Exclusive Coaching

PLR Startup: How to Make Money Selling PLR in 10 Days

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Day 1: Laying the Groundwork

Welcome, and thank you for choosing to join **PLR Startup™!**

If you've been struggling to make money online, or if you're just looking for another revenue stream, then you've joined the right course. That's because –

You're about to discover how to <u>start making money</u> by selling PLR (private label rights) articles – <u>in as little as 10 days from now</u>!

Here's what you'll learn how to do in the coming 10 days:

- ✓ How to choose a topic for your articles – this is the key to making sales, because you need to choose a popular topic and niche. You want to create articles that you KNOW people will buy!

- ✓ How to select a domain name and web hosting.

- ✓ How to research and outline your articles so that you end up with an in-demand, valuable product that impresses your buyers.

- ✓ How to write the engaging, high-value articles. You'll even get five samples and templates so that you can quickly and easily write your own articles.

- ✓ How to create a sales letter that gets your prospects hitting your order button.

- ✓ How to drive targeted traffic to your sales page.

And more! By the time you finish this course, not only will you know how to do these things, you'll actually have completed these tasks! That's because each day requires you to take an action step, which brings you one step closer to putting a profit in your profit.

> <u>Quick Definition</u>: When you sell the private label rights to your articles, you're licensing others to use your content in just about any way they choose. They can give the articles away, sell them, modify them, put their name down as the author, etc.

So let's get started, beginning with choosing a topic, selecting a domain name and setting up your hosting today…

Choose a Niche Topic

You may have ideas about what you'd like to write about, such as your favorite hobbies, your interests and so on. But if you want to make money selling private label rights content, then you need to write about topics that marketers will buy.

So, how do you determine what your prospective buyers want?

<u>Simple</u>: By figuring out what they're ALREADY purchasing in terms of PLR content.

If they're already buying a certain kind of PLR content, that demonstrates a demand – and it's a good sign that they'll buy your content, too.

Here then is how to figure out what your prospects are already buying:

Browse Clickbank.com

Clickbank.com is a third-party payment processor and a marketplace specializing in downloadable (digital) goods, which includes private label rights content.

You can get into the Clickbank marketplace by going to: http://www.clickbank.com/marketplace.htm.

There near the upper right side you'll see a search box titled "find products" – simply perform a search for PLR content, using search terms such as:

- PLR
- Private label rights

Those are the main two searches, but you can also perform searches such as:

- PLR content
- Private label rights content
- PLR articles
- Private label rights articles
- PLR package
- Private label rights package

As you perform these searches, pay attention to <u>two things</u>:

1. **Which topics appear at the TOP of these searches?** Those products listed at the top of the search results are your most popular products. Thus you know these popular products are best sellers.

2. **Which topics appear repeatedly?** If you see several sellers selling PLR content in the same general niche (such as marketing or weight loss), that's a good sign that there's a demand in the marketplace.

Visit Forum Marketplaces

Here are <u>two such marketplaces</u>:

- The Warrior Special Offers forum:
  <u>http://www.warriorforum.com/warrior-special-offers-forum/</u>

- The Digital Point Marketplace:
  <u>http://forums.digitalpoint.com/forumdisplay.php?f=24</u>

Again, what you're looking for are clues that a particular topic is <u>in-demand</u>.

If you see a thread with a lot of views and positive replies, that's a sign that that a particular PLR product is doing well. If you see multiple sellers selling PLR content all centered on one topic, that's a sign that the topic is popular.

Search Google

Finally, you can search Google using the exact same searches mentioned above, such as:

- ```
  PLR articles
  ```
- ```
  PLR content
  ```
- ```
  Private label rights content
  ```

And so on.

Again, what you're looking for is evidence that a particular niche topic is popular and selling well. Specifically:

➢ Which topics are being sold by the top sites in your search results?

➢ Which topics are being sold by multiple PLR sellers?

> ➢ What kind of PLR content sellers are advertising in the sponsored results? These are the ads that run alongside the regular results. Generally, if a marketer is paying to advertise something, then there's a buying market providing a return on the marketer's investment.

Quick Recap

Overall, you're looking for evidence that people are already buying PLR content on certain niche topics.

Once you uncover these patterns, pick one of these niche topics. Since it's a proven seller, this is the topic around which you'll create your content, too.

