From Zero To Profit

How To Make Your First $1,000 Online

By

Carrie Wilkerson & Paul Evans

http://www.diymarketingsuccess.com

NOTICE: You <u>Do NOT</u> Have the Right
to Reprint or Resell this Report!

EARNINGS DISCLAIMER

There is no promise or representation that you will make a certain amount of money, or any money, or not lose money, as a result of using our products and services.

Any earnings, revenue, or income statements are strictly estimates. There is no guarantee that you will make these levels for yourself. As with any business, your results will vary and will be based on your personal abilities, experience, knowledge, capabilities, level of desire, and an infinite number of variables beyond our control, including variables we or you have not anticipated. There are no guarantees concerning the level of success you may experience. Each person's results will vary.

There are unknown risks in any business, particularly with the Internet where advances and changes can happen quickly.

The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for your success or failure.

Resources To Help You...

http://diymarketingsuccess.com

Introduction

Everywhere you hear about people making those seemingly elusive six figures online. Maybe you've dreamed about it too. And so you've spent many a night brainstorming, just trying to figure out a way that you can make money online.

But here's the thing… You need to walk before you run.

You need to create a plan that will put that first $1000 in your pocket before you can think about making your first $10,000 or your first $100,000.

Because once you know how to make $1000, it's not that hard to make more.

And that's exactly why I created this report.

Over the next several pages you'll discover exactly how to make your first $1000.

How? By creating a private label rights package that you can sell to other marketers for $97. Think about it: All it takes is just 11 sales to break $1000!

> Tip: A private label rights product is one in which you license other marketers to use the product in just about any way they choose. They can modify it, sell it or even give it away for marketing purposes.

Once you make your first $1000, you'll have a workable, scalable plan that you can use to make more money. And what's more, you'll have confidence, because you'll see with your own eyes that making money online IS possible for you!

So here's the plan – and here's what you'll learn inside this report:

- How to pick a hot, in-demand niche for your PLR (private label rights) product.

- How to create a PLR package that's worth at least $97.

- How to get eager buyers in front of your offer.

And more – you'll learn everything you need to know to make your first $1000. So let's get started…

Pick a Hot Niche

The first thing you need to do is find a hot niche. That is, you need to uncover a topic in which there are plenty of marketers who are willing and eager to buy PLR content.

One common mistake at this point is to seek out a hot niche of "end users" who're buying the content you're creating… rather than seeking out marketers who're buying PLR content.

> Example: Let's suppose you discover there are plenty of end users wanting to buy parrot-training books so that they can teach their parrots how to speak. That's great. And that may very well be a good niche if you were selling your product directly to end users (e.g., parrot owners in this case). However, you're selling to marketers in the niche – and if no marketers are buying parrot-training PLR content, then it's not what I'd consider a hot niche.

So what you need to look for are niches where there's a great demand for PLR content from the marketers who work in that niche.

Typically, these niches tend to be part of your bigger, evergreen markets such as weight loss, golf, dog training, online marketing, work from home and similar markets.

Now, one of the best ways to discover a hot niche for PLR content is by finding out what kinds of private label rights content marketers and webmasters are ALREADY buying.

There's no guesswork required – just sell something people are already eagerly buying, and you'll never have to worry about creating content that people don't want.

Here's how you determine what types of PLR marketers are already buying…

See What's Hot on Clickbank

Clickbank.com is one of the bigger marketplaces for digital goods – and they have a searchable marketplace. So, one of your first stops is to visit the marketplace and search for some very broad terms, such as:

- PLR
- Private label rights
- Resell rights

- Master resell rights

In all cases, you're looking for a pattern. That is, don't get too excited if you see just one PLR package being offered in some obscure niche. Instead, you're looking for bestselling PLR packages. And you're looking for multiple sellers selling PLR in the same niche.

So, for example, if you see several dog training PLR packages, that's a good sign that it's a hot topic.

> Tip: You'll see that I included the search terms "resell rights" and "master resell rights". That's because people who buy resell rights and master resell rights also tend to buy private label rights. As such, if you see plenty of content with resell rights, you can generally assume that PLR content will sell to that market, too.

Check Out Popular Forum Marketplaces

Some business and marketing forums have marketplaces that are known for carrying a variety of private label rights content. One of the best marketplaces to check is on the WarriorForum.com. You can check both the "Classifieds" section as well as the "Warrior Special Offer" section.

Again, what you're looking for are patterns. If you see different sellers creating PLR products in one particular niche, that's a pretty good sign that there's a market buying this PLR content.

> Tip: The advantage of looking for PLR content trends on a forum is that you can also sometimes get a feel for how "hot" the topic is. Just look at how many people are responding to the thread, especially with comments that they've purchased the product. If you see several people doing this, that's a good sign that there are buyers for this particular PLR topic.

Run a Google Search

Here you run a search in Google with a variety of PLR, resell rights and master resell rights search terms. For example:

- PLR
- PLR content
- PLR ebooks

- PLR articles
- PLR membership sites
- Private label rights
- Private label rights content
- Private label rights ebooks
- Private label rights articles
- Private label rights membership sites

… And so on, running similar searches for "resell rights" and "master resell rights" search terms.

Again, look for patterns. If you see a lot of content being offered in a particular niche, that's usually a good sign that there are marketers buying PLR content on that topic.

Also, don't forget to look at the sponsored ads that run along the top and on the right side of the regular search results. If you see marketers spending money to advertise their PLR, resell rights and master resell rights content, that's a good sign that there are people buying the content.

