

10 Day P.L.R. Profit F.O.R.M.U.L.A.TM

**Step by Step System for
Rapid Product Releases
Using Private Label Rights**

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About Author:



Paul is a professional speaker, author and partner in six businesses. Excessively positive and imaginative, he's often labeled a "thinkholic." He works with several billion dollar industries to help them remain focused and on fire. Paul's *Success Is NOT and Accident Training* has been used to catapult top achievers to greater levels of success.

Paul has created over 23 products from scratch and has released over 100 PLR related projects.

When not working, Paul can be found with his family or on the golf course.

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Introduction

10 Day P.L.R. Profit F.O.R.M.U.L.A.

Step by Step System for All Your PLR Releases

By Paul Evans

What if someone gave you a bag of gold? Would you put it in a drawer and forget about? Or would you find a way to **turn it into cash**?

We SAY we would cash it in, but let me ask you this question...

How many Private Label Rights products do you have waiting on a virus in some forgotten folder on your system?

Write the number down _____.

What are you doing hiding all that gold? Some of the products may hold just a few ounces and others may prove to be the mother lode!

A while back I did a quick count and realized I had over 75 PLR resources on my hard drive.

All of which I...

1. Paid for.
2. Did Nothing with!

That made me sick.

I had become a PLR packrat. Afraid to erase them, but not motivated enough to do anything with them

Why?

I didn't have a system in place to allow me to release them in a rapidly sequential process. Like most in this business I tend to get distracted.

So I created a simple, step by step system to get PLRs out as **quickly and as valuable** as possible.

Those are two components you need to lock in on:

01 :: Speed

Most of the work is done for you when it comes to PLRs. But that doesn't mean it won't take extra effort.

But even with that said, PLRs cut the development process by at least 80%, so...

The goal is not to perfect the product, but to **RELEASE** the product.

Perfection holds so many back. So many get so close to completion and quit because they don't feel like the product is going to be good enough. The key is to keep your process going from start to finish. You can always return and tweak based on feedback.

02 :: Value

It's tempting to slap up some sales copy, upload the PLR, and get the checkout link in place. (If the resource comes in "ready release" form its much quicker.)

However, you want to create products, resources, and materials that are:

1. Reliable. This means that the product will produce the solution or purpose people bought it for. Don't just throw up some crap and hope a sucker buys it. If you were the person buying it, would you want it? Create something you are proud to represent and know will serve the buyer.
2. Reputable. Your name/brand is being attached to the product. How good the product is (or isn't) will be a direct reflection on you. If you are using the PLR to carve out a niche, then poor quality will hurt your reputation.
3. Responsive. Your release should make the customer WANT what you are going to release *next*. I want to discourage you from trying to make the one time, quick buck. Think long term by creating a list of buyers and affiliates that look forward to what's coming from you next.

Chances are high that you bought the rights to a product because you thought you would do *something* with it *someday*.

Today is THAT day.

Perhaps you'll use the Products in the Rough...

- To build a list
- As bonuses to existing products

- To gain affiliates
- As a viral giveaway
- For Bum Marketing
- For Adsense Article Marketing
- The Beginning of your sales funnel

10 Day P.L.R. Profit F.O.R.M.U.L.A. will focus on developing your **PLR into a product** (whether stand alone, a bonus or giveaway). You may be using them for search engine bait or Adsense sites. Much of what we walk through will be apply there as well, but most of that can be done in a day.

The #1 reason for focusing on product creation from the PLRs is because...

You can and should create an affiliate program for EACH product and have others making you money and they make themselves money.

This is key because most people are underutilizing the PLR materials they have. If they create a product at all they depend on SEO or pay-per-click. Those are not bad. In fact, I've made a lot of money using those two elements alone.

However, with the number of people searching for solid affiliate programs every day, there's no reason not to them sell your resources.

Before getting started with the system, here is a critical note...

What Permission Level Do You Have for the PLR?

Make sure you have FULL rights.

The right to...

- Resale
- Sell master rights if you choose
- Change in any way you see fit
- Rename and put your name on it

It's easy to assume that you have these types of permissions. But double check. I buy packages where I know I can do ANYTHING with them that I want.

With those introductory thoughts completed, let's get started!!

Day 1 : Purpose

Everyone's biggest issue is not getting started, but finishing. Think about the number of projects you never completed. It's time to put a stop to that and get in the massive production mode.

Your goal is to use the PLRs for the purpose you bought them for in the first place... TO MAKE MONEY!

However, that does not mean you should release all your PLRs. You need a filter to use to help you decide which PLRs to release.

Filter:

Here's an all "purpose" filter for you to use to keep you motivated to completion:

Purposed Reason

Why are you putting the effort into this release?

- Money
- Building a list
- Broadening customer based
- Selling the list/ads on the backend
- Develop great product development skills

Purposed Result

- What is the final outcome that you want?
- What specific amount do you want?
- How many new affiliate partners?
- What type of branding?

Purposed Market

- How will you help the market?
- What solution do you offer?
- How can you dominate?
- Who can you work with?
- What level do you want to attain?

Knowing your purpose helps determine short, mid and long-range goals. Never look at just one release. See it in the context of the big picture. How is this product going to contribute to your overall business plan?

Here is what you need to do **TODAY**.

1: Determine your PURPOSE.

- ☐ What are you wanting to accomplish?
- ☐ Are you wanting to dominate a niche?
- ☐ Would you like to release one new product for profit a month?
- ☐ Is your goal to produce a certain amount of income?

Yes, this sounds a little cheesy, but it's the number one reason people fail. A few days ago I was in Ryan Deiss' office and asked him the #1 reason people fail. He said...