Set Up Your Site

At this step you don't yet have any content to set up the actual website itself. However, you need to:

1. Choose a domain name.
2. Select a web host.

Here's how…

Select a Domain Name

Your next task is to get a domain name. You're probably well aware that there are dozens of domain registrars where you can purchase your domain name. However, I suggest you go with a proven, well-established company such as www.namecheap.com.

Here are guidelines for helping you choose your domain name…

➔ Select a .com

Simply put, most people assume that domain names are .com names, in much the same way that people assume a toll-free number is a 1-800 number (even though 1-866 numbers are toll free too, for example).

So, it just makes sense to choose a .com. And should you ever decide to sell your business, your .com name will be worth more than any other extension.

➔ Choose a Relevant Name

Your next consideration is that you need to choose a name that tells your prospects a bit about what your site is about. Generally, that means you'll want to include the abbreviation "PLR" or something similar.

> Example: If you're selling gardening articles, you might choose a
> name like:
>
> - gardeningPLR.com
> - gardeningcontent.com
> - gardeningPLRarticles.com
> - gardeningPLRcontent.com

Get the point? In all cases, a serious PLR buyer would instantly know that your site sells PLR content (and in what niche).

➔ Make Sure it's Memorable

With good advertising and branding, you can develop "top of mind" awareness, meaning that your most targeted prospects will think of you first when they want PLR content in a certain niche. And that's why you also need a memorable domain name – so that when you spring to someone's mind, they can go straight to your website.

Now, choosing a relevant domain name will go a long way in ensuring that your name is memorable. However, the other thing you have to consider is whether you're using the following:

- **Numbers.** If you use a number, then people may forget whether you spelled out the number (two) or used the actual number (2) or if you meant something else entirely (to). That's why cutesy names like "PLR2Go" or "Content4U" aren't very memorable.

- **Homophones.** These are words that sound the same but are spelled different. Examples include "two" and "to" or "for" and "four".

Point is, if you have to explain or spell out a domain name to prospect, then it's NOT a very memorable domain name.

Get Web Hosting

Your next step is to get web hosting. Once again, I suggest you go through a reputable, well-established host such as www.hostgator.com.

The "Baby" plan is a good choice, because it's affordable yet it also offers you plenty of features, including adding unlimited domain names to your account (in case you'd like to expand your business).

> Tip: You may quickly discover that a lot of domain registrars offer web hosting. And a lot of web hosts offer domain registration. However, I strongly urge you to use separate companies for web hosting and domain registration. That's because this helps ensure that one company doesn't completely control both your domain name and your website. It's simply safer for you this way, since you're not putting all your eggs in one basket.

Once you have both your domain name and hosting, then you need to complete a task that's referred to as changing your DNS (domain name servers).

The reason you need to do this is because until you link your domain name directly to your web hosting account, your domain name will NOT show up when you type your domain name in your browser address bar. It's like your domain doesn't even exist on the internet.

If you used NameCheap.com as I suggested, then you can find instructions for changing your nameservers here:

http://www.namecheap.com/support/knowledgebase/article.aspx/767/10/how-can-i-change-the-nameservers-for-my-domain

And if you used HostGator.com, then you need only look to your welcome email to retrieve your unique set of two domain nameservers. Simply follow the instructions above to change the default nameservers to the unique nameservers given to you by HostGator.com.

Conclusion & Action Step (Day 1)

This concludes the first day's lesson. However, while today's lesson is over, you're *not* finished yet. That's because you need to take action on what you just learned.

So set aside some time right now and complete the following steps:

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1. Do your market research as described early to see what niches/topics are currently "hot" (selling well).

2. Select one of these niches around which you'll create your PLR articles.

3. Buy a domain name.

4. Get web hosting.

5. Change your domain name servers.

Once you're finished with the above five steps, congratulate yourself and enjoy a well-deserved break. But don't get too comfortable, because tomorrow you'll learn how to outline and research your articles the right way.

Day 2: Outlining and Researching Your Articles

Welcome back!

Last time you started laying the groundwork for your PLR venture, which included picking a domain name, getting hosting and choosing a topic. Now this time you're going to learn the secrets of:

✓ **Outlining your articles.** Do this step right, and writing your articles becomes a breeze!

✓ **Researching your articles.** Your reputation as a PLR provider depends on you producing quality articles with accurate information.

✓ **Writing engaging articles.** Once you learn these secrets, your buyers will turn to you again and again to get more PLR articles that will impress their visitors, subscribers and customers!