Use Keyword Tools

Here you can use tools like WordTracker.com or MarketSamurai.com (or your favorite keyword tool) to find out what kinds of PLR content people are looking for in Google and other search engines.

Just enter general search terms such as:

- PLR
- Private label rights
- Resell rights
- Master resell rights

… and similar terms. The tool will give you related searches, such as "dog training PLR articles". And this will give you an idea of what kind of content people are looking for.

Tip: Don't use this method in isolation. Because while it tells you what kinds of PLR content people are searching for in the search engines, it doesn't tell you what people are buying. Indeed, you don't even know if these searchers are buyers – maybe they're other marketers who're merely scoping out the competition. As such, use this method to help confirm that a topic is in demand, but don't rely on it in isolation.

Keep an Eye on the Market

Finally, be sure to keep an eye on PLR sellers, forums where PLR sellers congregate, blogs where marketers talk about PLR content and similar sites. Here your goal is to simply keep an eye on the market.

What kinds of packages are people talking about on the forums? What are they blogging about? What kinds of PLR content are they promoting in their newsletters?

In short, you're keeping your finger on the pulse of the market. Once again, just seek out patterns. If you suddenly see an influx of golf PLR content, that's a clue that the topic is hot right now (and that there's a market of buyers who want and need it).

Quick Recap

You just discovered five ways to determine what type of PLR content is selling well. You may very well discover that there are several such popular niches were you can clearly see there are a lot of PLR buyers (as evidenced by several PLR sellers catering to that market).

In that case, pick the topic that most interests you. And then move on to the next step…

Decide What Kind of Package to Create

As mentioned at the beginning of this report, your goal is to create a product that you can sell for $97. That way, you need only sell 11 copies before you make your first $1000. (It's easier than you think.)

Now, since you've been doing your research, you probably noticed a lot of PLR content that sells for $20 or so – but certainly nowhere near $97.

Maybe you're wondering what how you can create a package that's worth $97.

So let me share with you five of the factors that affect pricing…

http://diymarketingsuccess.com/

Create a Package

Instead of just creating a report or even a longer ebook, you can increase the perceived value of your product by creating a package.

For starters, your package could include a variety of PLR content, such as an ebook, a report, a squeeze page, a series of autoresponder messages and a pack of five or ten related articles or blog posts.

Another thing you can do is create the "extras" that your buyers will need to effectively sell the PLR product. These extras may include a sales letter, a mini-site design and a blog theme.

Obviously, you don't need to include all of these items in your package.

> Example: Package might consist of an ebook, a sales letter to sell the ebook, and five or ten articles or blog posts to help promote the ebook. But do note that the more pieces you add to your package, the higher the package's perceived value (and thus the more you can charge for it).

Offer High-Quality Content

If you've ever purchased PLR content before, then you already know that some PLR sellers offer some really low-quality information.

Not only is the content poorly researched (meaning it could even be factually incorrect), but the content is poorly written. Thus buyers of this content need to spend a considerable amount of time tweaking the content just to make it presentable.

So here's the thing: If you want to make your content package stand out from all the others, make sure it's well-researched and well-written. If you're not a good writer, then hire a professional ghostwriter to create engaging content for you. Because the better the content is, the less time your buyer need to spend working on it – and thus the more valuable it is to them.

Craft Favorable License Terms

Your job is to craft license terms that help protect the value of the content.

Generally, you may include terms like:

- ```
  No selling the content on eBay or other auction sites.
  ```

- ```
  You cannot change the author's name on the product unless you
  change the product substantially (at least 40%).
  ```

One of the quickest ways to devalue your entire package is to offer "unrestricted PLR" or PLR with master resell rights.

enerally, these terms mean that everyone who buys the content not only gets personal use rights, but they also get the right to resell the content with the PLR license.

So think of it this way…

You sell 20 licenses. The 20 buyers sell it to 20 more people. These 20 people turn around and sell the PLR to another 20 people… and so on. It doesn't take long before thousands upon thousands of people have the rights to sell your PLR product. And often this leads to your PLR content not only having a lot of competition, but you'll find it sold for mere pennies.

Bottom line: Make sure you are the ONLY one who has the right to sell the PLR licenses. Anyone who licenses your product should be able to sell it to end users only.

```
Example: If you sell a dog training product, then people who buy
the private label rights from you are only allowed to sell this
product to people who're interested in reading a dog training book.
Your license holders cannot pass on any PLR or resell rights to
their customers.
```

Which brings us to the next point…

Release Fewer Licenses

You're going to be the only one with the right to sell PLR licenses to your buyers. And that means you need to decide how many licenses you're going to sell total.

Generally, your package will have a higher perceived value if you sell fewer licenses. That's because your buyers will have less competition.

> Example: You've seen people selling PLR content for $20. However, look closely at the terms of the sale and you may discover that the PLR seller hasn't even capped the number of licenses he's going to sell. Or if he does put a limit on it, then it's a higher limit, such as several hundred licenses.

There's nothing wrong with this approach. Indeed, as a PLR seller it's a good way to quickly build up your list of buyers. But since you're looking to make your first $1000 fast – and since you're going to price your package for $97 – then it's a good idea if you cap the number of licenses available at a lower number. Preferably, something in the neighborhood of 100 licenses.

> Example: If you cap the number of licenses to 75, you're giving your buyers virtually no competition. And yet you can still earn $7275 from your efforts ($97 X 75 licenses).