"They Don't Have a Big Enough Reason to Succeed."

He's talking about drive. He's talking about purpose. Most people want to make enough money online to quit their jobs. But the truth is that their jobs – as much as they hate them – provide just enough comfort to stay!

They have a reason, but not one big enough to consume them.

So back to the question. What's your reason? What is your purpose?

2: Look through ALL the PLR possibilities on your computer.

Copy and paste the ones related to your purpose and put them in a folder by themselves. These are the projects you want to start with.

Actually it would be best to start with THE one that will fit your purpose the best. That will keep you on track and focused more.

The Secret to Separating Your PLR Release from the Competition

There are thousands of PLR products available. Thousands of people feel that PLR is an easy way to riches. But you really have very little competition. Few people will ever make it to their finish line with their product.

What will separate you from the rest of the pack? **Work.**

Jeffrey Gitomer puts it this way, "Most people are simply not willing to put in the hard work that makes selling easy."

Well...

I'm not going to lie to you. You're going to have to do some work to make this system...uh...work. It's not that difficult, but it's not an "upload to your website and you're done" either.

Most of us have been taught that internet business is quick and easy. That might happen for a few, but most have to work at it. Learning to design a webpage is work, but it's also fun. Setting up that first clickbank account was work, but fun. Learning that first autoresponder system was work, but fun. And hopefully learning this PLR Profit Formula will be work, but fun.

Day 2 : Labels – Basics and Branding

(Do not begin day two until you have picked the PLR you feel best fits your purpose.)

The reason for purchasing private label rights is to have licensed permission to place your name on the resource. Yes, it decreases part of your work and hopefully gives you a head start in the market place. But it also allows you to place your name on the product and take credit for its development.

PLRs allow you to create an army of products to represent you in the market place. First, let's start with the...

Basics

Since you obviously bought this report because you currently have PLRs, I'm going to assume you already have the basics for internet business. This is just a quick checklist to make sure you covered your bases. These are the three obvious elements you need for each release...

- ☐ Domain – You can use a subdomain if you want to save some money, but I recommend a new domain name with each product based on the product. You should already have your favorite place to buy domains, but if not, then consider godaddy.com
- ☐ Hosting – I have a hostgator and hostexcellence account. With each product I just add the domain I registered in the "add on domain" section of the control panel. Make sure you return to your domain host account and change the DNS servers to match your hosting.
- ☐ Autoresponder – Each product needs it's own autoresponder as well. Future releases can be sent to these market centered lists for immediate sales.

Yes, those are elementary, but they need to be on the list so they are not overlooked and create an "uh-oh" moment later on.

Branding

Branding means adding **your personal** elements to the PLR. Which will include, but isn't limited to...

Title Page

Your title page can include an image or simply have the title and you as the author.

Legal Page

Here is a legal page example...

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It clearly lays out the **permissions**.

Will it protect you from the unethical? Not likely.

But it will spell out exactly what honest people can and cannot do with the product. If you have created the product, or have full permission to do whatever you wish with the resource you are converting – then you are in control of the permissions.

Do not leave this section out, or people *will* think they own the product for personal purposes.

Personal Page

Not that you need to see my picture again, but here is the "About the Author" section...

About Author:



Paul is a professional speaker, author and partner in seven businesses. Excessively positive and imaginative, he's often labeled a "thinkholic." He works with several billion dollar industries to help them remain focused and on fire. Paul's *Success Is NOT and AccidentTM* training has been used to catapult top achievers to greater levels of success.

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Cornerstone Catering and Café, LLC
Covenant Mortgage Company, LLC
Info Market Results, LLC
Teen Life Ministries, LLC
Eternal Networks, LLC

Some of Paul's Other Internet Businesses:

Nicheology.com
[Content Goldmine](http://ContentGoldmine)
[Audio C4](http://AudioC4)
NicheologyClubLevel.com

Your "about" page does not have to be over the top or arrogant. Just tell the basics of who you are so the reader gets to know you a little bit. It helps develop some light rapport and credibility right from the start. Especially in a niche where you are not known well.

3 Keys to a Powerful Personal Page

Key 1: Personality

Notice that I begin with information about me, not just professionally, but giving you a little insight into my personality. I even mention golf, which I love. Here's my golf motto if you're interested... "If you pay, I will play."

Key 2: Professional

I list my offline businesses. Honestly, I feel this experience sets me apart from 95% of people trying to make a living online. The reason is that many start their online business with an employee mentality instead of an owner mentality. Showing these businesses (hopefully) provides credibility. It also shows that I'm "real."

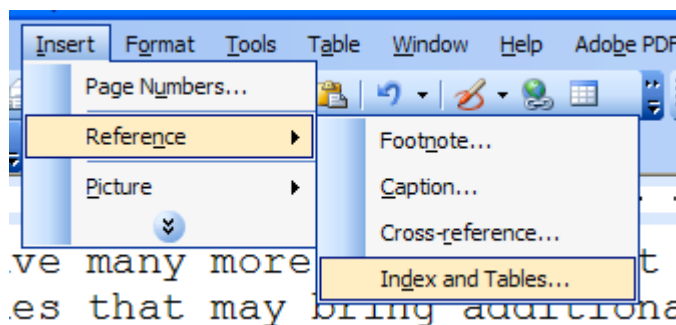
Key 3: Profitable

Finally, I put some online businesses related to THIS niche. While I have many more sites, and at one time had around 100, these are the ones that may bring additional profit from the people who purchase the product.