Let's get to it…

Outlining Your Articles

If you're not familiar with the niche topic, then you'll need to do a little preliminary research in order to determine what all topics and tips you need to include in your articles.

However, you should already have a pretty good idea of this – that's because your previous market research should have revealed what all topics are "hot".

> <u>Example</u>: What's selling in your chosen niche.

If you're still unsure as to what exact topics to include in your articles, then you need only spend a few more minutes doing some research. Specifically:

➢ **Search for your keywords** (like "online marketing") in the Amazon.com bookstore. Choose bestselling books on the same topic as your articles. Then take a peek at the table of contents to see what all topics are included – these are the same topics to include in your articles.

➢ **Browse through the top products in your niche at Clickbank.** These don't have to be PLR products, but any products in your niche. Once you locate the top sellers, browse their sales letters to see which topics they all have in common. These are the same topics to include in your articles.

➢ **Check the hot topics in niche communities, such as forums.** If you browse or even search niche forums, you'll see that the same questions and topics come up over and over again. Since these are popular questions, you can bet they'd make good topics for your PLR articles.

Now, once you've done your research and discovered which exact topics are popular, then it's a matter of choosing which topics to include in your five articles.

In the next two pages, you'll find the outlines for the five articles templates that you'll be working with in this course:

Please see the next page for templates…

Article 1: How to _____ in Five Easy Steps

    A. Introduction – overview of steps, plus what benefit will
       readers get if they follow these steps?
    B. Step 1
    C. Step 2
    D. Step 3
    E. Step 4
    F. Step 5
    G. Conclusion – quick summary of the five steps, plus encourage
       readers to take action.

Article 2: Top 10 Tips for _____

    A. Introduction
    B. Tip 1
    C. Tip 2
    D. Tip 3
    E. Tip 4
    F. Tip 5
    G. Tip 6
    H. Tip 7
    I. Tip 8
    J. Tip 9
    K. Tip 10
    L. Conclusion. Recap of the tips. May offer a bonus tip.
       Encourage readers to take action.

Article 3: Five Ways to _____

    A. Introduction. Let readers know the benefits of using these
       strategies.
    B. Way #1
    C. Way #2
    D. Way #3
    E. Way #4
    F. Way #5
    G. Conclusion. Recap the highlights and encourage readers to take
       action.

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Article 4: Answers to Five Frequently Asked Questions About _____

    A. Introduction – let readers know their five most pressing
       questions are about to be answered.
    B. Question and Answer 1
    C. Question and Answer 2
    D. Question and Answer 3
    E. Question and Answer 4
    F. Question and Answer 5
    G.  Conclusion. Pull these answers together and give the reader
        direction about what their next step should be.


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Article 5: My Top Secret Strategy for _____

    A. Introduction – reveal what strategy you're going to talk about
       in the article.
    B. Overview of the strategy
    C. Detail the strategy (e.g., step by step)
    D. Give additional tips or tricks for implementing the strategy
    E. Conclusion – recap the strategy and then encourage readers to
       take action
```

These are just suggestions, of course.

However, later in this course I'll give you samples using these templates, so you'll find it easier to write your articles if you use this same general outline.

Researching Your Articles

Once you know what you want to write about, then your next step is to research these topics in depth. Naturally, you can use Google to uncover this information.

However, let me give you a few pointers:

➢ **Utilize credible sources.** This means you should turn to known authority sites or those run by experts. Be sure to research and focus on facts rather than opinions.