Establish Your Reputation

Yet another factor that can affect the price is your reputation or expertise. If this is your first PLR package, then obviously you haven't yet established a reputation as a good PLR seller who produces quality work. (That's something to aspire to, however, so do be mindful of developing a good reputation as you start selling your PLR packages.)

However, perhaps you have some sort of special skills or expertise that makes this PLR content particularly credible. If so, advertise this fact, as it can raise the perceived of your content.

> Examples:
>
> * You're a nurse writing about health information.
> * You're a dog trainer writing a dog training product.
> * You're a fitness trainer writing about weight loss.
> * You're a teacher writing about homeschooling.
> * You're a lawyer or paralegal writing about law topics.
> * You're a published author writing about how to get publishing contracts with big publishing houses.

And so on. If your background, skills, schooling, degree, awards or experiences pertain to your topic, then be sure to mention it.

Quick Recap

The factors you just learned about all work together to help boost the perceived value of your package. And yet having just one or two factors can be enough to allow you to sell a $97 PLR package.

> Example: Plenty of PLR buyers are happy to shell out $97 or even more just to get their hands on GREAT content that only has a limited number of licenses available.

Now that you know what makes a package more valuable, it's time for you to learn how to create this package. Read on…

Create the Package

At this point you know the niche topic you're going to write about. You've done your market research, so you know what PLR buyers in that niche want

 Indeed, if you paid attention, you probably even noted what types of packages PLR buyers in your niche are buying. So, you know what you need to create.

To be clear, here's what you need to put together:

- **The actual PLR product or package.** This is the ebook and any other pieces you're including in your package, such as articles or a sales letter for your buyers to use to sell the product.

- **The PLR license.** This is where you lay out the terms of the license, meaning you tell your buyers what they can do with the content. Since I'm not a lawyer, I'm not going to dispense any advice on how to create this license.

- **A sales letter.** Finally, you need to create a sales letter to persuade PLR buyers to purchase your product.

There are three ways you can create these materials:

1. **Do it yourself.** A good choice if you're a good writer and/or you have special expertise or skills in the niche that you're writing about.

---

http://diymarketingsuccess.com/

2. **Outsource it.** A good choice if you don't have the time or inclination to do it yourself.

3. **Outsource some of it, do the rest yourself.** Maybe you're a good writer, so you choose to create the ebook yourself. But perhaps you don't know much about copywriting, so you hire a professional copywriter to create your sales letter.

Let's look at the first two separately (which will help you decide whether you want to do choose the third option)…

Do It Yourself

As mentioned, there are three things you need to create (the product, the license and the sales letter). We'll just deal with the product and sales letter in this section.

Let's start with the product.

Creating Your Product

At a minimum, you'll be creating a niche ebook. As such, that's what I'll focus on for this section, but obviously the advice applies to anything else you create for your package (such as articles, a lead-generating report, etc).

The most important thing to remember is that ultimately you need to please your customers' customers. In other words, you need to write this book for the end users – the people who'll actually be reading and using the information. And that means you need to find out what these end users want.

This requires a little market research on your part. Fortunately, it's pretty simple. Here's what to do:

➔ **See what Amazon reviewers are saying about popular products**. Run a search for your niche topic (like "dog training") and take a look at the reviews for the popular products.

Take note of what reviewers like about the product, because you'll want to include these strengths in your product too. Also, take note of what reviewers don't like, because you'll create a better product by improving on these perceived weaknesses.

> <u>Example</u>: Maybe you're creating a dog training product. If the reviewers complain that existing products don't have enough info about curbing bad habits in dogs (like jumping on people), then make sure that your product has plenty of information on this topic.

➔ **Look at the table of contents of popular products.** If you're wondering what all topics you should include in your ebook, just look at which topics the bestsellers have included in their books.

> <u>Tip</u>: How do you do this? Just use Amazon's "sneak peek" feature, which lets you take look at the table of contents for most books.

➔ **Read sales letters for popular products.** If you can't take a look at the table of contents, then the next best thing is to look at the sales letters for popular products. Usually, just about every bullet point in the sales letter will give you an idea for a topic to include in your ebook.

> <u>Tip</u>: One good place to uncover popular niche products and their sales letters is in the Clickbank.com marketplace.

➔ **Review the bestselling products yourself.** One of the best ways to determine the strengths and weaknesses of the popular products on the market is by reading and using them yourself. Take note, however, that you're just looking at these to assess the competition and to get an idea of what to include in your product – in no way should you even think of copying these products.

➔ **Ask your market.** Yet another way to decide what topics to include is to go to niche forums and ask your market what they'd like to see in an ebook. Ask them what problems they're struggling with and what kinds of solutions they need.

Once you've followed the above steps, it should be pretty easy for you to draw up an outline of what topics you should include in your ebook.

If it's a "how to" book, then obviously you should organize your content in step-by-step order (Step 1, Step 2, etc). If the book doesn't detail a step-by-step process, then you can order your content from beginner to intermediate to advanced topics.

The key here is to create as thorough of an outline as possible.

Not only should your outline list each chapter, it should detail every topic you want to talk about within each chapter.

> Example: Let's say you're creating a book on weight loss. Here's what the "nutrition" section of your outline might look like:
>
> A. Nutrition
>
>   1. How to lose a pound a week.
>
>   2. Determining your calorie needs.
>
>   3. Guidelines for eating well:
>   a. Eat close to nature
>   b. Eat six small meals a day
>   c. Eat a balance of good carbs, fats and proteins
>
>   4. How to make unhealthy dishes healthy
>
>   5. What to choose when eating out
>
>   6. Sample weekly meal plans and recipes

The reason for creating such a detailed outline is because it will keep you focused and keep you on track as you create your product.

