost completely rewrite your PLR content and/or combine content from multiple sources to make your article unique.

Once you've crafted a fresh introduction and conclusion, then your next step is to rewrite the body of the article. Here's how:

- 1. Reorganize the content (when possible).** If you're writing a "tips" article, then rearrange the order of the paragraphs.
- 2. Insert stories and examples.** Most "how to" PLR content is written in a "do this, then do that" format. You can make your article unique while make it more engaging for your reader by adding in your own stories and examples.

Let's suppose you're rewriting an article about weight loss. If one of the tips is to "eat more good fats," then you can add to the usefulness of the article by giving examples of "good fats" (such as peanuts, fish, almonds, flax and so on).

- 3. Use active language.** You can make your article unique and more interesting by rewriting it to include more engaging, active language.

Here's what I mean...

A passive sentence:

When the telephone rings, it should be answered.

Rewrite to make it active:

You should answer the telephone when it rings.

Another passive example:

The dog should be walked at least four times per day.

Active rewrite:

You should walk the dog at least four times per day.

Tip: You can recognize passive language as it tends to use phrases like "should be." Rewrite these sentences using the word "you" whenever possible (thus putting the reader into the active role in the article).

If the above rewriting tips don't make your article unique enough for the article directories (such as the stricter EzineArticles.com), then your final step involves rewriting the content. To do this, just restate sentences and paragraphs in your own words.

Example #1: Your diet is the key factor in getting good abs.

Rewritten: Six-pack abs aren't made in the gym - they're made in the kitchen.

Example #2: Making bad investments will drain your budget fast.

Rewritten: Making bad investments is like flushing money down the toilet.

Note: Don't want to do this rewriting yourself? See Step #5 to find out how to hire a ghostwriter to do it for you.

1.3.a. Optimizing Your Article

Google loves many of these article directories. And that means if you optimize your article for certain keywords, you can pull in traffic from the search engines with your article. Here's how...

Step 1: Choose your keywords. In order to pull in traffic from the search engines, you need to know exactly what words your prospects are using to search for information in your niche. You can uncover these words using a tool like [**Google Adwords - Keyword Tool**](#).

Simply enter your broad niche keywords into the tool, like "online marketing," "weight loss," "vegetable gardening" or "homeschooling." You'll get a list of related keywords your market searching for in the search engines.

You'll also get a "KEI" (keyword effectiveness index) number, which is a measure of how often the word is searched in relation to how much competition there is for that phrase in the search engines.

You're looking for words with KEI values of at least 100. Higher numbers indicate words that get frequent searches yet they don't yet have a lot of competition – that means you have a better chance of ranking well for these words.

Step 2: Rewrite the content to include those keywords. Once you have your list of keywords, then include one or two of these phrases in each article you rewrite.

You should include the keyword phrase in the title as well as two or three times for every 100 words of content in your article.

Tip: If you have a "tips" article, then one easy way to incorporate it multiple times is to label your tips using the phrase. For example, let's suppose your phrase is, "weight loss for women." Then you'd label tips, "Weight Loss for Women Tip #1," "Weight Loss for Women Tip #2" and so on.

1.4. Craft a Compelling Resource Box

Now that you've rewritten your PLR content to turn it into an engaging, optimized article, you need to write a byline that gets clicks.

Byline: Your resource box (also called "author's bio" or "byline") is the reserved space at the end of that article that tells readers more about the author and/or lets readers know where to get more information.

Because it's called an "author's bio," many article authors use this space to talk about themselves.

But lean in and let me tell you a little secret: Your readers don't care about you. They don't care where you grew up, how many cats you have or how many diplomas you have hanging on your wall.

You see, these folks primarily care about one person: *Themselves*.

And so it's a waste of space for you to use your byline to pat yourself on the back.

What should you do instead?

Use this space as a small advertisement that encourages your readers to click through to your squeeze page. You do this by creating a benefit-driven ad that gives people a good reason to click through to your squeeze page.

Tip: One reason people will click on your resource box is if you let them know that "Part 2" of the article they just read is available on your site (via your newsletter, which they'll discover once they click through).

This works particularly well if your article (Part 1) truly is unfinished. For example, if you're writing a "top ten" tips article, then save half the tips for "Part 2" of the article.

