**Lesson #12**

# How To Use Interviews To Sell Affiliate Products, Part 2

By

## Paul Evans

http://Nicheology.com

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# Introduction

Last week we talked about how to create an interview to distribute in order to promote your favorite affiliate program.  This week I'm going to share how you can get other people giving away that interview for you to drive traffic to your blog (where you promote your affiliate program).

There are a couple of things I need to point out about today's lesson…

➔ It was originally written to explain about writing a checklist report and then distributing the report to promote your site.  You CAN, quite obviously, follow the system exactly as it is written below in order to use the original concept to promote your blog.  I was going to share this information anyway later, but decided to do it now because it fits perfectly with last week's lesson.  **THE POINT**:  You can use today's lesson as a standalone lesson if you haven't done an interview yet.  Or, even if you have done an interview you can still use this strategy for additional reports.

➔ IF you want simply to distribute your interview with this strategy, you can skip everything up until the final step.  If you want simply to distribute your interview with this strategy, **go immediately to STEP FOUR on Page 20**.

That said, here is the report…

I'm very excited about this particular report because of the <u>many</u> different ways it is beneficial to your business.

The strategy that I'm going to teach you today will allow you to –

- Drive traffic to any web site you choose.
- Promote affiliate program links.
- Add new subscribers to your list.
- Build your affiliate and joint venture network.
- Generate interest in your articles, mini-courses and special reports.

Ultimately, despite its simplicity, it holds **many different components** for generating more <u>profit</u> for your internet business.

And that ought to excite YOU too! ☺

What I'm going to share with you in this report has two important "*profit points*" that will have a direct impact upon your business.

## Profit Point #1:
## <u>CONTROL</u> the browsing habits of your subscribers and site visitors.

What if you could lead your <u>subscribers</u> and <u>site visitors</u> to read your ezine articles, download your special reports, visit your blog pages, click on your affiliate links, listen to your audio messages, and so forth through the convenience of getting **one singular document** into their hands?

> *What if you could lead your contacts to systematically visit (and even revisit) the materials and pages most likely to make you money?*

One aspect of the ***How To Get F.R.E.E. Traffic*™** system is getting your contacts to absorb **<u>your</u>** content, direct their attention where **<u>you</u>** most want them to go and invest their time, money and energy on **<u>you</u>** instead of your competition.

Listen, here's the thing –

> ***There are many others out there with the same subscribers and site visitors as you have …***
>
> ***…and they are trying to get those people to listen to what <u>THEY</u> have to say.***

People only have so much time. They'll only visit so many sites. They'll only join so many lists. They'll only read so many emails. They'll only spend so much money.

**<u>Learn this</u>**: Winning the battle for control of a person's attention is the single greatest contributor to success on the planet. Without someone's attention, you can't sell them a single thing. With it, the sky's the limit.

You want to get as much of your contacts' time, effort and money as you can by ***keeping their attention on <u>you</u> and <u>your</u> resources*** instead of allowing them to go elsewhere.

It's this simple:  if someone is going to educate them through content, convince them to buy through marketing and develop a long-term relationship with them … **it might as well be you instead of your competition!**

And, to a great extent, you can do this with one singular document as I'm going to explain to you in just a moment.

*You get free traffic to places you choose through*
*your existing subscribers and site visitors!*

So, that's one of the "*profit points*" for you with this strategy.

**Profit Point #2:**
**CREATE an influx of additional subscribers and site visitors.**

What if, with this **same document**, you could get <u>other people</u> to send you their subscribers and site visitors to **your most profitable page**?  Would it help your business if you could get others to send their contacts to your sales page, your opt-in page, your mini-course page, your special report download page, your portal page or your affiliate page?

Of course it would help you.

That's the other side of the **How To Get F.R.E.E. Traffic™** system.  It's an <u>automated</u> lead generation tool.  If you follow my simple instructions, you'll force others – smart marketers, super affiliates, experts, persons of influence – you'll force others to send you targeted traffic.

FREE targeted traffic.

That's the best kind, right?!

*You get free traffic to places you choose through*
*other people's subscribers and site visitors!*

So, let's begin looking at this idea here of...