However, it also makes it psychologically easier to create the product. That's because a detailed outline breaks down a big book into little "bite size" chunks.

So instead of you having to write a book, you can think of it as writing a series of related articles. Many people find this psychological trick works well to overcome procrastination.

After you've completed your outline, it's just a matter of thoroughly researching your topics and then creating the product. Just be sure that you do your research using credible sources only.

> Example: If you're researching a health topic, use sites like the Mayo Clinic site, WebMD.com and sites run by universities.

Once your product is complete, then you need to create a sales letter. Read on…

http://diymarketingsuccess.com/

Creating Your Sales Letter

Even though you have a great PLR product or package, your prospective buyers don't know it. That's why you need to create a sales letter that touts the main benefits of your package. Basically, you need to tell your prospects why they should buy your product.

Now, before you create your sales letter, you need to think about your prospects.

> Example: Are your prospects familiar with PLR materials? In that case, you don't need to tell them about the benefits of PLR. Instead, you can just focus on the benefits of your specific package.

On the other hand, maybe you're selling to marketers who buy things like resell rights, but they're not familiar with PLR content. In that case, you'll not only tout the benefits of your specific package, you'll also need to tell them about the benefits of using PLR content.

See what I mean?

You need to think about who're you're selling to, because it will be easier to get into their head and connect with them through your sales letter. As such, it's a good idea to sit down and brainstorm as much as you know about your perfect prospect. This is called profiling the target market.

Once you've profiled your target market, then you can start writing the actual letter. Basically, your letter will include these parts:

- **Headline.** This sits at the top of your sales letter and it should present the biggest benefit (or benefits) of your PLR package.

- **Opener.** This is where you expand on the promise in your headline. You may also use this space to remind prospects of their problem (such as not enough time to create content themselves). Then you introduce your PLR product as the solution.

- **Benefits.** This is where you offer a bulleted list of all the benefits of your PLR package. You should list what all is included in the package as well as the other benefits (e.g., "well researched").

- **Proof.** Here you can post excerpts from the content to show that it's good quality content. You can also include testimonials from satisfied customers.

- **Guarantee.** This is what's called risk reversal – you promise buyers that if they're not satisfied, then they'll get their money back.

- **License terms.** This where you tell your buyers about any restrictions on how they can use the content. Be sure to include a full license in your product package. (Again, your license is actually a legal document, so consult with a qualified professional if you have questions about how to create your license.)

- **Call to action.** This is where you specifically tell your buyers what to do next (e.g., purchase the package). This works best if you can create a sense of urgency. Your product should have a built-in sense of urgency, since you're capping the number of available PLR licenses.

- **P.S. This is where you reiterate a main benefit and/or repeat the call to action and/or mention a benefit not mentioned elsewhere.**

Now let me give you a short sample sales letter...

"Claim Your Copy of This HOT Dating Niche PLR Package – Your Customers Will Love the Ebook, and You'll LOVE the Quick and Easy Profits it Generates!"

Dear Fellow Marketer,

If you're like most marketers in the dating niche, then you have a constant need for content. You need products. You need articles and blog posts. You need autoresponder content.

It's never ending.

And it's also time consuming and expensive. If you do it all yourself, then you'll quickly find you don't have time left for anything else, like marketing your site. And if you outsource it all, you end up blowing a big gaping hole in your budget.

Fortunately, the solution is easy:

Simply buy the "Dating Secrets" Private Label Rights Package, and…

http://diymarketingsuccess.com/

You'll Get Instant Access to Over 100 Pages of Dating Content That You Can Sell, Giveaway, Modify and Use As You Please to Put Money in Your Pocket – You Can Even Put Your Name as the Author!

That's right, you don't need to spend thousands of dollars or weeks of your life creating high-quality content. Just be one of 100 lucky people to claim your PLR license now, and you'll get dating content that you can use starting today!

Here's what you get when you order now…

- A meaty 75 page "Dating Secrets" ebook. Click here to see the table of contents and to download an excerpt. I think you'll agree that your customers will LOVE this high-quality product – and you'll be proud to put your name on it!

- A 10 page lead generating report. Give this exciting report away to your subscribers, put it on your blog, post it on your Facebook page. You'll be amazed at how well it works to generate leads and turn browsers into your buyers!

- A pack of 20 articles you can use to market your business. Post 'em on your blog. Load 'em up into your autoresponder. The choice is yours – and so are all the profits!

- A persuasive sales letter you can use to sell the ebook! This means you can upload this sales letter immediately, start driving traffic to it, and make sales as quickly as TODAY!

This is a true business in a box. So whether you've been kicking around the idea of entering the hot, in-demand dating niche, or you're already well-established in the niche, this content will help you build your business faster.

Just look at all the ways you can profit by using this private label rights dating content…

[Insert your bulleted list of what people can and cannot do with the content. For example, "YES! You can put your name as the author…"]

What's This Content Worth?

http://diymarketingsuccess.com/

If you hired a ghostwriter and copywriter to create this content for you, you'd be looking at a freelancing bill of over $1000! And if you did it yourself? You'd spend so much time working that you could kiss your social life goodbye.
That's why you'll recognize this as an insanely good deal: Order now and the entire package is just $97.