Another reason people will click through is if you offer them a free ecourse that's closely related to the article they just read. Then when they click on your link, you direct them to a squeeze page where give them their free report in exchange for their email address.

We'll talk more about your squeeze page just a bit later in this report.

Let me give you a few example resource boxes. Feel free to swipe these bylines and modify them for your own use:

Example #1: If you're dieting but not losing weight, it's not your fault! Free ecourse reveals which diet foods are actually making you fat. Click here to read the surprising details.

Note: People DON'T want to be told that their problems are their fault... so notice how the first line removes the blame. The second line arouses curiosity and presents the benefit. The third line provides a call to action.

Example #2: Are you poisoning your puppy? Free ecourse reveals which common household items are toxic to your pup. Click here to discover how you can protect your little one.

Note: This one uses shock, curiosity and a call to action to compel the reader to click through to your site.

Example #3: At last, now you too can discover the secrets of younger looking skin. Click here now to claim your free ecourse that shows you how to knock ten years off your looks, fast.

Note: This one is short and to the point. Do note, however, that it provides a benefit and call to action.

Quick Recap

Now you know how to choose PLR content, rewrite it, and create a compelling byline that gets people to click through to your site.

Put those articles aside for a moment while you put together the next piece of your funnel, which is creating an eCourse and squeeze page.

Then you can go back and submit your articles to the previously mentioned article directories.

Step #2: OFFER a 7-Part eCourse

You'll see in the example resource boxes I gave you in the previous section that you should offer a free ecourse to your prospects. The reason is simple and threefold:

1. Offering a valuable ecourse in exchange for an email address gives you a chance to build your list.
2. An ecourse has a higher perceived value than an ebook.
3. Offering an ecourse gives you a chance to "train" your prospects to read your emails. If you gave them this same information in an ebook, they might just download the ebook using a throw-away email address that they never check. But when you offer the info via email, they learn to read your emails... and that gives you a chance to close the sale.

So here's what you need for this step:

1. **An ecourse** (which you create out of PLR content). This ecourse not only gives people valuable information, you also include pitches in the content to

encourage people to join your “vault” site. In Step 3 you’ll discover what a vault site is and how to create it using PLR content.

- 2. A squeeze page** (a mini sales page that convinces people to join your list in order to receive the ecourse).

Let’s talk about these items separately.

2.1. Create an eCourse from PLR Content

Your first step is to find approximately 2100 to 2800 words of PLR content that you can easily split into a seven-part ecourse.

That means when you break the content into seven individual lessons, each lesson will be about 300 to 400 words.

Tip: Research suggests that people will feel comfortable enough to buy from you once they’ve heard about you or from you approximately seven times. That’s the reason I suggest you create a seven-part ecourse.

The best way to create your seven-part course is to choose content that can be turned into seven steps. This continuity will keep people reading, because they want to know what happens in the next step.

Alternatively, you can share seven tips or secrets.

Example: You might teach someone how to train a dog in seven days. Or your ecourse might teach prospects the seven steps of crafting a great sales letter.

Here are a few examples of ecourse titles:

- Seven Simple Steps to Remodeling Your Kitchen
- The Seven Secrets of Weight Loss Every Woman Over 40 Ought to Know
- Seven Surprisingly Easy Ways to Bank \$1 Million Before Retirement

You can get these seven steps or tips from one or multiple PLR content sources (ebooks, articles or reports).

If, for example, you find a five-step article on your topic, expand it out to seven steps to create your ecourse. Or if you find a ten-step report, combine some of the steps to make a seven part ebook.

Since you are uploading this content to your autoresponder, it doesn't need to be rewritten as extensively as before. That's because it doesn't need to be 100% unique to pass any sort of "duplicate content" filters set by the article directories.

Note: Nonetheless, I recommend that you combine multiple sources of PLR content or rewrite it at least partially in order to make it unique.

At a minimum, add in your own stories or examples and rewrite passive language to make it active. Doing so will make the lesson more enjoyable while also making it unique.

Here's a template you can use for your seven emails. (Note that your first part will be slightly different, as it should introduce folks to the course overall and build their anticipation for what they'll learn. Then you jump into lesson #1.)

Subject: [Name of course], Part [number]

Dear [FirstName],

Welcome back!

Last time you found out how to [insert benefits and recap of previous lesson]. This time you'll discover the secrets of [insert benefits of current lesson - a teaser to encourage people to read].