## How To Get F.R.E.E. Traffic™

Before I explain the four steps in this strategy, let me give you an overview of what it entails.

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In a nutshell –

### *Create a "strategically designed" 10-15 page special report to launch a "strategically designed" traffic generation campaign.*

In other words, "*give away a free report*".

Now, before you go shaking your head and thinking, "*Jimmy's taught this before. I've heard this all before. It's no big secret that giving away free reports is a way to get traffic. Blah, blah blah, blah.*" stop for a moment and listen carefully to what I'm about to say:

Settle down, Chicken Little.  The sky isn't falling. ☺

Yes, I've been using this strategy in various forms since I first came online back in 1999. Yes, I've created products on the topic.  But, in this report, I'm going to share some **new twists** that I've never revealed before to get even greater results.

Unless you've been reading my mind, you haven't heard today's strategy taught before.  And, if you have been reading my mind, stop it immediately or I'll have you arrested for unlawful entry. ☺

Anyway, to the point -

> **The key here** is what's found in the "*strategically designed*" portion of the special report and what's found in the "*strategically designed*" portion of the traffic generation campaign.

Now, there are just four steps in this system and I've used the acronym "F.R.E.E." to arrange these steps for us to follow along through this report–

> **F** – <u>FORMULATE</u> a step-by-step plan.
> **R** – <u>RECOMMEND</u> appropriate resources.
> **E** – <u>ENGAGE</u> your primary contacts.
> **E** – <u>ESTABLISH</u> a distribution network.

So, let's talk about each of these steps as they make up the ***How To Get F.R.E.E. Traffic*™** system.  First up, we have the "F" of the "F.R.E.E. Traffic System"…

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## Step 1 –
## FORMULATE a step-by-step plan.

Your first step begins with creating a 10-15 page small report that is a very detailed, **step-by-step plan**.

Now, there are some important aspects of this report that will likely differ from what you've heard before about creating freebie reports that I need to mention in regards to this strategy.  So, let me organize the creation of this "strategically designed" report into three simple steps for you to complete.

**1.1 CHOOSE a topic**.  The first thing that I want to mention is that you'll want to choose a BROAD topic for this special report.  I know, I know, you've been beaten over the head with a "niche" 2X4 so many times you've got splinters sticking out of your scalp. ☺  However, for this strategy, you'll want to have a BROAD topic for reasons that I'll explain in our next section.

> "*Creating an information product*" (broad topic)
>  would be a better option than
> "*Finding ideas for an information product*" (narrow topic)
>
> "*Your first year in home-schooling*" (broad topic)
>  would be a better option than
> "*Choosing curriculum for home-schooling*" (narrow topic)
>
> "*The no-fad weight loss plan*" (broad topic)
>  would be a better option than
> "*Raising your metabolism for weight loss*" (narrow topic)

Think of it this way:  What's your field of interest or expertise?  Your small report needs to be an **overview** of your entire field (I.E. internet marketing) or a **major aspect** of your entire field (I.E. affiliate marketing).

- Your topic should be broad enough that it would require additional articles, reports, mini-courses, products, etc. to explain the finer points of each "step" included.

- Your topic shouldn't be so broad that it can't be "overviewed" in 12-15 pages.  (I.E.  "Medicine" would be too broad!)

Choose a topic – a <u>broad</u> topic – related to your field of interest or expertise.  After that...

**1.2. <u>COMPILE</u> a "glorified checklist"**.  Your small report needs to be in the form of what I'm going to label as a "glorified checklist".  A "checklist" is simply a list of "things to do" in order to complete a task.  These steps are "checked off" as they are completed.  Thus, the term "checklist".

You'll create your small report in the classic "how-to" format (you know the drill, step-by-step system arranged chronologically) but because it's a "checklist" you'll include MORE STEPS than usual.

