

## How to Start Your Own PLR Business™

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

You'll be different if you follow my three-step plan on creating PLR content and selling it to other marketers.

### Create Content That People Are Eager to Buy

Choose a Format

- Article packs
- Reports and ebooks
- Other formats

Choose a Niche Topic

- Research to find out what's already selling
- Choose a topic that's a known "evergreen" seller

Choose 10 Subjects

- Based on your niche's frequently asked questions
- Based on "hot topics"
- Based on the selling points of related best selling products

Create the Content Quickly and Easily

- Create the Content Yourself
- Rewrite Existing PLR
- Hire a Ghostwriter to Create the Content

### Create Your Sales Letter

Pre-head, primary head, post head: Where you'll learn to nab attention.

Problem: Remind the prospect of his problem.

Product: Introduce your product as the solution.

Proof: Where you turn the skeptical prospect into a believer.

Points: Stoke desire for the product.

Pull: Close the sale.

Promise: Offer a strong guarantee.

Process: Give your prospect last-minute instructions.

Postscript: Remind the prospect of the benefits.

### Create a Steady Stream of Cash Paying Customers

Put Your Offer on Marketing Forums

Use eBay to Sell Your PLR Articles

Sell the Content Using Classified Ads

Bring in Prospects Using Search Engines

Tell Your List About Your Articles

Blog About It

Spread the Word on Social Networking Sites

Recruit JV Partners

Build an Affiliate Army

Sell Your Content to Other PLR Site Owners

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

## TIPS & TRICKS

### How to Create the Content Yourself

**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.

**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.

**Step 3: Create Unique Articles.** Don't be afraid to write fresh articles that are a little different from everything else out on the market.

- » Use creative "hooks" and angles.
- » Create stories.
- » Incorporate colorful language.

### How to Rewrite Existing PLR

Step 1: Check Your PLR License.

Step 2: Create or Tweak the Title.

Step 3: Rewrite the Content.

- » Use other sources.
- » Turn long paragraphs into bulleted lists.
- » Break up the content with subheadings.
- » Reorder the paragraphs.
- » Offer your own examples.

### How to Market Your PLR Content

- ☐ Optimize your content for the search engines.
- ☐ Do a link campaign for SEO purposes as well as to get direct traffic.
- ☐ Use content marketing to promote your business.
- ☐ Create a pay per click campaign.
- ☐ Start an email list.
- ☐ Tell your social network about your content.
- ☐ Place advertisements.
- ☐ Recruit JV (joint venture) and affiliate partners.
- ☐ Advertise your content offline.
- ☐ Use events to advertise your content.

Note: Please see the "Checklist" of this course to make sure that you have access to the details of each of these topics.