```
            Example: If you're writing about online marketing and
            business, then get your information from authority sites
            like entrepreneur.com and the Small Business Association.
```

_____

➢ **Consult multiple sources.** Even the experts don't always agree. This is why you'll want to consult multiple credible sources in order to discover which strategy, theory or other idea is most likely correct.

➢ **Use the sources for information only.** Remember, you're using these sources to gather facts only. In other words, don't copy them. Even simply "rewriting" an article can land you in legal hot water. That's why you should use several sources to educate yourself on the topic, then close ALL sources before you actually start writing.

Writing Your Articles

You're not going to actually start writing your articles today. However, I want to give you three pointers to think about, so that you can incorporate these tips once you actually do start creating those articles.

Here they are…

➔ Create Eye-Catching Titles

This is important, because your buyers may make their decision about whether to buy your articles based on the titles. And your buyer's prospects will certainly decide whether to read the articles based on the titles. That's why you want to create article titles that make a promise, present a benefit and/or arouse curiosity.

As you've already seen I've provided you with five article title templates. Let me give you a few more:

- How to _____ In Just _____ Hours/Days/Weeks
- How to _____ In Just ___ Easy Steps
- The Quick and Easy Way to _____
- The Secrets of _____
- Everything You Need to Know About _____
- A Remarkably Simple Way to _____
- A Surprising Way to _____
- How to Get More _____
- Get Rid of _____
- The Most Amazing _____ Secret

➔ Structure Your Articles

As you've seen from the outline I provided you, each of your articles should have the following <u>three parts</u>:

- **Introduction.** This is roughly 10% of your article. It introduces the topic and hooks the reader, usually by letting him know why he should keep reading. That is, what benefit will he get if he reads the article? What will he learn?

- **Body.** This is where you explain your process or share your tips. Even though you may be laying out a lot of facts or a process here, keep your tone light and friendly in order to keep your readers engaged.

- **Conclusion.** This is about 10% of your article, and it's where you summarize the main point of the article. You should also encourage readers to take action on what they just learned.

➔ Insert Examples and Tips

If you're laying out a step-by-step process, the offer extra tips and examples to help readers understand the process better.

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Example: Let's suppose you tell readers they should focus on
boosting their conversion rates on their sales letters. You may
then give them tips, such as:
```

  - Test your sales letter headlines.
  - Arouse curiosity in your opener.
  - Put a "buy" link next to each call to action.
  - Create a sense of urgency.