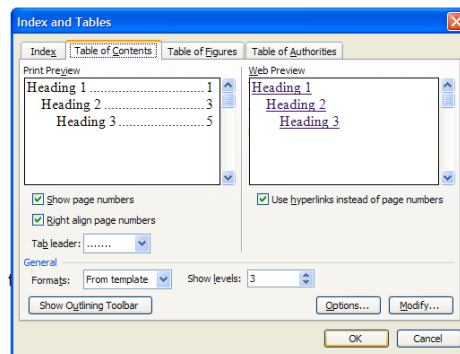
Those three simple Ps let you put together a page that represents you well to the reader. If you are creating another type of product (audio/video) make sure you include your profile as a PDF or on the download page.

Table of Contents

No big secret here... by using a word processor like Word, you can create your table of contents with just a couple of clicks.



Create the contents 2 or three tiers deep.



There are a couple reasons for doing this...

1. Contents Confirm The Purchase. The first stop in an e-book or report is the table of contents. It allows the buyer to make an immediate judgment. A quick scan let's her think, "Wow! I can't wait to get into this. This was definitely worth the money." We'll be covering outlining later, but outlining correctly let's you build a great table of contents that makes an immediate positive impression.
2. Contents Create Quick Clicks. When converting your e-book to a PDF, your table of contents links should become active. Readers can click the chapter title, or sub-section and immediately visit that area. No one wants to scroll through fifty pages to get to a particular area.

Actually, there is a third way the table of contents can help you. You will begin to think in "contents" form. When you begin the outline process of your PLR (day 3), think in terms of how it will appear in the table of contents. This let's you create with better structure and organization.

Introduction/Overview

The introduction is used by many as filler. Just a way to take up a page or two and add to the length. However, I encourage you to use the introduction for several purposes:

1. Introduce the Solution. Tell the customers up front what they are going to gain from your resource. (*i.e. By the time you finish this course, you will be 10 pounds leaner and feel 20 pounds lighter through a series of 5 low impact exercises and three small adjustments to your current diet..*)
2. Invite Involvement. Provide an activity that offers mental or physical participation. (*i.e. As depressing as it might be, hop on the scales right now.*) That gets the person involved even if it's in a very simple way. At the beginning of this book I asked you to write down the number of PLRs you had on your system. Why? To involve you and let you see the possibility ahead!
3. Invigorate the Spirit. Say something to get them excited about the process. (*i.e. Not only with your body change, everything will change. You will have more confidence.*

Carry yourself with more strength...) Adding a quick sentence or two along those lines will strengthen the content that has already been written for you.

4. Initiate the Process. Insert a brief line to propel them forward. (*i.e. With that thought mind, let's begin working on your body!*) Not that they would stop at the end of the introduction, but you get to show that you are excited about what's coming next for them.

Appendix

Don't just say goodbye at the end of your product. You probably own several products where the author simply thanks you for reading.

Listen, don't miss this - your job, your call, your role is to help the person as much as possible. That includes recommending additional possibilities for them to learn and grow from.

I'm serious about this.

Yes, many marketers fill their products with affiliate links hoping to make an extra buck. Their goal is money, not serving.

No one likes being preached at, but I encourage you...

Recommend Products and Resources that Will Sincerely Help Your Customers in an Area Directly Related to Their Purchase.

Most likely they bought your product for AN answer, not THE answer. Plus, people are at different levels and will need more knowledge to grow.

So offer additional resources in the appendix that are qualified...

- First, they should be directly related to the topic of the resource. (Take this resource. When it is ultimately released to market www.Nicheology.com fits perfectly. I have no problem recommending it because those wanting to convert our *Products in the Rough* into full blown products and get extra training for online business will find the site incredibly valuable.)
- Second, the resources should be something you have purchased and used. Uh-oh. No one likes this qualifier. My rule is that if I am not willing to buy the product or make sure it would be right for my customers then I can't tell them about it. There needs to be first hand experience for a credible recommendation.
- Third, directly related does not mean identical. It should/can include...

- UP sells. Products that are more expensive and take the customer to a higher level. This could include a membership site or coaching packages.
- SIDE sells. Products that are in the same price range, but may share another opinion on the topic.
 - For example. Let's say you sell a web traffic ebook that focuses on article writing. Since your themes are 1) Traffic and 2) articles you can recommend products in each category.

Footer

At the base of each page you should have a footer that includes:

- Copyright – this proves that you have the controlling rights to the product which is protected by copyright law.
- Name of Product
- Web address
- Page Number

Day 3 : Repackaging – Naming and Outlining

The body of information is just sitting there waiting on you when it comes to PLR materials. However, you don't want to use it as is because you won't feel comfortable with it. Second, if you want to use affiliates to promote the product it needs to have good flow and style. Third, if anyone else is releasing the PLR, YOURS will be vastly different.

The key is to take the information and bring your own *personality* and *originality* to it.

Injecting Your Personality into Your PLR

We're definitely not going to get into all the psychology of personality! But you do need to make changes in the product that reflect YOU.

A while back I was a featured presenter at Jim Edwards' Multi-Media Secrets Seminar. I spoke on the subject of "[Unleashing Your Personality](#)." (The video is uploaded to Google if you want to watch it just click the blue linked title in the previous sentence.)

Here are some notes from the presentation that you can apply to your PLRs.

01 : Terminology. Use words and phrases that resonate with the market. They should not need a dictionary or have to take a class to understand you. With that said, you should sound like YOU. Use your words. Your style. Your voice.

02 : Beliefs. You've got to be convinced that the information you are sharing is essential and helpful. Your personality will never be unleashed if deep down you feel you're ripping people off.

03 : Confidence. Whether your product is written or spoken people will be able to tell if you are producing out of your strength or out of fear. You can't "hope" you have a good product, you have to KNOW.