<div align="center">

*In fact, I want you to include at least
20-25 steps on your checklist.*

</div>

Let me refer to just a quick example of 20 steps that might be listed on a checklist of creating an information product to give you an idea here –

    **---- Begin Example ---**

    ❑  1. Determine the target audience you want to reach.
    ❑  2. Decide upon the topic of your product.
    ❑  3. Choose the title of your product.
    ❑  4. Select the format of your product.
    ❑  5. Brainstorm ideas you want to include in your product.
    ❑  6. Create a working outline for your product.
    ❑  7. Identify what "extra content" to save for bonuses.
    ❑  8. Choose chapter headings for your product.
    ❑  9. Divide the chapters into daily writing assignments.
    ❑  10. Create a Microsoft Word® template to use when writing.
    ❑  11. Complete the writing assignments.
    ❑  12. Read completed materials and edit.
    ❑  13. Insert additional content where needed.
    ❑  14. Create and insert graphics as needed.
    ❑  15. Hire someone to proofread the content.
    ❑  16. Insert backend offers and additional resource links.
    ❑  17. Create interior pages (Title, legal, about the author, etc.)
    ❑  18. Polish the report with styles, indentions and fonts.
    ❑  19. Compile the product into a delivery format.
    ❑  20. Price your completed product and prepare to market.

    **---- End Example ---**

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So, if you're going to create an information product, this is a good checklist of things to complete. Once you've done them all, you'd have a product created.

Now, the reason I described this as not just a "*checklist*" but rather as a "*glorified checklist*" is this –

### Most checklists aren't very descriptive in the activities listed.

I mean, what I just gave you was a checklist of actual activities you'd need to complete in order to create an information product.

The problem is, there are a lot of details involved in each of those 20 steps I listed, isn't there?

- You don't want to give the readers of your report a traditional checklist with a series of action steps with no explanation. But, on the other hand...

- You don't want to give the readers of your report a traditional tutorial with a series of action steps with too much explanation.

The right mixture is found somewhere in between a simple list of things to do and a full-blown product offering. The right mixture is found in a "*glorified checklist*".

So, what you'd do is this –

### Create a checklist of 20-25 steps with 2-4 paragraphs of explanation for each of the steps listed.

Give them at least one really useful suggestion for each step so they know what you're talking about.

Let's look at an example –

```
In my list of 20 steps to creating an information product, step
2 was "Decide upon the topic of your product".  So, what I'd do
is give readers ONE WAY to find a hot topic for a product, such
as how to use public forums to see what people are most
interested in.  I'd explain that thoroughly enough that they
could do it and then I'd move on.
```

You want to give them enough information that they can use it without giving them so much information that they don't need to buy anything.  It's my classic "*useful, but incomplete*" formula.

So, create this checklist-style report of 20-25 steps with 2-4 paragraphs of information for each step, and as you do that...

**1.3. <u>CENTER</u> your content on existing materials**.  We'll talk more about this in the next section, but it's important that I introduce you to the concept here as you're actually creating the report itself.

You'll want to build your entire checklist around every stitch of content that you have already written related to the topic.

In other words -

<div align="center">

***Create points on your checklist that
coincide with your existing materials.***

</div>

This is where we get very strategic.  Ultimately, you're going to create as much of this checklist around getting people to consume more and more of your existing articles, mini-courses, reports, blog posts and so forth.  But, we'll get to that.

Let me give you an example of how to "*create points on your checklist that coincide with your existing materials.*"

> <u>Example</u>:  If I was going to create a checklist entitled, "*The Beginner's Checklist For Building A List*", I would include "*Create An Opt-In Form In The Text Of Your Salesletter*" as one of my points.  Why?  Because I have a free 20-page report entitled, "*How To Triple Your Opt-In Rate*" that focuses on that very topic. (And, yes, you can find it by clicking here.)  I would mention my free report as something the beginner would need to read in order to accomplish that step.  Of course, that report is designed to sell one of my products.

See how this works?

Instead of the reader of my checklist rushing off to Google.com to find out "*how*" they can create an opt-in form for the text of their salesletter (how to complete a step on the checklist)  and ending up at **someone else's** web site, I control their browsing and guide them to **my** web site.

Big, big difference.

The more I am able to get them consuming **MY** content, the more likely they'll spend money with **ME** instead of my competition.