But there's a catch – only 100 PLR licenses are available worldwide. That means you have virtually no competition. But it also means you need to act now so you don't miss out…

<u>Click here to claim your license.</u>

And relax…

Your Satisfaction is Guaranteed

Download the ebook, report, 20 articles and sales letter right now risk free! If you're unsatisfied for any reason whatsoever, just let me know within 30 days and I'll give you back every penny. No quibbles, no questions, no hoops to jump through.

Fair enough? Then…

Order Now to Avoid Disappointment

Take out your credit card and click the order button below now to get started. But hurry, because just 100 PLR licenses are available worldwide, and they won't last long at this price!

[Insert your order button]

[insert your name]

P.S. Go ahead, shop around – but I guarantee you won't find a better dating PLR package at a better price. Just don't look around too long, or you might come back and this offer will be gone!

<u>Bottom line:</u> If you have the talents and the time, you can create the package and the sales letter yourself. Otherwise, you can save yourself plenty of time and frustration by putting it all in the capable hands of a reputable freelancer…

Outsource the Project

The beauty of this business model is that you don't have to create the content if you don't have the time or inclination. Instead, you can hire a competent freelancer to do all the work for you.

Here's how…

Step 1: Find Freelancers

You don't want to hire the first freelancer you run into. Instead, cast a wide net to uncover as many prospective freelancers as possible. Then in the next step you'll narrow down this big list to a handful of truly qualified writers.

Here's how…

➔ **Post an Ad on a Freelancing Site**

One of the most well-known freelancing sites is elance.com, but similar sites include vworker.com and odesk.com. These sites all work basically the same way, in that you can post your project and solicit bids from freelancers. Just be sure to post as many details as possible, including word count and niche, as doing so well help you attract the most suitable candidates.

➔ **Check Freelancer's Ads**

Another way to find freelancers is by looking for their ads. Two good places to check are CraigsList.org and the "For Hire" section on WarriorForum.com.

➔ **Search Google**

Here you just run a search to uncover prospective freelancers. If you run a variety of searches, you'll find more freelancers. Your searches may include:

- Ghostwriter
- Freelance writer
- Freelance ghostwriter
- Writer for hire
- Freelance writer for hire
- Ebook ghostwriter
- Article ghostwriter

Don't forget to look at the sponsored ads which run alongside the regular search results.

➔ Look Locally

Some people prefer to work with local freelancers. In that case, you can post an ad in the local region on CraigsList.org, post an ad in your local newspaper and even post ads on university campuses (and in the college newspaper) to find talented students willing to do some freelance writing.

> <u>Example</u>: "Wanted: Freelance writer to create 20,000 word weight loss book. Experienced writer with references and portfolio required. Experience with weight-loss writing preferred. Project budget is [your project budget]. Email [your email] for more information."

➔ Ask Colleagues

Finally, another way to uncover good freelancers is to simply ask your business colleagues whom they've used and recommend. This applies to both your offline and online business colleagues.

Step 2: Do Your Due Diligence

At this point you should have a nice list of prospective freelancers. Now you need to whittle down this list by checking the freelancer's work and history. Here's how…

➔ Look at Samples

Most writers have links to their portfolios someplace online. If not, be sure to request samples. And make sure all the samples look like they were written by the same writer, as sometimes unscrupulous freelancers use other peoples' work to bolster their own portfolios.

➔ Check References

Does the freelancer have verifiable references online? If so, check them.

➔ Review Feedback

If you hired a freelancer through a site like elance.com, then be sure to check the freelancer's onsite ratings and feedback. A complaint here or two is okay,

---

http://diymarketingsuccess.com/

especially if the freelancer has overwhelmingly good ratings from plenty of satisfied customers.

➔ Search Google

Finally, search for the freelancer's name, website, email address and other identity data in Google.

What you're looking for is a freelancer with a long history of providing high quality work and good customer service. If you see any red flags (such as multiple allegations of poor work or missing deadlines), cross the freelancer off your list and move on.

Step 3: Put Your Writer to Work

If you follow these due diligence steps, you should be able to narrow your list considerably. You can choose the most suitable candidate on your list. Better yet, you can hire multiple freelancers to do small jobs, just to see who does the best work for you.

Regardless of how you approach it, there are two keys:

Key #1: Sign agreements.

This is a legal document that protects both you and the freelancer. If you hire the freelancer through a freelancing site, then usually you'll have to agree to site's agreement. In other cases, your freelancer may present an agreement for you to sign. If not, you should present one for both of you to sign.

As mentioned, this is a legal document and I'm not a lawyer, so I can't tell you exactly how to create this agreement. However, your agreement should cover:

- The scope of the project.
- The deadline (or deadlines, if it's a big project).
- Payment terms (when and how much and by what means).
- How revisions and changes are handled.

Key #2: Create a thorough brief.

The second thing you need to do is create a detailed project brief for your writer. The more detailed this brief, the better results you'll get from your writer.

http://diymarketingsuccess.com/

To that end, here's what to include in your brief:

- What you need written – ebook? Articles? Report?

- Length. Here you should refer to word count rather than page count, as word count is an exact measurement.

- The audience. Who'll be reading this content?

- Purpose of the content. Is it a paid ebook? Is it a report designed to generate leads?

- Outline for the project. Be as detailed as possible.

- Any other notes, such as whether you prefer a particular kind of writing style.

Bottom line: Your freelancer is a mind reader, so don't make any assumptions. Instead, put all your requirements and preferences in writing.