04 : Energy. Don't be monotone in your personality. Let your passion loose. Let people feel your style. Let them get to know you.

In order to use your personality effectively, **you need to print out the report/ebook you have rights to and read through it**. Make edits. Scratch out words and replace them with your own. Take away stiff wording.

I encourage you to do this offline. Literally, print it out. Get a beverage and read through it with pen in hand. This "rewrite" will help you get a good feel for the product and make your recreation much easier.

Injecting Originality into Your PLR

The average PLR ebook comes in text with little style. You can stand apart from the crowd by getting a little creative. You can do this by using...

1. Chapter Titles that read like headlines.
2. Chapter Themes that reflect the title and create form and flow to the content.
3. Sub-Themes that tie directly to the Chapter's Theme and flesh it out.

And each of those should be worded creatively through the use of alliteration, numbering, or acrostics. Which I'll show you in a minute. And each should be related to theme to the above it...

Chapter Title < Chapter Theme < Sub-Theme

Make Your Chapter Titles Read Like Headlines

When the buyer hits the table of contents they should immediately see the value of what they bought. Even though the majority will never read the book (sorry it's just human nature), they will want to convince themselves they didn't waste their money.

"Headline" style chapter titles let's the reader immediately *justify the purchase*.

Begin your outlining by summarizing each chapter into a rich headline.

- The Truth About _____.
- Simple Techniques for _____.
- An Easy 3 Step System to _____.
- How to Avoid _____.
- The ABCs of _____.
- Why Almost Everyone is Wrong About _____.
- How to Turn _____ into _____.

- Quick and Easy _____.

Creating a Profit Pulling Theme & Sub-Themes

Look at the table of contents of the 10 Day PLR Profit FORMULA. Scan through the pages of the course real quick. You'll notice that I am using a lot of simple structure. Structure that most PLRs don't come in.

Here are five formats to choose from when structuring your material...

1. Acronyms:

This is a series of phrases where the first letter in each line can be combined to form a word. Here's an example...

"I want to share with you the secrets of achieving G.O.A.L.S."

Get Specific
Official Date
Action Plan
Learn Discipline
Significance

Each letter will automatically connect the audience with the point you are making. It works like mental glue.

2. Alpha-Series:

Use sequential letters of the alphabet to make your points stick.

Always be Specific
Book Your Finish
Create a Plan
Daily Discipline
Elevate Your Life

Or you could try an Alpha-Series like...

Always be Specific
Appoint a Deadline
Activate a Plan
Apply Discipline

3. Rhyme

This is not my favorite. But you may find a place for it.

Rise (Rise to a specific level of expectation)

Eyes (See yourself completing the goal on a specific date)

Sky's (The sky's the limit when you plan)

Prize (You'll gain your prize when you stay focused and disciplined)

Size (Your life will expand in positive ways)

4. Phrases:

Arrange your themes so the first four or five words repeat at the beginning of each point.

The Awesome Power of a Specific Desire

The Awesome Power of a Specific Date

The Awesome Power of a Specific Plan

The Awesome Power of a Specific Focus

The Awesome Power of a Specific Transformation

5. Analogies:

Tie the outline to something the customer is already familiar with.

"As you dive into *The Awesome Power of Goal Achievement* I want you to consider the Super Bowl. Consider all the time and effort required to reach that level."

Here are the five points in analogy form:

"Set a specific goal. That's what a championship team does."

"Decide on a completion date and make it your *signal*. Every NFL player knows the date of the Bowl."

"Create a *solid* plan. No coach practices for a championship by adlib."

"Follow a *strict*, disciplined regimen to stay on course. Ask any professional player and they'll tell you the daily requirements of the sport."

"Set goals that deliver *significant* life change. When a player wears a championship ring, it represents much more than winning one game."

At the end of the chapter you could run back through the “S” scheme that runs through the points:

Set.
Signal.
Solid.
Strict.
Significant.

Choosing one of those structures will make the product a lot more interesting to read, listen to or watch. It creates...

1. Flow. It’s a lot easier to keep up with and pay attention to organized materials. It’s easier to remember the points and follow the instruction. Personally, it makes me feel that the creator took the time to make the resource interesting.
2. Function. How many times have you taken a course that was not clearly outlined? How did it make you feel? Lost? Exactly. On the other hand a clearly outlined course let’s you move step by step through the process without feeling like you got off track. No wonder so many products are 33 days, 4 weeks, 10 steps, etc. We are DRAWN to a “paint by numbers” approach to achievement.

Side Bar-----

I know all this seems like a lot of work. So... the easiest PLRs to “refocus” are those that list steps, or tips. Let’s say you have a resource named 101 Fitness Tips. Well, that’s totally generic. You can niche it for any category:

- 101 Fitness Tips for Golfers - \$9.95
- 101 Fitness Tips for Nurses - \$9.95
- 101 Fitness Tips for Attorneys - \$99.95 ☺

This will allow you to quickly convert the PLR into a full product.

----- End Sidebar

3 Steps to Outlining

Step One: Take it In.

Like I mentioned earlier print out the PLR and read through it. Scratch out words you don’t like and put your own in. Rename the chapter titles.

Step Two: Theme the Paragraphs

The average chapter will have several “themes” or thought streams in them. They may or may not be separated into different areas.

As you read put brackets around related paragraphs. If you find three paragraphs written around the same theme pull them together in your mind. Then summarize it.

Ask yourself...

“What one word or phrase are these paragraphs about?”

Do that all the way through the chapter. Bracket and summarize. Bracket and summarize. Bracket and summarize.

Next look over each of the summaries. What form can you convert them to? Acronym? Numbered list? Rhyme? Alpha-series? You get to choose and while one form might seem to fit more naturally, the truth is you could force convert them into any form you want.