So, as you're outlining your checklist, determine as many different steps as possible that can be centered around getting people to your site, to your lists, to your download pages, etc. to glean additional information on the "*things to do*" outlined in your content.

So, that's step 1 of the ***How To Get F.R.E.E. Traffic*™** system.  Up next, we have the "R" of the system which is...

## Step 2 –
## RECOMMEND appropriate resources.

In this section, we're going to quickly talk about two categories of resources that you'll want to mention in your checklist.

They are -

- Multiple <u>Free</u> Resources.
- Main <u>Paid</u> Resource.

First, let's talk about your free resources.

What I want you to do at this stage is to take inventory of every **<u>free resource</u>** you have related to the topic of your upcoming checklist.  I mean, include everything...

⇒ Ezine articles
⇒ Newsletters (Including specific issues)
⇒ Reports
⇒ Blog posts
⇒ Mini-Courses (I.E. "E-courses")
⇒ Training calls
⇒ Video tutorials
⇒ Forum posts
⇒ Software programs
⇒ Private Label content
⇒ Interactive resources

&rArr; Worksheets and forms
&rArr; Web pages
&rArr; Tools
&rArr; eBooks
&rArr; Resource directories
&rArr; Services

If it's free and related to the topic of your checklist, include it.

That is, of course, if it's **quality information**.

Re-think your checklist structure and make sure you include a point in your entry of action steps that coincides with the content of your free resource.

**Word of Caution**:  Don't overdo it.  What you don't want is 20-25 things your reader has to go read extra in order to make sense of your checklist.  That's overkill and will only hurt your cause here.

> _I would recommend limiting your "recommended resources" to about 6-9 freebies scattered throughout the checklist at key points._

There's a lot of information in that sentence, so let's make sure you got it all.

&rArr; _6-9 Recommended Resources_.  Only use your best free stuff here on about 1/3-1/4 of the total number of points you have listed in the checklist.

&rArr; _Scattered throughout_. If possible, try not to lump all your freebies together in one area.  A nice blend of free resources at similar intervals is best.

&rArr; _At key points_.  This is the real key.  On the most important aspects of the checklist, try to have an additional free resource available.  Why?  Because if it's an item the reader MUST take action on, they probably will.  Translation: they are more likely to access your recommended resource.

In fact, let me address that a bit more.

When was the last time you heard someone say, _"It's not an option"?_  When I was growing up, I heard that all the time.  _"Jimmy, go mow the lawn, it's not an option."_  _"Jimmy, clean up your room, it's not an option."_  _"Jimmy, turn off that light and go to bed, it's not an option."_

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Why didn't my mom and dad ever say, "*Jimmy, take this $100,000 and go buy whatever you want, it's not an option*"? ☺

Anyway, the reason I bring this up is because I've found that people take action more often when it appears "*it's not an option*".

Comprende?

Okay, let's once again refer to an example here to illustrate this weaving of recommended free resources into the mix –

> Example: Let's go to my "*information product checklist*".  If we look at it, we'll find that step 19 was, "*Compile the product into a delivery format.*"  So, at this point, I could give them a couple of paragraphs about compiling products and then include this text, "*I've actually created a completely free video tutorial that shows you how to create an eBook that you can download at _____ ...*" Now, who wouldn't want to go WATCH that free video to SEE how to compile their ebook?  Most will view it.  And, what's in it for me?  Well, if the software being used in the video is MY eBook Creator software, then I'll certainly profit.

That's a perfect example of using this strategy well.  A useful free resource is recommended at a critical point in the checklist that ultimately provides value and points the reader to a purchase where I make money.

### And that, ladies and gentleman, is good marketing without a bunch of hyped up nonsense.

Now, at this point, throughout the steps of your checklist content, try **_not_** to mention any **PAID** resources.  Only provide them with freebies.  If you've setup your free stuff correctly, you'll have plenty of paid offers mentioned inside your mini-courses, articles, reports and so forth anyway.

Don't risk scaring readers away by inching towards their wallets.

Now, there's something I really need to address here before I talk about a "paid" resource –

### What happens if you don't have enough free resources to recommend or ANY free resources to recommend?

If you're a newcomer, you may not have these resources in your arsenal.  Or, if you want to create checklists on a variety of topics, you may not have enough appropriate freebies to offer.