Before we jump into this lesson, let me remind you that you can join the [name of vault site] and get [benefits of site] all for a 50% discount. This offer ends soon, so click here to claim your membership.*

Now back to today's lesson...

[Insert 300 word lesson created out of rewritten or combined PLR content.]

That's it for this time. Keep your eye on your inbox for Part [number], because in three days you'll find out how to [insert enticing benefit here to arouse curiosity]. Don't miss it!

Warm Regards,

[your name]

P.S. Discover the secrets of [insert vault site benefits here]. Click here to claim your membership now before the 50% discount disappears!*

* Here are two important notes about the promotions in the beginning and end of the lesson:

1. These promotions refer to a deep discount. That doesn't mean you need to offer a discount, rather I was just giving you an example of how to create a sense of urgency for your prospects.
2. Secondly, both of these promotions refer to the "vault" site. You should promote your vault site in the first two or three lessons. After that, you may also include promotions for your fixed term membership site (Step 4 of this report) and your high-dollar eClass (Step 5). You'll continue promoting all three of these products in any live broadcasts and follow ups you send to your ecourse subscribers.

Now that you have your ecourse, you need a good sales page that convinces people to give up their email addresses in exchange for your course...

2.2. Craft a Compelling Squeeze Page

Your next step is to create a mini sales letter that persuades people to join your newsletter list and get the free ecourse.

That means your letter should include an attention-getting headline, it should build desire for the course with a list of benefits and it should include a call to action (and a reason why people should take action now).

Below is a short and sweet template for a mini sales letter. Feel free to swipe it, modify it for your own niche and use it on your site.

Tip: Note how it includes a shocking, attention-getting headline followed by an opening designed to evoke emotion. Then it raises curiosity and desire by sharing the benefits of the free ecourse. Finally, it wraps up by providing a call to action and social proof (testimonials).

**"Are You Poisoning Your Puppy?
Free eCourse Shows You How to Avoid
Giving Your New Pup Toxic Foods and Toys!"**

Dear Fellow Dog Owner,

Imagine making a mad dash to the vet at 10:00pm because your puppy is listless and sick...

Just thinking of it puts tears in your eyes. You don't even want to think of it. And if you're like me, you'll do anything you can to prevent your pup from getting sick.

But here's the scary thing...

While it's obvious you should "puppy proof" your home by locking up the chemicals, some of the foods you regularly eat can make your puppy sick. And many seemingly innocent plants, toys and other hazards could kill your new pup.

That's why I've created this free seven-part eCourse – the Seven Deadly Dangers Every Dog Owner Ought to Know. Here's a sneak peek of what you'll learn during the next week when you register for the free course:

- ✓ You'll find out which common spice you regularly sprinkle on your food is deadly to your pup! (Don't feed another table scrap until you read Lesson #1!)
- ✓ You'll discover which plant you bring into your house over the holidays could send your pup on an emergency trip to vet!
- ✓ [more benefits]
- ✓ [more benefits]
- ✓ [more benefits]

✓ [more benefits]

✓ [more benefits]

And more!

Once you've finished with this free ecourse, you'll know how to keep your puppy happy, healthy and in your life for a very long time!

Claim This Startling Free eCourse Below Now

To get started, just enter your first name and email address in the form below, click "submit"... and I'll rush you Part 1 of this eye-opening course immediately:

[Enter Your Subscription Form for This eCourse]

Act now before you have to make the middle of the night emergency trip to the vet.

From One Dog Lover to Another,
[Your Name]

P.S. Just look at what others have said about this free course:

[Insert testimonials]

TIP: As noted above, you'll need to put a subscription form on your site so that prospects can join your list. Common autoresponder / mailing list managers like Aweber.com or GetResponse.com will provide you with complete instructions showing you how to copy and paste a few lines of code into your website.

If you know how to change your source code and upload a file to your site, then it's very easy (and you don't need to be technically minded to do it).

One last issue before we leave this step: Timing.

You're sending out a seven-part ecourse, so you need to decide how often to send the messages. My suggestion is that you send each of the messages from one to four days apart from each other (depending on the topic).

In the above example of the “poisoning the puppy” ecourse, prospects will want to know all seven dangers as quickly as possible. In that case, I’d offer one message per day for seven days.

If you’re offering a “step by step” lesson where each of the steps may take a day or more to complete, then you can spread the lessons out to about two to three days apart.