Step Three: Thesaurus the Themes.

I use a thesaurus more than any other resource when writing and developing a product. There are so many great words to use for just ONE word. So when you're searching for the perfect word for your Themes and Sub-Themes make sure you check out all your options.

<http://thesaurus.reference.com/>

I also like...

<http://www.visualthesaurus.com/>

It gives you an instant thesaurus map to pull from. Many of the terms may not fit, but usually there's something to latch onto...



Now then, by the time you read through your work a couple of times you should have solid chapter titles and a new outline.

But listen...

It does not have to be perfect. You do not have to spend a ton of time getting just the right words or right order, etc. The goal is to organize the content in an easy to follow form that helps create value.

This simple step is like performing an extreme makeover on the rights to the product you have. It will make it fresh and new. If the author was to flip through, he or she would not recognize it. Obviously, this will make your product standout and more valuable than similar ones.

Day 4 : Formatting

Ok. Ok. You've been wondering when you were actually going to get to put the actual money maker together!

You have your outline done and this day is set aside to complete what you have outlined. If you have a product called "101 Weight Loss Tips" you might not need to do more than change the name to "101 Weight Loss Tips for Mothers" and make some terminology adjustments. That type of resource does not call for a high degree of editing. So you may want to spend the time creating an MP3 of the tips as a value builder.

Your format is the delivery form you choose for your releases. You may decide to issue your product as...

- Ebook
- Audio
- Video
- Special Report
- Autoresponder series
- A course which includes multiple formats
- A CD or Physical Product (which the vast majority are NOT doing).

How do you decide which format to use? There are a couple of choices:

One :: Let the Resource Market Dictate the Format

Discover what the market likes best and give it to them...

- 01 : Look in ClickBank. Contact the authors of like products and ask them their thoughts. Yes, they will tell you because they could become an affiliate and make you money
- 02 : Format Search. Go to Google and search for your market + the format. (i.e. Bull Dog MP3)
- 03 : Ask in a Forum. Join a community that caters to your market and ask them what they would want.
- 04 : PPC Survey. Run a short survey with traffic from Adsense. Let the browsers share their thoughts.

Two :: Conform the Resource to the Format You Favor

This option works especially well when you focus in a particular PLR niche. You can “train” your customers to enjoy a particular format, so they come to expect it.

Let’s say that audio is the easiest for you. Then focus on creating only audio products from your PLR resources.

By working solely on the format that you are best at, you’ll...

- 01: Complete more projects because you’re more interested in the creation process.
- 02: Work faster and easier. Which do you finish faster? A chore you hate or one that is easy for you?
- 03: Have more fun. Looking forward to creating the product will energize you and help you get it done on schedule.

The real key to this day is to hunker down and get the work done. This isn’t the “sexy” part, it’s the effort part.

You have to **make a decision** to convert the PLR.

Convert it to the format you choose. And don’t get distracted!

Day 5 : Offer

A while back a new software source code package was released with staged pricing.

- The first 50 got it for \$97.
- The second 50 for \$147.
- The third 50 for \$197.

Plus it came with private label and master resale rights. On top of that there was no rule on the minimum resale price.

So I waited.

Within 48 hours I saw another list owner offer it for \$47, then another for \$29.95, then another for \$10. Then I finally picked it up for free from a subscription site I joined.

That's the **danger of not changing your PLR**. Anyone can come in and undercut the price if everyone has rights to the exact same product. However if you are offering something original then you can charge a greater amount. At least you can protect the integrity of your resource.

Think about it this way...

$$\textbf{Delivery + Desperation + Dollars = Offer}$$

That might look backwards. We tend to think the offer determines the dollars, but that's not the best way.

Delivery:

You probably have a favorite format for your products so here are some possible prices...

- Report: \$7-\$49.95
- Ebook: \$10-\$97
- MP3: \$10 per ½ hour
- Video: \$30 per hour
- Combination: \$49.95+

Desperation:

How desperate is your market? Do they HAVE to have your product right now? Do they need it immediately?

The more distressed the market, the more you can charge. Not that you want to take advantage of them. But if you are offering a needed/wanted solution then you can and should charge more.

"NEVER Miss Another 3 Foot Putt - Instant 'Yips' Cure"

Can and should sell for more than...

"101 Putting Tips: Putt Better Now!"

A desperate market has a **specific pain!**

"101 Putting Tips" is general. It's for anyone who plays golf. The tips may be helpful, but there's nothing hopeless.

However, the "3 Foot Putt" is much more specific. And get this. It still includes 99% of golfers. Almost all of them get rid of the yips at some point. So even though it sounds like a small niche, it's really a huge problem that most golfers are desperate to get rid of.

What's the desperation factor of your product? Is it broad and general, or targets for a specific throbbing problem.

Dollars

How much money is currently being spent by the market? What are they paying for similar products?

One of my offline businesses is a mortgage company. Even though I don't know how to do mortgages (I'm a capital partner, not an employee), I have picked up a few things in our corporate meetings.

Here's one of the major rules...

You can't tell the bank your house is worth \$xxxx, if other homes in the area are significantly lower. The appraisers base their estimates on the comparable homes in the area. Emotional attachment, or memories formed in the home don't count toward the price.

Likewise, just because you think your product is worth \$xx, doesn't mean it's going to happen.

How much are people currently paying for like products?

- Check Clickbank
- Google "name of market + your solution"

Big Secret: Don't forget the "bonus buy."

You are much more likely to make the sale and be able to charge more if the bonuses are worth more than the price of the product.

When people see a bonus they want as much as or more than the actual offers it makes them want to buy. A like product they feel they may be able to find, but the bonuses they will not.