Now what?

Now, you compile **other people's resources** to give away!

It's common knowledge that there are dozens of free content sites like EzineArticles.com, GoArticles.com, and FreeAffiliateArticles.com to name a few, where authors have submitted ezine articles that you can reprint.

So, use those ezine articles as resources to recommend in your checklist.

Think of the possibilities –

⇒ You load other people's ezine articles to pages at your website where you customize the accompanying resource boxes with your affiliate links.

⇒ You load other people's ezine articles to pages at your website where you insert Adsense® ads on the page.

⇒ You load other people's ezine articles to pages at your website where you have a banner ad for a related offer.

⇒ You load other people's ezine articles to pages at your website where you have a "Click Here to Continue" link that leads to your product or an affiliate program.

⇒ You load other people's ezine articles to pages at your website where you have a fly-in ad promoting a limited time only special offer.

You are only limited in how you can profit from other people's ezine articles by your lack of creativity!

**Note**:  I always recommend that you secure permission directly from the author of the article prior to using it.  A simple email explaining what you want to do will almost always result in a "yes".

There are so many other things you can also do with other people's resources. Keeping with the ezine article theme you can…

- COMPILE other people's ezine articles into your own original free report with offers inside to give away at your site.

- CONVERT other people's ezine articles into your own original email mini-course with offers in each lesson to give away.

We could go on and on.

The point is this:  you can use other people's existing free materials (with their permission, of course) to again control browsing habits so YOU make money.

There are also many other resources out there in addition to ezine articles such as rebrandable PDF reports, rebrandable software programs, rebrandable toolbars and so forth.  You can use affiliate URLs to link to people's blog pages, free lead membership sites, free services and so forth.

There is an innumerable amount of freebie resources that other people have already created that are at your disposal if you don't have enough of your own to use OR if you just want to add some to your own mix. In fact, my own affiliate program is loaded with free brandable articles and reports.

If you're in the Internet Marketing niche and need that type of content, I'd recommend you save yourself some time by starting there → www.InfoProfitShare.com

In addition to finding ezine articles at the popular article directories, spend some time at the following places looking for compatible resources –

1. **Clickbank.com**.  Go to their "*marketplace*" and look for products related to your particular topic and then visit those product sites to find affiliate programs.  Most good affiliate programs will have some kind of rebrandable content available for you to use.

2. **AssociatePrograms.com**.  This comprehensive directory of affiliate programs is another great place to locate affiliate programs related to virtually any topic you might be focusing your efforts upon.

3. **Google.com**.  The "*ultimate research site*" is the perfect place to look for additional resources to offer.  Search for free mini-courses, reports, newsletters and so forth related to your topic (I.E. "homeschooling report") and you'll likely find a few good options to include.

The important thing is this:  whether you use your own or someone else's, now you've got built-in ways to expose the readers of your checklist to additional information which will both help them and simultaneously promote the offers associated with that additional information.

Okay, now that we've talked about the "free resources" that you can offer in your checklist, let's move on to a "paid resource".

At the conclusion of your checklist you'll want to -

**Recommend <u>ONE</u> primary "paid" product or service**
**that is directly related to the overall content being shared.**

Why only "one" paid offer?

It's simple: it gets better results.

When you mention too many "paid" resources, people begin to get defensive and suspicious. Besides, you'll expose them to many different offers as they delve deeper into your external recommended resources.

So, ONE primary "paid" product or service at the end.

Now, I've found that there are three "kinds" of "paid" resources that work best in this type of report, so let's talk about them. We're going to look at them as "good", "better" and "best".

1. **<u>GOOD</u>: A comprehensive course.** This one is the easiest to recommend simply because they are usually VERY available. Almost every major topic has multiple information products available to cover them adequately. Your job at this point is to choose one to promote at the conclusion of your report. Obviously, if you've got your own course, that's your choice. If you don't, then find a high-paying, high-converting affiliate program and go that way.