Example: Designing a web page and writing a sales letter takes time for most people, so that’s the type of course whose messages you can space out every few days.

Quick Recap

Now you know how long your ecourse should be (2100 to 2800 words overall), the general format of your course (part content and part pitch) and how to create a squeeze page to persuade folks to join your list.

Next, let’s talk about persuading your new subscribers to purchase something from you...

Step #3: NOTIFY Prospects of Your Vault Site

You’ll notice in the previous step that the email template I gave you included a place to insert a pitch at the beginning and the end of the email.

This is where you should pitch your “vault” site.

First, a definition:

Vault Site: This is membership site with a one-time fee. Generally, the content focuses on one particular niche topic. And unlike a regular membership site, you don’t need to constantly add more content. It’s a “set it and forget it” business model that offers a high perceived value for your customers.

While some vault sites just throw together a bunch of related resources, I like the idea of offering tightly related modules, blueprints or “step by step” manuals.

Here's a good example: ProfitsVault.com. Take a look at the sales page and you'll see that all the information is organized into a series of 13 step-by-step manuals that leads folks through the process of getting their own profitable web businesses up and running fast.

Here's how to put your own vault site together and advertise it in your ecourse messages...

3.1. Gather Your PLR Content

People expect a lot of valuable content when they join a vault site, which is why I suggest a minimum of at least five manuals or modules. However, your offer will be more enticing if you include ten to fifteen manuals or modules.

Tip: You can also include PLR audios, videos or other text content as limited-time bonuses to encourage people to join.

You should aim to have around 2000 words per manual or module. If you have ten modules, then you'll have at least 20,000 words of content in your vault site. Generally, you can find this amount of content quite easily by purchasing PLR ebooks in your niche.

Tip: To create your modules, you can usually just chop up the ebook into chapters, rewrite the chapters and offer each of your new chapters as a "module" or manual. Or, alternatively, you can use multiple sources of PLR content to create your modules.

Your goal is to create a "step by step" blueprint or process for your customers, with each module offering detailed explanation of a step.

Example: If you have a weight loss site, then some of your modules might look like this:

- Module 1: Finding Your Magic Number: How Many Calories Should You Eat to Lose Weight?
- Module 2: The Hidden Dangers of Common Diet Foods
- Module 3: How to Create a Menu That Melts Fat
- Module 4: The Miracle Drink That Speeds Weight Loss
-

And so on.

3.2. Rewrite and Organize the Content

Here again, you don't need to extensively rewrite the content to make it 100% unique. However, I again suggest that you DO rewrite it at least partially (about 50%) to make it "yours."

Note: You may use the guidelines offered previously in this report to create more engaging content that's filled with your own stories and examples.

While you're modifying the content, there's one other thing you'll want to do:

Add links to create a backend income stream.

Naturally, you can promote related products and services using affiliate links. However, this particular sales funnel's next step is a fixed-term membership site, so you'll want to focus most of your promotional efforts on upselling your customers to your more expensive membership site.

Because you're building your sales funnel around one niche, the content in your vault site will be highly related to the content in your fixed-term membership (FTM) site.

You might have your vault site targeted at beginners, while your FTM site is targeted at intermediate users. In other words, you take your prospects to the next level as you move them through your funnel.

Note: As an example, a vault site for those looking to lose weight might include basic nutrition and diet plans to help people take off the first ten pounds.

The next step (the FTM site) might show prospects how to keep their motivation and take off the remaining 40 pounds. This FTM site might also include things like detailed menu plans, detailed exercise plans and tools like exercise and diet journals.

You'll learn more about FTM sites just a bit later in this report.

Finally, in addition to upselling your FTM site from within your vault site modules and manuals, you should also include links in the actual download area.

If you send a thank you email to your vault site customers, be sure to include an ad for the FTM site in that message as well.

3.3. Price It

Your next step is to put a price on the one-time membership fee. Because this is an entry-level product, in most cases you should charge around \$50 or less for access to your vault site.

Check similar products and membership sites in your niche to see what your market pays for the information you're offering.