Bonuses allow you to offer high quality work with little effort.

For example:

With my public speaking system I offer to critique their speech. It's worth at least \$500 in real value. It costs me nothing to offer it. It takes no extra work.

I've sold thousands of these systems in the past five years. Guess how many critiques I've done.

Got the number?

Give up?

Three.

That's it. But I've had people email and say that was a major factor in the decision. Even though they won't use it, they feel only a real expert would put that type of offer on the table.

Day 6 : Refine

Once you complete your resource, overhaul and additions, Jimmy D. Brown suggests this from his [Small Reports Fortunes...](#)

- POLISH. Use different fonts to distinguish areas of your content. Change colors. Use alternative styles such as bold face, italics and underline. Indent text where appropriate. Use bullet points. (Especially on lists.) Insert headers, footers and graphics (just don't overdo it!)
- PROOFREAD. The final "smoothing out" you need to make certain you do is to proofread your entire document for typographic and grammatical errors. Better still would be to allow someone else who is qualified to do it for you. While this isn't a deal breaker by any means (quality of content is MUCH more important than quality of grammar in information based reports), it certainly is a good idea to put your best foot forward.

Here are some key components in refining your work...

Day 7 : Money Mechanics

Having the product done means nothing until it is actually online and for sale. I'll lay this out simply and quickly. Chances are you have a dozen ebooks that cover similar information so I don't want to beat it to death I just want you to see these as an essential part of the process...

Sales page

Each Nicheology product in the rough comes with it's own sales page, so you won't have to write one from scratch. However, if you have PLR materials that came without sales letters then you'll need to craft a fast one to get the product up and then you can tweak it later.

If you do have a prewritten sales letter, don't forget to...

- Change the title of the product to your title.
- Connect the order link to your payment processor.
- Add your name and maybe your picture.
- Write bullets from your actual chapter titles, themes, and sub-themes.
- Add a graphic if you feel it would help.

Graphics

Having graphics created takes a little more time, but if you order it today (day 7) it can be ready on day ten.

Some people like a visual on their sales page and others say that an absence of image creates mystery.

Here's my advice...

If your graphic will help buyers visualize themselves reaping the results of your product then use an image.

If you are selling a weight loss product to women, then have a cover with a good looking, in shape woman on it. It WILL make a difference.

On the other hand, a golf product that let's you "Hit a Golf Ball as Straight as You Can Point" does not need a graphic. The visualization is not necessary. Golfers are so greedy for success they will buy on hope. (I ought to know, I LOVE golf!)

Audio

Like graphics, audio is optional. If you are going to use it, it needs to be...

1. Clean. No incoherent distorted messages.
2. Clear. Say what needs to be said. Don't fill up your audio with talk about your cat or the weather (unless you're selling something related to your cat or the weather).
3. Concise. There's no reason for it to be more than a couple of minutes unless you are giving away a sample for them to download and listen to later.

Here's an excerpt from AudioC4.com. I wrote this back in 2003 and it's still just as relevant...

5 Typical Audio Disasters and How to Avoid Them

1. Boring.

- People never return to boringville unless they are paid, or they are forced. Get this - no one is forced to revisit a boring site, or a dull sound on that site. So you're just out of luck if these people leave.
- Battle boring with originality. How do you become original? You think about what you would like to hear at a site. If you were visiting your site as a customer what would get you charged up? Record from that perspective.

2. Monotone.

- That means your voice flat lines. It sounds dead. No life. No vibrancy. No energy. No passion. No...Zzzzzzzz...I'm sorry, I dozed off thinking about your audio.
- Beat monotone with rollercoaster vocal exercises. Take your voice up and down a musical scale a dozen times while talking. This will help train you to use vocal variety.

3. Scratchy Audio

- Have you noticed how some online audio sounds trashy, and others sound like a temple? People will not waste their time with low quality. It makes them mad and they leave thinking you're a bozo.
- When I checked my email this morning I got this message from Mark Thompson, "I went and listened to (name of a top personal development guru) audios. Quality? Stinks." You don't want anyone saying that about your audio.

- Wow! That told me that what I was doing was right on target, and people definitely pick up on quality.

4. Sounding Dumb

- How can you know if you sounds dumb and 'tupid?
- Unknowingly misusing words.
- Saying words like "Uh" and "Um" repeatedly.
- Saying anything along the lines of, "Excuse me I forgot what I was talking about."

There are three ways to avoid dumb...

1. Keep recording until you get it like you want it.

2. Have personality. Honestly, I make a lot of verbal miscues when presenting, but I get away with it because people just think I'm cutting up or my A.D.D. is kicking in.

3. Be smart for real. This is the hardest of the three because you have to already be there!

5. Generic Messages

"Hello. Thanks for stopping by my site. It's great to have you hear. Hear get it. Feel free to look around. You'll notice that I have some blue highlighted things on the left side of the page. Those are called hyperlinks. Hyperlinks will take you to the other areas on my site. The pictures of my cat are under the blue hyperlink labeled 'pictures of my cat.' Thanks again for stopping in. Please email me. There's a blue hyperlink at the bottom of this page to email me."

Get specific. Tell people exactly what you want them to do, and don't waste time with things no one cares about.

Autoresponder

Since I use Aweber then this example will flow from their processes. When setting up a new profit generating website you need to use 2 autoresponders: One for capturing prospects and one for clients.

Sidebar: It's your decision to use a "squeeze page" or not. If your goal is to make the sale, then you may want to build your email form directly into your sales copy. If you primarily

are wanting to build your list, then the mandatory squeeze page will force the guest to give their name and email if they want any further information.

Autoresponder 1: Capture based.