2. **<u>BETTER</u>: Personalized coaching**. Better than a comprehensive course is "personalized coaching". Put together a 4-6 week coaching program where you assist students as they go through the steps of your checklist. If there's anything most people want more than knowledge, it is demonstrated knowledge. In other words, showing me is more valuable than telling me.

3. **<u>BEST</u>: A software or service that automates**. What could be better than "personalized coaching"? The best – "a software or service that automates". More than wanting someone to show us we'd like something that can just do it for us. If there is a software program, a tool, or a service that will automate the process being described throughout the checklist, you

almost certainly get a lot of orders.  Listen, we all want to do things faster and easier.  So, recommendation number one is to find some kind of software or service that will automate the process you've detailed throughout your checklist.

So, those are three really good offers to make as your primary "paid resource" here at the conclusion of your checklist.  Be smart in your marketing here.  Throw in an extra incentive if they order.  Create a limit or deadline.  Show some proof of results.  You've got them this far, now use good marketing to get the sale.

So, what do you have at this point?

- ✓ You have a checklist created that walks your reader through a process they are interested in accomplishing.

- ✓ You have free resources they are encouraged to access, giving you instant promotion for a variety of embedded offers.

- ✓ You have an unlimited number of secondary info-streams that your reader begins trekking along to promote additional products and affiliate links. (I.E. They access a mini-course that has 25 lessons in it over the next 6 months filled with various offerings.)

- ✓ You have a primary offer at the conclusion of your report.

- ✓ You have control of the attention of your reader for an extended period of time, thus dramatically increasing the likelihood you'll make money.

All of this from one singular document.  Not bad!

That brings us up to the first "E" of the **How To Get F.R.E.E. Traffic™** system and that is...

## Step 3 –
## ENGAGE your primary contacts.

"Engage" means "to occupy the attention of".  That's what I've been talking about all along.  So, here's where you put it into motion.

You've got your checklist created.  Everything's in place.  It's launch time.

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Quite simply, you inform your existing subscribers, customers and site visitors of your new special report.

Now, I'm not going to spend a lot of time here on this. It's a pretty simple process that I won't bore you to tears with in trying to explain.

  ➢ Send a mailing out to your list members informing them of the report.
  ➢ Load an automated message to all of your autoresponder sequences.
  ➢ Post a link, popup window or other notice at your web page.
  ➢ Mention the checklist in blog posts and upcoming newsletter issues.
  ➢ Talk it up at your favorite forum as applicable.

Bottom line: get the word out to those in your own network of influence.

Like I said, I'm not going to take up much time here. It's pretty self-explanatory. Get people you know reading the checklist and starting down the steps involved all the way to your order-processor. ☺

Now, if we quit right now this would be a fantastic strategy to put into place. There's no question it would be worth doing simply as I've shared thus far.

Oh, but it gets much, much better with the **twist** I'm going to let you in on next.

The second "E" of the ***How To Get F.R.E.E. Traffic*™** system is...

## Step 4 –
## ESTABLISH a distribution network.

Here's where it's about to get really fun for you. Let me do this in three parts so I don't lose you in all the excitement –

  Part 1: What.
  Part 2: How.
  Part 3: Where.

**4.1 What**. First up, let me explain "what" it is that you'll be doing in "establishing a distribution network." I'll give it to you in a bite-sized nugget and then elaborate.

*Give away "private label rights"
to your completed report.*

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Just in case you're relatively new to internet marketing, if you grant someone "private label rights" to your report, it allows them to take the content and do whatever they want with it.  They can take it apart, add information to it, change it, reformat it, put their name on it and claim copyright to their new original work.

**Note:**  As with all "rights", there are applicable rules which vary with the original author and distributor, but this is a "general" idea of what "private label rights" involves.

> I should know, I started the entire "*private label rights*" industry when I created "*Products In The Rough*" for my Profits Vault Monthly membership YEARS back when people were still on the "reprint rights" bandwagon.
>
> Due to its success, I started Nicheology.com with Ryan Deiss which was the web's first major private label content provider. After its huge success, dozens of clone sites sprung up and an entire industry was birthed.

Anyway, enough of the history lesson. ☺

So, what you want to do is give other people "*private label rights*" to your checklist.  That is, you allow them to take ownership of the report and do whatever they want with it.