3.4. Create Your Website

Next, you need to create your website which includes:

- **A sales letter:** This is similar to your squeeze page, except longer. All of the same elements apply, including: an attention-grabbing headline, an emotion-evoking opener, a bulleted list of benefits to stir desire, a call to action, a guarantee, and proof (including testimonials).
- **A payment button:** You can use a payment processor like [PayPal.com](https://www.paypal.com), [ClickBank.com](https://www.clickbank.com) or [2Checkout.com](https://www.2checkout.com). All of these processors have instructions on their sites showing you how to create your button and paste the code into your web page where you want your button to appear.
- **A download page:** Here's where your new customers end up after their payment is complete. This page should include access to all modules along with any bonuses.

Note: If you don't have any experience creating and uploading web pages to your site, you can hire someone to do it for you. Post a bid on [elance.com](https://www.elance.com) to find a mini site designer. Or search service marketplaces like the [WarriorForum.com](https://www.warriorforum.com) "Warriors for Hire" forum.

3.5. Advertise It

Advertising it is easy – just refer back to the eCourse lesson templates I gave you in Step #2 of the ***M.O.N.E.Y. Formula™***.

Those lesson templates included placeholders where you can insert an ad for your vault site.

You can create this ad using the same guidelines for creating byline ads that I gave you earlier in this report.

You can also do “soft sells” by wrapping your vault site “ads” into content. Here’s an example of a soft sell:

Example:

“You just discovered how to pull in hordes of traffic from the search engines. However, search engine optimization takes time. That means you’ll wait around for weeks or even months to see if your efforts will pay off.

The solution? Learn how to use pay per click search engine marketing. When you use PPC services like AdWords, you can have traffics coming in just minutes after launching a campaign. To find out how to pull in this kind of traffic without breaking the bank, [click here...](#)”

I suggest that you try both regular ads and soft sells in your emails, perhaps doing one of each inside of each of your seven lessons.

Quick Recap

You just discovered how to turn your free ecourse subscribers into paying customers. In the next step, you’ll learn how to sell a more expensive solution to your existing vault site customers...

Step #4: ENCOURAGE Customers to Join Your FTM Site

The next step of your sales funnel is to encourage your vault site customers to join your fixed-term membership site.

You’ll do this by including promotions for your FTM site inside of your vault site as well as in follow-up messages you send to your ecourse subscribers.

Fixed Term Membership (FTM) Site: This is a monthly membership site that offers members new content regularly, usually on a weekly basis, with links to

the content delivered by your autoresponder. Since you don't have to manually update the membership download area on a weekly basis, this is a "set it and forget it" model. Members pay their membership fee, join your mailing list, and then automatically they'll receive the first lesson (and one lesson each week thereafter).

Instead of paying one large up front fee, members pay a monthly membership fee. If they cancel their membership, they'll stop receiving the weekly lessons or materials.

What makes this different from the regular monthly membership site is that membership lasts for a specific amount of time (such as three months, six months, twelve months or some other specified length). When the customer reaches that specified time, he will no longer be billed and he won't receive any more materials.

Here's an example of an FTM site: Membernaut.com (*Which is a great resource to learn more about how to build YOUR OWN "profitable" FTM site!*)

Because this sort of membership site runs for a specific amount of time (as opposed to indefinitely), you know exactly how many lessons you'll be providing to your customers.

Example: If you're offering weekly lessons for 6 months, then you'll need 24 lessons.

Here again I suggest that you create lessons that are approximately 2000 words long. That means that if you want 24 lessons, you're looking at 48,000 words of content. You can get this amount from as little as just one PLR ebook, but you'll likely need to draw the lessons from multiple PLR ebooks or reports.

Here are the basics:

4.1. Divide Your Content Into Lessons

This time you're looking for more detailed or even more advanced PLR content to offer your customers (i.e., you should be offering more value to your FTM customers as opposed to your vault customers).

You may take one or more ebooks and divide the content up into lessons that are approximately 2000 words long.

Tip: As usual, you should rewrite this content to make it more unique and useful (use the guidelines I gave earlier for tips on how to rewrite it).

Because you want your members to stay members for as long as possible, your lessons should build on one another and you should arouse curiosity and anticipation for each upcoming lesson.

Example: Let's suppose you're teaching people how to pull in traffic from the search engines:

- In Lesson 1, you'll teach people how to do their keyword research.
- In Lesson 2, you'll show people how to write content around those keywords.
- In Lesson 3, you'll show people how to post this content to article directories. And so on.