Quick Recap

You just learned how to create your PLR product as well as your sales letter. You learned that you could complete these tasks yourself, or you could turn them all over to a qualified freelancer (or freelancers).

Either way, your product will soon be finished. Your final step is to start selling it. Read on…

Sell the Package

You're almost ready to start making money with your PLR package. Now you just need to start advertising it.

However, before you can do that, you're going to need to set up a simple website. You can start by purchasing a domain name through NameCheap.com and web hosting through HostGator.com.

Now, a tutorial on how to set up a website is beyond the scope of this report. If you're not technically inclined, then I strongly urge you to go to elance.com, odesk.com or

even the "For Hire" section on WarriorForum.com to hire a web designer to create your site for you. A simple site, perhaps even one that's template driven, could cost as little as one or two hundred dollars. And it will save you a lot of time and frustration.

If you do know a bit about web design, then you can use a template (from a site like templatemonster.com) and an HTML editor like Kompozer (from kompozer.net). Then go through your web host's control panel (cpanel) and use the file manager to quickly and easily upload your files to your site.

Either way, your site will include two pages:

1. **Your sales page**, which you learned how to write earlier in this report. This sales page should also include your payment link, which may be through Clickbank.com (which you'll learn about in just a moment).

2. **Your hidden thank you page.** This is the page where your customers go to download their PLR package.

Once your site is set up, then you can start advertising it. Here's how…

Start an Affiliate Program

An affiliate program is where you pay other marketers a commission for every package they sell. Thus you never have to pay any money upfront:

You only pay when someone buys a PLR package from you.

Here's the key: Don't be greedy with your commissions. The only way to attract the BEST affiliates is to offer generous commission rates (somewhere in the neighborhood of 50%).

Now, because you're going to offer 50% of your profits to affiliates, if you have a low cap on licenses then you may want to raise it slightly.

> Example: If you were originally thinking about offering 75 licenses, then perhaps you'll want to offer 150 licenses or even 200 licenses. That means you'll still make plenty of money for this particular PLR product, plus your affiliates have plenty of opportunities to make money too (since you're offering more licenses).

---

http://diymarketingsuccess.com/

So how do you set up an affiliate program?

Easy: Just use Clickbank.com.

Not only is Clickbank.com a payment processor, but they also have an integrated affiliate program. And while the fees may seem high (especially if you compare them to PayPal.com), it's with good reason. You see, Clickbank handles everything, from tracking affiliate sales to cutting checks for your affiliates.

However, just using Clickbank.com and setting the commission rate to 50% won't guarantee you'll get a lot of affiliates making sales for you. What you need to do is advertise your affiliate program. Here's how:

- Get your product listed in the Clickbank.com marketplace.

- Place an ad in the "Joint Venture" section of the WarriorForum.com (requesting affiliates).

- Join a site like JVNotify.com.

- Tell your contacts. If you have a mailing list, a blog or even just a network of business friends on Facebook, be sure to spread the word about your affiliate program.

One of the most effective ways to build your affiliate program is to approach potential affiliates directly. This is where you look for other marketers who sell to "make money" niches, particularly those who promote PLR content.

You can find these potential affiliates by:

➢ Searching the Clickbank marketplace for terms like resell rights, PLR, and private label rights – all these sellers are potential affiliates. Related niches include make money, online business, online marketing and similar terms.

➢ Searching Google for these same terms. Be sure to check both the regular search results as well as the sponsored results that run alongside the regular results.

> `Bonus Tip`: Go to Clickbank.com and find out what the top
> PLR and resell products are. Then run a search in Google
> for the names of these products. This search will uncover
> most of the affiliates who're promoting the product – and

> that means you'll have an instant list of affiliates who
> actively and profitably promote products in your niche!

Once you've compiled a list of prospective affiliates, your next step is to contact them directly to ask that they promote your product. <u>Two notes</u>:

- **Building relationships will get you better results.** People like to work with those they know and trust, which means you'll get better results if you work on building relationships with prospective affiliates before you attempt to recruit them to your affiliate team. This isn't a requirement, but it really does make it easier to build your affiliate program.

- **Offering extra perks will get you more yes responses.** Instead of just offering a straight commission deal, you can offer extra perks such as a co-promotion. For example, you can offer to promote your affiliate's products to your contacts.

> <u>Tip</u>: If you're just starting out, you probably won't have
> these sorts of assets to leverage, like an established
> blog or mailing list. However, you can see that it's a
> good idea to start building these assets as soon as
> possible! Not only will a mailing list and blog help you
> promote your products and get more sales, it will also
> give you some leverage to do joint venture deals.

Here's a sample email you can tweak and send to prospective affiliates…

> ------------------------------
>
> <u>Subject</u>: $48.50 commissions for you, great content for your buyers…
> <u>Alternate Subject</u>: Are your subscribers looking for this?
>
> Dear [first name],
>
> Hi, my name is [your name], and I'd like to send you a big check.
> Let me explain…
>
> I've noticed that you tend to promote high-quality PLR to your
> mailing list. That's why I think your list would love to get their
> hands on my new [niche] PLR product. You can download this package
> here to see for yourself that this is a high-quality package:
>
> [Insert link].

```
However, your subscribers aren't the only ones who'll appreciate
this package. You will too, especially once the $48.50 commissions
start rolling in.

It's easy to get started – just insert your Clickbank.com affiliate
ID into this link [insert Clickbank hop link].

Then email me at [your email address] if you have any questions or
if you need any promotional material.

I look forward to working with you!

[Your name]

P.S. I almost forgot – if you agree to promote this offer before
[date], then I'll be happy to co-promote you on my blog at [link].
I can only do this for a small handful of preferred affiliates, so
let me know ASAP if I should reserve this co-promotion for you or
release it to someone else. Thanks!

----------------------------
```

Bottom line: You need to be proactive in order to build a thriving affiliate program. However, once you have a group of affiliates, these same affiliates will be happy to promote any other offers you put out.