You may make these tips even more meaningful by giving examples.

```
Example: Let's take the last one, where you instruct people to
create a sense of urgency. You may offer an example such as "Offer
a 50% discount for 72 hours."
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Conclusion & Action Step (Day 2)

There you have it – you now know how to research and outline your articles, plus you have a three writing tips to create better articles (you'll learn more over the coming

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days). You can probably already guess your action steps for today. That's right, today you need to:

1. Choose the EXACT topics for your five articles.

2. Outline them using the templates I've provided.

3. Research your topics.

Go ahead and work on that right now.

Then stay tuned, because next time you'll start writing the first of your articles!

Day 3: Write Article #1

Welcome back!

By this point you've outlined and researched your articles. Now today you're going to write your first article! But before we get to that, I'd like to share with you another writing tip…

➔ Today's Writing Tip: Capture Skimmers

I know – these are articles, so you'd think that people would read the whole darn article. But they don't. And that's why you need to gear your articles – especially longer articles – towards skimmers (i.e., those who just skim the article).

How? By sprinkling one or more bolded subheadlines into your article to catch the skimmers' eyes.

Basically, these are enticing bits of text that arouse curiosity or promise a benefit.

If you're listing the steps of a process or listing a series of tips, then simply bolding these steps or tips will help the skimmer get the gist of your article. If you have more of an informational article, however, then you'll want to sprinkle in these curiosity-arousing, benefit-laden subheadlines.

Example: Let's suppose you have an article about housetraining a dog. You might slip in subheadlines like this:

- Imagine yourself with a perfectly trained dog…

- Then I discovered the #1 housetraining secret…
- You'll never believe what I saw when I got home…

You can see where these sorts of bolded bits of text would arouse curiosity in someone looking to housetrain a dog.

OK, now on to today's article…

Write Article #1

Your goal should be to write articles that are least 400 to 500 words long.

The examples I'm going to give you within this course will be in that word range. However, you can certainly add value to your PLR offer by creating articles that are longer, such as 800 to 1000 words long.

That's because it gives your PLR buyer more flexibility with the article, such as the ability to break it up into two articles or multiple shorter blog posts.

Now here's an example for the first article…

Example Titles:

- How to Housetrain a Poodle Puppy in Five Easy Steps
- How to Improve Your Golf Swing in Five Easy Steps
- How to Set Up a Blog in Five Easy Steps

Example Article:

How to Set Up a Blog in Five Easy Steps

Maybe you've imagined owning your niche's top blog. You can just picture your popular blog as the first place everyone goes when they want to learn the latest niche news, learn a niche secret or get an expert's opinion on some pressing matter.

And you can just imagine quitting your job to make a comfortable living as a full-time blogger.

You're itching to get started. Only problem is, you don't know how or where to start.

If this sounds familiar, relax.

Just read the instructions below and you'll be blogging your way to a fortune in no time…

Step 1: Choose a Great Domain Name. You need to start by getting yourself a relevant and memorable .com domain name at NameCheap.com. You might even use the word blog or blogger in the name. Let's suppose you have a dog blog, in which case you might seek out a name such as:

- DogBlogger.com
- DogTrainingBlog.com
- DogSecretsBlog.com

Step 2: Get Webhosting. Secondly, you need to secure web hosting through a reliable, affordable host like HostGator.com.

Step 3: Install WordPress. If you use HostGator.com or another host that has cPanel installed, then do this:

3.1 Go to yourdomain.com/cpanel.
3.2 Enter the username and password given to you by HostGator.com to access Cpanel.
3.3 Scroll down to "Software/Services".
3.4 Click on "Fantastico De Luxe."
3.5 Follow the onscreen prompts to install your WordPress blog.

Tip: If you don't have cPanel, then you can download the blog files and instructions by going to www.wordpress.org.

Step 4: Give Your Blog a Makeover. Next, log into your blog's dashboard (following the instructions you received during installation), and click on "Appearances" and then "Themes." You'll now have the option to browse or sort through a variety of themes, which are designs for your blogs. When you find one you like, you can install and activate it using the onscreen prompts.

Step 5: Start Blogging. Finally, it's time for you to start blogging! For best results, create and publish a variety of content, including:

- Regular 400 to 500 word articles.
- Multi-part articles.
- Short tips.
- Rants.
- News scoops.
- Step-by-step articles.
- Opinion pieces.
- Case studies.

And more.

Point is, keep your readers interested by giving them a variety of content.

Conclusion

There you have it: Five quick and easy steps to getting your own blog up and running fast.

Now there's just one thing left for you to do – take action! It's easier than you think. And the sooner you get started, the sooner you'll have your own popular blog!

Conclusion & Action Step (Day 3)

Now that you've seen an example of how to write your first article, it's your turn:

- Set aside time right now to write your first article.

- Remember to include one or more "writing tips" that I've shared with you so far.

Meanwhile, keep an eye out for your next lesson, where you'll learn how to engage your readers, plus you'll create your next article.

Day 4: Write Article #2

Welcome back!

Yesterday you created your first article. Today you'll create your second. But first, let me share with you a quick writing tip…

➔ **Today's Writing Tip: Consider Your Audience**

Before you sit down to write, you need to ask yourself two questions:

1. **Who will read this?** For example, are they dog owners who're frustrated with housetraining? Struggling online marketers? People who're tired of yo-yo dieting? In other words, think about your readers' problems and pain.

2. **How will this content be used?** If you were writing articles or reports, there's a good chance your buyers would sell the content. But since you're creating articles, it's more likely your buyers will load the content into their autoresponder, post it on their blog and other similar means. Generally, they'll use your articles to attract traffic, build relationships with this traffic, and perhaps sell something on the backend.

What does all of this mean?

It means your article should impress these readers.

It should build trust by providing solid information. It should engage the readers by providing useful content in a light, conversational tone.

In other words, never forget your audience.

While you're selling your articles to marketers, ultimately someone else is going to read and benefit from these articles.

Whenever you sit down to write an article, picture your reader – the end user – for a moment. Then write your article to this person.

And now on to today's sample article…

http://nicheology.com/

Write Article #2

Again, here are three title examples along with a full article example.

Please note that, the example article is also a part of your PLR Startup coaching. It's aimed for you to help you grow your PLR business, so read it with a special eye.

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Example Titles:

• Top 10 Tips for Losing 10 Pounds
• Top 10 Tips for Applying Montessori-Style Training to Your
  Homeschooling Curriculum
• Top 10 Tips for Pulling More Money Out of Your Business

      -----------------------------

Example Article:

Top 10 Tips for Pulling More Money Out of Your Business

Making money is the name of the game when it comes to business. And
yet many business owners leave a lot of money on the table.

They overlook profitable opportunities. They miss seeing easy
tweaks to put more cash in their pockets.

Don't let that happen to you.

Just follow these 10 tips for creating extra profits in your
business…

1. Upsell on the order form. This is where you ask your buyers to
add something relevant to their order. McDonalds tells burger
buyers to order fries. GoDaddy.com asks domain buyers to buy
websites. If you sell a golf book, you can upsell a golf video. If
you sell a dieting book, you can upsell a cookbook.

2. Give your customers a choice. This works particularly well if
you're selling memberships into a membership site, since you can
offer different levels such as bronze, silver and gold memberships.
Naturally, each of these will have different price points. The key
is to give a LOT of extra value for very little extra money for the
```

upper levels so that comparison shoppers see the top levels (i.e., more expensive memberships) are actually better deals.