Each week you keep building on what you taught the previous week. Because we humans don't like "unfinished business," even those prospects who might otherwise consider canceling their membership will stay on just to see it through to the end.

Here's a rough template of what your lesson might look like:

- Welcome the reader to the course.
- Remind the reader of what they learned about last time.
- Tell reader what they'll learn this time.
- Insert a pitch for a high dollar eClass. (More about this in the final step.)
- Insert lesson, around 2000 words long.
- Conclude by recapping what the reader just learned.
- Give reader an assignment to complete.
- Arouse curiosity and anticipation for next week's lesson.

4.2. Convert These Lessons Into PDF Files

Next, you'll need to convert your lessons into PDF files.

You can use OpenOffice.org both to modify your PLR content and convert it into a PDF format – for free.

Then you'll need to upload your lessons to your website. Keep track of where you upload them, because you'll need to include these links in your autoresponder emails...

4.3. Write "Teaser" Emails to Send to Prospects

While you're delivering the actual lessons themselves as PDF files, each week your autoresponder will automatically send a message to your customers with a link to these PDF files.

That means you need to create an autoresponder series with a message for EACH lesson, and then set your autoresponder to deliver these messages seven days apart.

Here's what a typical message might look like:

Subject: [Name of Course/Site], Lesson # [number] is now available..

Dear [First Name],

Your [site/course name], Lesson #[number] is now available for you to download. Right click on the following link to save it to your hard drive:

[Insert link]

I'm really excited about this week's lesson. That's because you're going to discover the secrets of [insert primary benefit here]! Plus you'll even find out [insert another benefit here]. You'll want to read the lesson right away, because you won't find these secrets anywhere else!

Warm Regards,

[Your Name]

P.S. I almost forgot to tell you - I'm offering a brand new eClass where you'll find out how to [insert main benefits here]. People are already lining up to learn my secrets of [enter benefits here]. But since I can only accept 50 students, you need to act quick if you want to [insert benefits here].

Learn more by [CLICKING HERE](#).

Note: As you can see in the P.S., from time to time you may include promotions for your high-dollar eClass inside of these teaser emails. That way, even those customers who don't read all your lessons in detail will see your promos if you include them in your emails.

4.4. Set Up Your Website

Finally, you need to set your website. Here are the pieces you need to include:

- **Sales Letter:** You can construct your FTM sales letter using the guidelines I gave you previously in this report.

One note, however: Be sure to make it clear in your sales letter that customers will be rebilled at monthly intervals for the duration of the course.

- **Payment Button:** Again, you can collect payment using one of the popular payment processors such as [PayPal.com](#) or [ClickBank.com](#), both of which allow you to set up automatic rebilling. You'll want to rebill customers on a monthly basis for the duration of the course (e.g., once a month for six months, twelve months or whatever duration you've decided).

Pricing Notes: How much you charge is going to depend on the "going rate" for the type of niche content you're providing. And that means you should research your market to see what others are charging for similar information.

However, a good rule of thumb is to start with a price that's right around \$19.97 per month.

- **Thank You Page (Autoresponder Form):** After the customer's payment is processed, they should land on the "thank you" page. This page should remind customers of the monthly rebill, thank them for joining, reiterate a main benefit of joining and then instruct them to fill out their name and

address into your subscription form. Make it clear that they must join the list in order to start their weekly subscription. Once they join, they'll receive a link to Lesson #1 in the first message.

- **Lessons:** As mentioned previously, you need to create a special folder and upload all your PDF lesson files to this folder.

Quick Recap

So far you've brought your prospects and customers through four steps of your sales funnel.

Now it's time to introduce your FTM customers and ecourse subscribers to one final upsell: Your high-dollar eClass...

Step #5: YEARN for Even Bigger Profits

I call this step "*Yearning for Even Bigger Profits.*" But looking at it from that viewpoint means you're looking at it solely as a way for you to put more money in your pocket.

You also need to look at it from your customer's viewpoint.

And that means you should also think of it as offering a more-advanced solution to your customers.

What you're offering in this step is a high-dollar eClass.

This is where you deliver high quality content (and assignments) on a weekly basis for about one month. You also provide limited email coaching to your students (e.g., one question per week, per student).

In addition, you may provide bonuses such as access to live teleseminars, access to a members-only forum and access to bonus ebooks and other materials.