Post an Ad on the Warrior Forum

Yet another way to get targeted people in front of your sales letter is by posting an advertisement on the WarriorForum.com. There are two ways to do this:

1. **Post a WSO (Warrior Special Offer).** As the name suggests, you can't just post your regular offer in this forum. Instead, you need to make it a special offer. And that means you need to offer a discount that's not available to the public.

   While technically any discount is acceptable, most buyers are searching for good, steep discounts. So you might consider a 50% discount ($48.50), which is the same amount of profits you get when affiliates promote your offer.

2. **Post a classified ad.** You don't need to offer a discount when you post in the classified section. However, you'll also find that the classified section isn't as busy or responsive as the Warrior Special Offer section.

Now let me make two notes:

1. **This isn't free advertising**. In order to even be eligible to buy an ad anywhere on the forum, you need to be a paid forum member (it costs just $37). You can learn more here: http://www.warriorforum.com/warrior-forum-news/119745-warrior-forum-going-back-paid-status.html.

   Once you're a member, then you need to pay to post your ads. A WSO ad is $40 to post and another $40 if you want to "bump" your ad back to the top of the forum for more visibility. Classified ads are $20 to post and $20 to bump.

2. **You'll do better if you participate in the community before posting an ad.** That's because first and foremost, the Warrior Forum is a community. And many of the buyers there tend to look at the reputation of the seller as part of their decision-making process. So if you arrive on the forum today and post an ad tomorrow, you shouldn't be surprised if sales are a bit slow.

So, become a contributing member first – and then post an ad later. (You'll learn more about becoming a good forum member in the next section.)

The second thing you'll want to take note of is that you can use a WSO tool called WSO Pro (which is not officially affiliated with the Warrior Forum) to help you run your WSO. This tool allows you to better track your conversion rate and sales, manage your downloads, help you build your list with autoresponder integration and much more. You can learn about it here:

http://www.warriorplus.com/wsopro/

One of the other major features of WSO Pro is that it has a built-in affiliate program. Many people who post WSOs are pleased with their own WSO sales – but they tend to be blown away by their sales once affiliates see their offers and start promoting.

However, keep in mind that if you run a WSO and you allow affiliates to promote this offer, then you'll be offering a price cut and you'll be giving 50% commissions to affiliates.

Let me give you an example.

http://diymarketingsuccess.com/

<u>Example</u>: Let's suppose your regular price is $97 and you're offering a 50% discount as part of your WSO ($48.50). You then offer a 50% commission rate to affiliates, which means you pocket a profit of $24.25 for each sale.

Maybe $24.25 seems like a low profit, especially when you make $97 for those packages you sell on your own. However, consider this: You only need 42 sales to make $1000 (minus your WSO and WSO Pro fees). And if you're offering a 50% commission, you'll get more affiliates… which makes it easier for you to nab those 42 sales.

Point is, it's still a very good deal for you.

That's one way to make money on the Warrior Forum. But there's a free way to do it, too – not only on the Warrior Forum, but other marketing forums. Read on…

Use Forum Marketing

Yet another way to advertise your PLR packages is by using forum marketing.

Contrary to popular belief, this doesn't mean that you join forums and spam them. Not at all. This sort of activity will get you banned from forums. And it certainly won't generate any sales.

Instead, the whole idea is to become a contributing, valuable member of the forum. In exchange for contributing to the discussions, you get to include a signature file at the end of each of your posts. This signature file is basically a small advertisement that links to your sales letter.

Here's how to do it…

Step 1: Locate Busy Forums

Remember, you're selling your PLR package to marketers. And that means you need to advertise your package on marketing and business forums.

So even if you're selling a dog training package, a golf package or something else, you still need to go where your target market is: On marketing forums.

Here's a list of some of the top forums:

- http://www.warriorforum.com

---

http://diymarketingsuccess.com/

- http://forums.digitalpoint.com/
- http://www.sitepoint.com/forums/forum.php
- http://www.wahm.com/forum
- http://www.whydowork.com/forums/

You can also locate plenty of other forums by running a search in Google for terms like:

- Marketing forum
- Online marketing discussion
- Home business board
- Internet business forum
- Internet marketing discussion board

… And similar terms.

What you're looking for are busy forums, meaning those that have plenty of active members and plenty of new posts each day. The five forums listed above all meet this criteria.

> Tip: Don't be fooled by just looking at the stats that sometimes appear at the bottom of a forum. Instead, you need to actually take a look inside the forum. That's because sometimes a forum has a lot of members, but they're not active – more than likely, they're just profile spammers. You may also see a forum with a lot of daily posts, but then a closer look reveals that the posts are mainly from spammers.

Choose three to five forums. Then move on to the next step…

Step 2: Join

First things first: Be sure to read all the rules for every forum you're thinking of joining. In particular, pay attention to the signature file rules.

Some forums actually prohibit signature files. Still others have rules about the way signature files can be displayed. And others have rules about when they can be displayed (e.g., you can't use a signature file until you've made X number of posts and/or been a member for X number of days).