3. Make use of your download page. Just drop a recommendation for a related product on your thank you/download page.

4. Send follow up emails to buyers. You can start building your list using Aweber.com. Follow up emails can reduce buyer's remorse, build a relationship with customers and help you sell more products on the backend.

5. Build a prospect mailing list. You'll need to offer an enticing bonus to get subscribers, such as a valuable bonus report.

6. Rotate offers. Whether you're recommending products through your mailing lists or your blogs, be sure to rotate offers as a means of seeing which ones are most profitable for you.

7. Test and tweak your sales letter. Pay particular attention to the price, headline, call to action and P.S., as these factors have the most influence on your conversion rate.

8. Start a referral program. This is where you reward your existing customers and prospects for referring new customers to you. Typically, the rewards come in the form of free products and services or discounts on products and services.

9. Install a loyalty program. Think of a "points" program, where your customers get points for every dollar they spend with you. They can then cash in these points to get free products, discounts, gift certificates and similar rewards.

10. Send postcards. Yep, I'm talking about sending postcards through the mail. Sounds old school, right? But it's a great way to get your customer's attention!

Conclusion

And there you have it – 10 surefire ways to start making more money from every prospect, product, customer and sale.

Only one thing left for you to do – apply these tips today to see for yourself how well they work. Then go to www.ibusinessowner.com to discover still more ways to pull profits from your business!

Conclusion & Action Step (Day 4)

Once again, your action step is to write an article today – right now, while it's all still fresh in your mind.

- `Set aside time right now to write your second article.`

- `Remember to use today's writing tip (consider your audience) in your article.`

Then stay tuned, because next time you'll get still more writing tips and another article sample.

Day 5: Write Article #3

Welcome back! Last time you learned to consider your audience before you start writing, plus you wrote your second article.

Today you'll write your third article, right after today's tip…

➔ Today's Writing Tip: Engage Your Audience

I've mentioned elsewhere in this course that you need to keep your readers interested by using a light, conversational tone in your writing.

Here are three other quick tips for keep your readers engaged:

- **Tell stories.** Not only do these entertain readers, but they help build rapport and create an emotional bond.

- **Engage their senses.** That's right, engage all five of your readers' senses (sight, sound, touch, smell, taste).

  > `Example: "The gym reeked of old, sweaty socks."`

- **Use reader-oriented writing.** That is, make your article ABOUT your reader. One good litmus test is to make sure your sentences use words like "you" and "your." Use words like "I," "me" and "mine" very sparingly.

And now on to today's article…

http://nicheology.com/

Write Article #3

Today you're getting three title examples along with a full article example as usual.

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Example Titles:

- 5 Ways to Improve Your Golf Swing
- 5 Ways to Get Rid of Garden Pests, Naturally
- 5 Ways to Get Noticed by JV Partners

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```

Example Article:

5 Ways to Get Noticed by JV Partners

You've heard that doing JVs (joint ventures) work well to pull in targeted, responsive traffic. You've heard of others getting rich doing them. And maybe you'd like to give them a try, but you don't have a rolodex of gurus sitting on your desk.

No problem. Just use these five ways to start connecting with prospective JV partners…

1. Make money for the prospective partner. Does your prospective partner have an affiliate program? Then join, send targeted traffic and make sales for the partner. If you make money for him, you can bet he'll take notice.

2. Interact on the prospective partner's Facebook page. Forget the comments like "nice share" or just clicking on the "like" button. You need to engage fully by posting thoughtful responses, asking questions and starting an actual dialogue with your prospective partner.

3. Comment on blogs. Likewise, seek out your prospective partner's blog and start interacting. Try to be one of the first to make a comment, as these comments will stand out better than later comments. Again, the goal is to get noticed – so post thought-provoking, useful content.

4. <u>Interact on niche forums.</u> Again, the same thing – interact with your prospective partners on the niche's busiest forums. The bonus is that even those prospective partners who don't participate on forums probably still read the forums, so you're building name recognition.

5. <u>Network at offline events</u>. No, don't bombard partners with JV proposals, because that's what everyone else does. You'll stand out if you skip business and just talk about common interests and hobbies. Build a friendship first, then request joint ventures later.