Pricing Tip: Because of the high perceived value of the course (including the private coaching and advanced material), you can charge several hundred dollars for the course.

Once again, look around your market to see what others are charging for similar material. Pay particular attention to the price of live

weekend workshops and personal coaching and price your class at or below those prices. A good guideline is to start right around \$497 per person.

As usual, you'll create this content using PLR materials. Because you're offering a relatively large volume of information, you'll very likely draw from multiple PLR sources.

Since you'll be offering either advanced information or extremely thorough information, you'll also want to rewrite the content to make it more useful to your customers.

That is, you need to NOT only tell your customers what to do, but also provide step-by-step instructions.

Example: Your free eCourse or the modules in your vault site might say something like, "Next, get one-way incoming backlinks to help build Google Page Rank and get better rankings."

That's telling readers what to do.

Your eClass needs to take it a step further by telling readers how, exactly, they can get those backlinks. Here you lay out a step-by-step guide that tells readers where to search for high PR sites, how to create their anchor text, how to approach webmasters for link exchanges (including sample emails) and so on.

In other words, you leave nothing out.

Likewise, you need to do the same for your eClass. You need to create your class around a very specific topic and then give your students explicit step-by-step "how to," actionable instructions and assignments that give them results.

Example:

- An eClass that shows people how to start a web business. By the end of the class, students should have a website, a product and a pre-launch campaign ready to go.
- An eClass teaching freelance copywriters how to start their business, market themselves and start pulling in clients. By the end of the class, they should have landed their first client.

- An eClass teaching amateur bodybuilders how to get ready for their first competition. The class would cover everything from applying the spray on tan to posing in a way that highlights the best muscle groups to “peaking” at just the right time.

We’ve covered the steps involved in setting up your site (such as writing a sales letter and choosing a payment processor) elsewhere in this report, so I’m not going to go into it again here.

Tip: If you need help with web design or setting up a member’s area, you may consider hiring a webmaster to help you with these technical details. Go to Elance.com, RentACoder.com, Guru.com or GetAFreelancer.com to find someone who can design your site, create your thank you page and add in an email subscription form to your thank you page. (You’ll want your coaching students on a special mailing list so that you can email them the lessons once the course begins.)

Instead, lets focus on how to create your course using PLR content as a base...

5.1. Create the Content for Your eClass

Your eClass will run for about one month and you’ll deliver one lesson per week, which means you need four lessons. While there’s no hard and fast rule about the length of the lessons (*quality is more important than quantity*), you should provide at least 5000 words of content per lesson. Add it up and you’ll need a bare minimum of 20,000 words (and it’s very likely you’ll need double that amount).

It’s likely that you’ll draw this amount of PLR content from multiple sources, unless you can find one good source that covers all the topics you need.

Either way, you’ll probably need to do two things with your PLR content:

- 1. Rewrite and organize it to suit your needs** (e.g., take an ebook and create four lessons out of it), make it more useful and make the content more engaging. Again, refer back to guidelines from earlier in this report for tips on rewriting.
- 2. Add to it.** Because you’re offering a comprehensive course, you’ll likely need to expand on the topics, add more detail, and add in your own stories and examples to better illustrate the steps and instructions.

So far, we've talked about how you, personally, can rewrite PLR content to build your sales funnel.

However, you don't have to do it yourself. Instead, you can hire a ghostwriter to reorganize your PLR content into four thorough lessons, rewrite it and polish it.

Here's how...

5.1.a. Find Freelancers

Freelancer writers call themselves by various names, including writers, content writers, web writers, article writers, ghostwriters, freelancer writers and so on. And that means that as you search for your writer, you may use these various search terms to uncover as many potential freelancers as possible.

Tip: Please note, however, that not all ghostwriters are willing to rewrite PLR, so always be sure to ask. Also, be wary of "PLR rewriters" who simply use article spinning software to rewrite content. Be sure that your ghostwriter will rewrite the content manually.

Here's where to look for someone to rewrite your PLR content:

- **Freelancing boards** like Elance.com, RentACoder.com, Guru.com or GetAFreelancer.com. Here you can post a project and detail your need for a freelancer who is willing to rewrite (and add to) PLR content. Mention that you prefer writers who have experience creating content in your niche and/or are experts on the topic.
- **Ask on business and marketing boards.** Many online marketers use freelancers, and so they might be willing to pass their recommendations on to you. You can also check out the "Warriors for Hire" section on the WarriorForum.com. (Also check the Warrior Special Offers and Classified sections, as writers occasionally post ads there.)
- **Request recommendations from colleagues.** Don't forget to ask your business associates and partners for their recommendations.
- **Use Google.** You can search for your ghostwriters using terms like ghostwriters, PLR writers, PLR rewrites and so on.