In fact, I would recommend that you provide them with a list of things they can do with your checklist to include these things –

- ✓ You <u>MAY</u> give away the report as an incentive to get people to join your list.
- ✓ You <u>MAY</u> use the report as a bonus for a paid offer.
- ✓ You <u>MAY</u> disassemble, add to, take away, repackage or reformat the report.
- ✓ You <u>MAY</u> insert affiliate links and other offers to the content.
- ✓ You <u>MAY</u> convert the report into a mini-course or ezine articles.
- ✓ You <u>MAY</u> change the resources in the report to those of your own.
- ✓ You <u>MAY</u> offer reprint rights to the report after you've changed it.
- ✓ You <u>MAY</u> include "private label rights" to the report.

And so on.

I'd let them know if they make any changes to the report, they must remove your name from the author position so you aren't responsible for changes they made.

Now, the question probably on your mind is <u>WHY</u> would I give them "private label rights" to the checklist instead of allowing them to give it away "as is" or "rebrand" it?

There are three reasons why:

> <u>Reason #1</u>: Private Label Rights are "*sexier*". There are many things about a regular report that a distributor might not like which would prevent them from passing on your checklist. With "private label rights" the end user can change anything they don't like AND take control of the completed work to use it in whatever way they want. Which would <u>YOU</u> prefer?

> <u>Reason #2</u>: Private Label Rights are "*easier*". Rebranding would work except for a couple of problems: Firstly, unless you have affiliate links for every free resource you mentioned in the checklist, it will limit the distributor in what they stand to gain. Secondly, if you're using other people's articles, the distributor stands to gain very little while you stand to gain a lot. Again, which would <u>YOU</u> prefer in their shoes?

> <u>Reason #3</u>: Private Label Rights have "*carriers*". Finding a large number of people who might distribute a rebrandable report isn't nearly as easy as it is to find huge networks of people distributing private label content. We'll talk more about that in just a moment as I explain "how" do to this.

Now, as you've listened to this, you may be thinking, if I give over control of my checklist to other people to do whatever they want with it –

### *"What's in it for ME?!"*

Good question.

Here's what you stand to gain...

When you grant "private label rights" to your checklist, inform the distributors that there is ONE rule that must be adhered to regarding the checklist.

### *The section of text in the shaded box <u>CANNOT</u> be altered.*

In your report, you'll have one section – contained in a shaded box – that must remain as it is. In this box you'll promote your list, your product, whatever your main offer may be.

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Regardless of what the distributor does with the checklist, they must leave that shaded box – and your offer inside it – in place as it appears in the document you give them.

> *That way, it doesn't matter where the report goes, how it's used, or what roads it travels, your offer goes with it every time it is accessed!*

**Note**:  If it's a product and you have an affiliate program, you can allow the distributor to insert their affiliate link into the offer if you want.

So, that's the "*what*".  Now, let's move on to the "*how*".

**4.2 How**.  Here's "*how*" you get this in motion.  There are MANY "*private label rights*" subscription sites offered today.

> ```
> I'm not going to list them all here, but you can find them by
> visiting Google.com and searching for "private label products",
> "private label rights" or "private label content".
> ```

So, once you've gotten your list of these sites together, send out a PERSONAL email to the owner of each site. (It's not "Dear Owner", it's "Hey Jimmy")  **Don't be stupid** and send out some mass email or put the owners on a list or anything like that.  This is a **legitimate joint venture** proposal, so don't blow it by making it appear like SPAM.

Contact the owners of these PLR sites and let them know that you have an original 15 page report on the subject of XYZ that you'd like to give them to include in their subscription site with **free private label rights**.

These folks pay thousands of dollars monthly to get ghostwriters to create content for their members.  Why wouldn't they want quality information for free?

> ```
> As someone who used to be co-owner of two of the top PLR sites,
> I can say with great certainty that we'd love to have your
> content in our site for free! ☺
> ```

If you have put together quality information, you should get a great response to this proposal.

And, just like that, you've got your checklist accessible to DISTRIBUTORS who can then turn and put your report into circulation to thousands upon thousands of their own subscribers and contacts!