Once you've read the rules, then go ahead and join the forum if you agree with the rules. Don't use a cutesy username ("handle") which basically makes you anonymous.

http://diymarketingsuccess.com/

Instead, use your real name. And fill out your profile with your real information, including a photo of yourself.

The reason for all of this? Because people like to do business with those they know, like and trust. And it's awfully hard for anyone to get to know or trust you if you're just some anonymous forum member like "radioboy93".

Finally, once you're registered, then spend a few hours just reading the posts on the forum. What you're doing is getting a feel for the "unwritten" rules of the forum as well as the forum's basic culture.

Step 3: Contribute

Once you feel comfortable with how a particular forum works, then you can start contributing.

Here's the key: Don't post one or two line answers. Instead, post thorough answers to other member's questions. This is because you want to build a good reputation in the forum for providing useful contributions.

Now, maybe you're a beginning marketer. In that case, perhaps you don't feel like you have a lot of expertise to share on a marketing forum. It doesn't matter – you can still become a contributing member of the forum. Let me give you a few examples of the types of posts you can answer…

- **Answer questions that you can look up.** For example, maybe someone asks a question about whether PayPal allows them to sell certain types of goods. You can go to PayPal's terms of service to find the answer.

- **Point to related threads.** Maybe someone asks a question that's very similar to one that was recently posted. (This is actually quite common.) You can point the poster to recent threads with in-depth discussion on the same topic.

- **Answer questions about the forum and its rules.** True, you don't want to do this when you're a brand new member. But after you've been around for several weeks, then you can point newer people to the rules and/or generally help them use the forum.

- **Post relevant news.** For example, did Google AdSense just change some of their rules in a way that will affect the forum members? You can post this news on the forum – but check to make sure no one else has already posted about it.

- **Offer your opinions.** Some questions don't require you to have a lot of experience in order to answer. Indeed, some posters are just looking for opinions. One example: Someone who's asking which logo looks best.

- **Answer what you do know.** So maybe you're not a marketing whiz. However, maybe you do have some experience with installing WordPress. In that case, you can focus on answering WordPress questions.

- **Answer PLR questions.** Ah ha – now this is right up your alley! If people are asking about PLR content or resell rights content, go ahead and answer. It's the perfect question for you, because those who're interested in PLR are likely to read your post – and look down and see your signature link, too!

> Tip: A word of warning – don't JUST focus on answering PLR questions only. If you do that, people will see the pattern – and on some forums this could be construed as sig spam (i.e., trying to get exposure for your signature file). So yes, answer those PLR questions – but contribute in other ways, too.

Point is, you can contribute quite a lot on a marketing forum, even if you're not a marketing whiz yourself.

Step 4: Add Your Signature File

Now you need to add your signature file, which you usually do through your forum profile's dashboard. Generally, this ad is usually five lines or less (some forums only give you two lines).

Now keep this in mind: It's NOT your ad's job to sell the PLR package – that's the job of your sales letter. Instead, it's your ad's job to get people to click on your link. And usually you can achieve this by presenting a big benefit of your PLR package and, if possible, arouse curiosity.

Let me give you three examples:

> Example #1: Are you in the profitable [niche/topic] niche? Would you like to be? Then click here to get your hands on a high quality product that you can start selling today…

> Example #2: What one thing do hundreds of other forum members agree on? That content is king. And now you can be the king of the [niche/topic] niche by downloading this high quality PLR package.

http://diymarketingsuccess.com/

```
You're going to love it, and so will your customers! Click here now
to check it out…

Example #3: Who else wants the private label rights to over
[number] pages of smoking-hot [niche/topic] content? Click here to
get yours – but hurry, only [number] are available!
```

Step 5: Look for Other Advertising Opportunities

Finally, be sure to look around all of these forums for other advertising opportunities. This includes:

- **Forum marketplaces.** As mentioned before, the Warrior Forum has a marketplace. You'll also find thriving marketplaces on DigitalPoint.com and SitePoint.com.

- **Forum advertising opportunities.** Some forums allow you to purchase banner ads and text ads on the forum. If you find that your signature file is performing well on the forum, then you may wish to take advantage of the paid opportunities on the forum.

- **Joint venture forums.** Some marketing forums have sub-forums set up where members can do joint venture deals. You may want to post about your affiliate program in these sub-forums.

- **Other members.** Finally, be sure to pay attention to the other members and start building relationships with them. Some of these members could very well be prospective affiliate partners!

Quick Recap

You just learned about three proven ways to sell PLR packages. And indeed, these are among three of the best ways.

I'd even call them the *three quickest ways* to your first $1000.

Now let's wrap things up…

Conclusion

This is exciting, isn't it? Because you now know how to make your first $1000 online! Let's recap the steps:

➔ **Pick a niche.** Here you found out how to uncover hot PLR niches where there are plenty of marketers in need of great content.

➔ **Decide what type of product to create.** In this section you discovered how to increase the perceived value of your product, such as by creating a package of PLR materials.

➔ **Create the product.** Here you learned how to create the product and sales letter, either by doing it yourself or outsourcing it.

➔ **Sell the product.** Finally, this is where you learned three proven ways to advertise your PLR package: Through an affiliate program, on the Warrior Forum and by using general forum marketing.

This plan is solid. It's proven. It will put money in your pocket too *if you follow it closely*.

That's why your next step is to take action – **because the sooner you do, the sooner you'll see your first $1000.**

And the sooner you see that first $1000, the more quickly you'll be able to build a big, profitable and thriving business! ☺