You already know that everyone is not going to buy. You also know that once they leave your site they will never think about you again.

I see this mistake all the time...

In the desire to get their gear online a lot of marketers cut corners and the autoresponder is one of them. They want the sale NOW. They say to themselves, "I just want conversions and don't want to deal with a bunch of people emailing me."

The truth is that most people – about 99% of them - don't buy immediately (and most never email). Automated follow-up gives them the chance to get to know you and your product.

"But I don't have time to write a bunch of emails or put together a mini-course."

Sure you do.

Just pull a few solid paragraphs from your product and place some introductory comments before and after them.

The following is from a "Beating Speeding Tickets" PLR. This is a direct excerpt used as part of an email follow-up.

Beating Speeding Tickets...
By Paul Evans

If you do happen to spot the flashing red and blue lights in your rearview mirror there are some important steps you can do at that moment that can help you to beat the speeding ticket and either pay a reduced fine or in some cases no fine at all. Anyone who has been pulled over for speeding knows how it's tempting to argue with the police officer. This isn't something that you want to do for a number of reasons.

There are however certain reactions that can help on the spot. It's an old belief that acting as though you don't know what you did wrong won't help. That might not be the case. The same can be said for acting scared or upset. Police officers are first and foremost people just like you and sometimes human nature takes over and they'll let you leave with just a stern warning. That's not to say that you should break into tears when the policeman comes to your car but showing some emotion certainly cannot hurt.

PRODUCT URL

Depending on the size of the citation it might be in your best interest to consult with a traffic ticket specialist. These are normally attorneys who specialize in traffic violations or retired police officers who just want to help the average citizen. Their familiarity and expertise in the area of speeding and traffic affords them insight into some of the lesser known loopholes.

Another alternative to hiring someone to fight the speeding ticket fight for you is to do it yourself. Instead of paying the fine you attend court on the date specified on the original citation the officer presented to you. Your plea is of course going to be "not guilty." Again there are many small things you can do in court to better their chances of not paying such a high fine.

There's no need to take the chance of paying an outrageous ticket. Put the odds in your favor with the ebook that has helped thousands. You'll get instant access - even faster than a cop can pull you over!

PRODUCT URL

Ticker Beater,

Paul

The only original material in that email is the last paragraph.


Autoresponder 2: Client based.

This second autoresponder is to build your customer list. The first was for follow-up with prospects. This one lets you contact people who have actually spent money with you.

Here's the deal, you want these people to be taken off Autoresponder one.

When people actually join Nicheology.com they get taken off the Nicheology waiting list.

Aweber does this through their automation page....



Get Started | Help | Account | Logout

Home Messages Leads **List Settings** Reports

Live Chat - Online Settings Web Form Verified Opt-in Custom Fields Global Fields Automation Email Parser

Managing List: *niche-waitlist* (Add New) Change List: *niche-waitlist* Go

Automation Rules:
Automatically subscribe or unsubscribe a lead based on a subscribe or unsubscribe attempt from another list. Only one automation rule can be specified per list.

Action	List	Delete
Unsubscribe from list niche-waitlist when lead subscribes to	niche-members	Delete
Unsubscribe from list niche-waitlist when lead subscribes to	niche-members	

Save

This allows you to market more effectively and not look like you don't know they joined.

Payment Processor

The easiest two that you are probably working with already are PayPal and Clickbank. I like Clickbank simply because the affiliate program is built in.

Having your own merchant account can save you money and allow for some added advantages you won't need one until you are doing around \$10K a month.

Just don't forget to link your order button to the processor you choose. I know it sounds dumb to have to mention that, but it's the small details that often get overlooked.

Problem Free Download Page

Here is the download page for "Piggyback Traffic"...

Thank You for Ordering Piggy-Back Traffic

Please Print this Page for Your Records

A receipt was also sent to \$email

Welcome to the "Piggy-Back Traffic" Download Center

Download Instructions

If you have any problems downloading the special report below...Don't panic!! Email us and we will be glad to assist you.

Below you will find the download link for the product you purchased...

Right Click To Download Your Materials

"Piggy Back Traffic System" (PDF) | [Right Click Here To Download](#)

Click on the first link with your RIGHT mouse button. In Internet Explorer Choose "Save Target As..." and download the file to your desktop (in Firefox and Netscape you choose "Save Link As...").

You should save the files to your "Desktop" or another folder you can easily find.

Once you have downloaded the file, go to your desktop or the file you saved it to and double click the file to open it.

Thanks again for your order,

Ryan Deiss

It's not cluttered or confusing. The buyer knows exactly what to do and who to reach if there is a problem.

Make it easy on the customer. No confusion or wondering. And certainly nothing on the download page that makes them regret the purchase.

Day 8 : Upload

Here is a quick check list to make sure you get everything uploaded. This is going to seem elementary but I'm amazed at how many get everything ready, put up the sales page, buy traffic, but forget to actually upload the product.

Webpages

- ☐ Sales page
- ☐ Checkout page
- ☐ Download page

Graphics

- ☐ Header
- ☐ Footer
- ☐ Order
- ☐ Ecover
- ☐ Pictures of testimonials
- ☐ Icons (arrows, boxes)

Multi-media & Products

- ☐ Audio
- ☐ Video
- ☐ Flash files
- ☐ PDF
- ☐ Software

Two T'd Assignment:

Test it!!

Go through each element personally.

- Sign up for your autoresponder
- Checkout
- Download the product
- Open and use the product

Next, ask a friend to do the same. Find out...

- What didn't you like?
- Was anything complicated?
- Anything confusing?
- Any hang ups?
- Any problem at checkout?
- Did you get the autoresponder message?