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Do you see how incredible this is?  If you don't, it's time to go see your local optometrist, because you've got some kind of eye problem! ☺

> Those are the major players – these PLR content sites – simply because they have an enormous amount of distribution clout at their disposal in their membership.

But, that's not all.  There are many other ways to get your checklist into circulation with private label rights.  Let's look at the "where"...

**4.3 Where**.  In addition to these PLR content sites, you can also approach individuals who might be interested in your checklist with private label rights.

> For example:  Go to your favorite ezine article directory and look for authors of ezine articles that are related to the topic of your report.  Contact them and let them know about your free offer of private label rights to your checklist.  Many of these are likely to accept your offer because they are writers; meaning, they can easily make adjustments to the checklist and take ownership of it as their own.

You can also find many potential partners in the same way that you would attempt to recruit affiliates and joint venture participants.

The question is: "*where can these affiliates and partners be found?*"

Short answer: **Google.com**.

I've found **Google.com** to be the best free research tool on the planet for finding new affiliates and JV partners.

There are (at least) seven ways to search Google®'s massive database for potential partners:

**1. POPULAR PRODUCTS**. Conduct a search for the title of your competitors' products to see which sites are actively promoting those products. Those who are already promoting similar products are likely candidates to distribute your checklist.

> - Ex. If your product is about "niche marketing" do a search for "Nicheology".

**2. ARTICLE TITLES**. Conduct a search for the title of articles related to your checklist topic. Identify which sites are currently showcasing those articles and see if they are interested in your private label rights report. (*Note: You can find article titles at popular article directories such as GoArticles.com*)

> - Ex. If you've got a checklist related to free traffic, do a search for "How to Sell 300% More Of Your Product in 72 Hours Than You Did All Month". (Use quotations)

**3. ACCESSORIES**. Conduct a search for items that are related to your checklist, but not identical to your offer.

> - Ex. If your checklist is about "web site templates", do a search for "hosting" or "salesletters".

**4. ADVERTISING**. Conduct a search for terms that are related to your checklist and then look for those who are currently advertising using Google's Adwords®. (*The tiny ads in the right margin of the browser window*). These will be more experienced marketers and more likely to be open to a joint venture proposal.

> - Ex. If your checklist is related to "dieting", then search for "diet", "diet program", "weight loss", "exercise", "lose weight", etc.

**5. AUTHORS AND EXPERTS**. Conduct a search for the names of well known authors and experts within your field of interest. You'll likely find NUMEROUS sites mentioning that expert ranging from promoting their products to posting their articles to making comments about their influence.

> - Ex. If your product is related to "internet marketing" then search for "Jimmy D. Brown".

**6. URLs**. Conduct a search for a word or phrase related to your topic of interest in the URL of the sites listed in Google's database. You can do this by using the search string, "inurl". I.E. inurl:"*travel discounts*". This will return a listing of all indexed URL listings that contain that phrase.

> - Ex. If your checklist is about "rose gardening" do a search for inurl:"rose gardening".

**7. TIPS AND ARTICLES**. Conduct a search for a combination of a word or phrase related to your topic of interest, along with the words "tips" and "articles". I.E. "*marketing tips*", "*time management articles*".

```
- Ex. If your checklist is about "UFOs" do a search for "UFO
articles".
```

There you have 7 quick ways to use Google.com to find potential partners to give away private label rights for your checklist report.

With all I've shared so far, there should be no shortage of available distributors for you to contact concerning this proposal.

**Optional**:  If you really want to generate extra interest in your private label rights report, have a professional graphics package created to represent it.  I'm talking about a report cover, a header graphic and a mini-salesletter describing the report.  (Make sure you don't include YOUR NAME in any of the graphics.)  This will just add more value to what you're giving away and lend a bit more credibility to your offer.

Ultimately, you have a double-edged sword here.

⇒ On one side you have a great promotion tool to get your own subscribers and site visitors to buy from you.

⇒ On the other side you have a powerful traffic generation tool to get more subscribers and site visitors!

And that, folks, is How To Get F.R.E.E. Traffic™!

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