- **Place ads.** You can post ads on classified sites like Craigslist.org, in your local paper and even on your local college bulletin boards (in the English department).
- **Ask your [Twitter.com](https://twitter.com) followers** for recommendations.

5.1.b. Familiarize Yourself With Their Work

Once you've used the six sources above to uncover as many potential freelancers as possible, it's time to start shortening your list by eliminating those who don't produce quality work and/or aren't professional and reliable.

Here's how:

- ➔ **Ask to see related samples.** Most writers have a portfolio of samples online. If not, ask to see it. And if you don't see any samples related to your niche project, ask. Since you're offering a high-ticket eClass, you need a writer who's familiar with the topic.
- ➔ **Check the freelancer's references.** Testimonials don't mean much if you can't verify them. As such, contact those who've provided references to get more information about their experiences with the freelancer.
- ➔ **Review the freelancer's ratings and feedback** (where applicable). If you're hiring the freelancer from a jobs board (like elance.com) or from a forum (like the WarriorForum.com), then you should have some access to ratings and feedback. Look for someone with a long history of offering professional services and good quality work.

U: While many freelancers will get unfavorable ratings or negative feedback here and there, make sure that's a rare exception rather than the norm.

- ➔ **Research the freelancer's history.** Go to Google and run searches for the freelancer's name, website link, email addresses and any known aliases. Here again, you're looking for an established history of professionalism and quality work. Be cautious if you find any red flags like unprofessional behavior on forums or social networking sites, complaints of missing deadlines or similar unprofessional activities.
- ➔ **Inquire about price.** Finally, ask your freelancer about price. Detail exactly what you need, including about how many words you'll need rewritten (being

sure to define “rewriting”) and how many “from scratch” words you need. You don’t want to shop around based solely on price, but you do want to use that to further narrow down your list.

5.1.c. Foster Trust

Once you’ve narrowed down your list and selected a freelancer, then you need to start building a business relationship with this person (built on trust).

And that starts with you putting your expectations in writing. In other words, you and your freelancer should create and sign an agreement.

This agreement should include things like:

- The scope of the project.
- Who owns the work once it’s complete.
- Delivery deadline (or deadlines, if you do it in stages).
- Payment. (Usually you pay part of the fee up front and the remainder upon delivery.)
- Kill fees. (Here’s the fee you pay if you decide to scrap the project.)

Since I’m not a lawyer, I’ll leave the specifics of your contract to you and your attorney.

The second thing you need to do is create a detailed project brief. DON’T assume your writer can read your mind.

Quick Recap

You can create your own high dollar eClass using one or more PLR sources that you expand and rewrite (or have a professional ghostwriter do the work for you).

Now let’s wrap this up...

Conclusion

Congratulations: You now know my ***five-step M.O.N.E.Y. Formula™ for building a sales funnel using PLR content!***

Let's quickly recap what the funnel looks like:

M - MARKET Your Site Using Articles.

O - OFFER an eCourse to Your Prospects.

N - NOTIFY Prospects of Your Vault Site.

E - ENCOURAGE Prospects to Join Your FTM Site.

Y - YEARN for Even Bigger Profits. Finally, you use PLR content to create a high-dollar eCourse.

In short, you know how to attract targeted prospects, get them onto your mailing list and then sell increasingly more expensive products to them.

**And best of all, you'll save time and money
by creating this sales funnel using PLR content!**

But here's the thing...

Even though this sales funnel could easily create a six-figure income for you, the money isn't just going to show up in your bank account.

The marketing elves are NOT going to sneak onto your computer tonight and rewrite the content to create your funnel.

**No, in order to turn this report into money in the bank,
YOU need to take action.**

And the sooner you take action, the sooner you'll see the results.

That's why I strongly recommend that you take action immediately – right now.

You can start by finding (and purchasing) PLR content for your niche. Then commit to moving through the five steps of the ***PLR M.O.N.E.Y. Funnel*** over the coming weeks.

Sound good? Then get to it!