- Did any of the graphics not show up?
- Did the pages show up clearly?
- Were you able to download without a problem?
- What would you change?
- What would you highlight?

Tweak it.

Take the suggestions, weigh their validity and then implement.

If you're graphics look goofy, eliminate or change them.

If the guarantee isn't bold enough, then set it apart a little more. If the download page is easy for a techie, but hard for a granny – you know what you need to do.

Day 9 : Linking

I wish I could give you some traffic secret here that would blow your mind, but it really comes down to fundamentals.

In a bit I'm going to give you an extra 17 ways to get traffic (all of which you may be already doing). But what you really need to concentrate on is...

The Top Three Ways to Get Buyers to Your Site

If you want to capture the largest percentage of possible traffic to your site then focus on:

01: Affiliates

This is #1. The more people you can get on board promoting your product(s), the more money you will make. This is the #1 mistake PLR folks make.

They Fail to Create an Affiliate Program

As you will see on day ten, it's essential!

02: Article Submissions

Article submissions will bring SOME traffic to your site. It will help with search engine placement. But more importantly it will bring affiliates your way.

I visit article sites a lot just to see what the "competition" is writing about and uploading. I visit their sites and if they have an affiliate program I will sign up. If it fits my market or list then I do a promotion.

The top three article placement options are:

1. Ezinearticles.com
2. GoArticles.com
3. Isnare.com if you want a variety of publishers to pick up your articles.

03: A+ Pay Per Click

Though I like affiliates purchasing the pay per click traffic, I do have a handful of PPC campaigns.

- Yahoo Search
- Google Adwords
- MSN AdCenter

Those are the top three. Yes, you can multiply your traffic by getting involved in as many PPC search engines as possible, but test on the big boys first. And watch your \$\$\$\$. Without monitoring you can lose thousands in a few days.

Keep your spending and conversions in check.

While everyone else is out there chasing every fad and traffic trend, you can be getting herds of traffic by **focusing on** those three generators.

However, there are more options. Pick a few favorites from this list.

Make sure you listen to the Audio in the Nicheology training area for greater detail.

1. CPA networks
2. Contextual Advertising
3. Myspace
4. Social Bookmarking
5. Text Ads
6. Video Submissions
7. PRweb
8. Article directories
9. Directory
10. RSS feed submissions
11. Submit Google sitemap to Google
12. Forums (message boards)
13. Legitimate blog commenting
14. Your own blog network
15. Tell a Friend Script
16. List buying
17. Ezine List Rental

Day 10 : Affiliate Center

Affiliates remain the #1 way for getting the most high quality traffic to your site.

Initial setup is going to take more than a day, but after than you should easily be able to upload the basic affiliate needs for each new product.

Creating Your One Stop Affiliate Shop

Affiliate Program Processor

Setting up with ClickBank. You'll have one account that you run ALL your affiliate products through. This will allow you to do some one time setup without having to do it all over from scratch each time.

The only disadvantage is that ClickBank only allows you to set one commission percentage. But if you are using the standard 50%+ then it should work well.

Some don't like Clickbank because of the difficulty in selling multiple products through one affiliate program.

2 resources which solve the problem are:

- [Easy Clickmate by Adrian Ling](#)
- [HopGuard](#)

Affiliate Program Name

Go to the "trouble" of creating a name for your program. It can be your business name or one related to the niches your in.

The goal is to have ONE program that you place everyone in. It's doesn't matter if they represent golf products or baby resources.

There's a few reasons...

1. You save money because you don't have to open a bunch of separate accounts.
2. You save time because everything is centrally located. You control your commission from one area. You can email all affiliates simultaneously instead of having to broadcast to several lists.
3. You make more sales because affiliates may find a product to cross promote.

Affiliate Program Signup Page

1. Sign up:

The sign up page for Info Market Results affiliate program is...

<https://www.nicheology.com/public/affiliate/signup.cfm>

That one time signup will allow affiliates to promote Nicheology, Content Goldmine and Piggyback Traffic. As new products and promotion open up they will automatically appear in their account.

Make it that easy for your affiliates.

2. Send Out:

You also need to add your affiliates to an email list. That way you can:

1. Contact them about new opportunities.
2. Train them on current offerings.

So set up an additional autoresponder/broadcast system JUST for affiliates.

Affiliate Payout Percentage

It's your call on the affiliate %.

The bigger the name the more they want, expect and/or deserve.

The average commission is 50% with it going all the way to 100% for a person who has a strong list.

With ClickBank you can't do individual commissions, but you can...

Raise the commission for a specific time period.

This will put all affiliates on notice to get to work.

Second, if you are working with a solid launch partner then you can keep the commission at a certain level for as long as you want.

Affiliate Promotional Tools "Members" Area

Each product should have its own promotional area. This is an area that is just beginning to take shape in my business. Mark Thompson is the affiliate manager for

ContentGoldmine.com, Nicheology.com and will manage future projects as well. He'll be setting up tools for our affiliates.

Your tool box could include...

- Email Messages
- Articles
- New product alerts
- Contests
- PDF Reports
- Video
- Images

The goal is to provide tools that are easy AND attractive to use.

Affiliate SVO

SVO = Special Venture Opportunities

You can/should create special opportunities for top affiliates.

1. A higher commission day
2. A solo-launch
3. "Closed-door" bonuses
4. Be an available "guest"

You want affiliates to want to do business with you time and again.

Bottom Line

Get this system in play today. Don't wait until it's convenient (does that time ever come?).

Start with day one and work through one element a day.

If You're SERIOUS About Releasing Products In Rapid Succession then Join....

www.Nicheology.com

High Quality. High Content. High Value. Low Investment.