<u>Bottom line</u>: You need to get on the radars of your prospective partners. Being successful in your niche is one way to do it, since everyone pays attention to the "movers" in a niche. But if you're just getting established in a niche, then you'll need to use one or more of the strategies above. It's well worth it, because once you land good JV partners, and you're set for life with all the traffic you need.

And you know what's the best part?

This traffic is not only highly responsive, it's FREE. Although here's a hint: Joint ventures aren't the only way to get this kind of traffic. You can discover other highly effective free traffic strategies by going to www.traffic-fuel.com.

Conclusion & Action Step (Day 5)

You know what to do next:

- Write your third article.

- If you're warmed up and your engines are at full throttle, feel free to write one more article.

Don't put it off – do it *right now!*

Then next time you'll get still another writing tip plus you'll finish your fourth article. Stay tuned!

Day 6: Write Article #4

Welcome back!

You're doing great – you already have three articles created, and today you'll get the fourth one finished. We'll start on that in just a moment, but first here's today's tip…

➔ Today's Writing Tip: Spice Up Your Writing

Think back to some of the text books you read in school.

How many times did you struggle to keep your eyes open while studying? You know why it was such a struggle? Because some of those text books were boring!

So here's a word to the wise: If your article reads like a text book, then you need to lighten the tone and spice up your writing.

Here are two quick tips:

- **Use unusual word choices.** I'm not talking about fancy, big words that your reader needs to look up in the dictionary. (And that's a big "no, no" in most cases.) Rather, I'm referring to fun, unexpected word choices, like using "gianormous" rather than the word "big."

- **Imagine writing to a friend.** You wouldn't use stuffy language, would you? Instead, you'd use a light, conversational tone, one that at times borders on informal. That's the same kind of language you should use when creating your articles.

  Example:

  Stuffy example: Humans domesticated dogs thousands of years ago.

  Conversation example: Humans were suckered by the wild dogs' pleading eyes thousands of years ago…

And now on to today's article…

Write Article #4

Again, here are three title examples along with a full article example.

Today's example article will warm you up on an important topic for any online business owner.

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Title Examples:

• Answers to Five Frequently Asked Questions About Homeschooling
• Answers to Five Frequently Asked Questions About Dog Training
• Answers to Five Frequently Asked Questions About SEO

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Article Example:

Answers to Five Frequently Asked Questions About SEO

You're well aware of the fact that you can siphon traffic from
Google by optimizing your web pages for the search engines.

Yet people bandy about all these terms with which you're
unfamiliar, such as "on-page optimization" and "longtail keywords."

Let's clear up the confusion so that you can start enjoying some of
this traffic…

1. What are longtail keywords?

First off, keywords are the search terms that people enter into
Google and other search engines. Keywords like "dog training" or
"online marketing" are extremely popular, meaning they're searched
thousands of times every day. Because they're so popular, dozens if
not hundreds of webmasters are all fighting to get their website on
the first page of Google for these search terms.

Now contrast that to longtail keywords. These are typically four or
five word search terms (like "online marketing consultant Denver").
They don't get as many searches per day, thus the traffic potential
isn't as high. But they also don't have as much competition,
meaning you can probably nab a front-page Google ranking.
2. What's on-page optimization?
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These are the things you do on your individual web page to optimize it for a keyword. For example, you'd include your keyword:

- At a keyword density ratio of 2% to 3%
- In the title of the page.
- In the file name of your page.
- In your navigation links.

3. What's the keyword density ratio?

This is how many times you include your keyword on a page full of content. For example, a keyword density ratio of 2% means you include your keyword twice for every 100 words of content.

4. What's off-page optimization?

This is where you get backlinks from other relevant sites. Preferably, your link should include your keywords as part of the anchor text (i.e., the clickable part of your link). You should also seek to get one-way backlinks from sites with a high Google Page Rank.

5. How do you get backlinks?

There are many ways to do this, including:

- Swapping links with other webmasters.
- Guest blogging.
- Submitting content to article directories, secondary blogs, and social media sites.
- Submitting press releases through PRWeb.com.
- Creating enticing "link bait" blog posts which are highly useful and/or entertaining and/or controversial. That way people will naturally link to your site.
- Commenting on other people's blogs.

Now that you've got a crash course in SEO, your next step is to start putting it to use. Then go to www.traffic-fuel.com to learn more ways to enjoy free traffic!

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Conclusion & Action Step (Day 6)

You know what to do:

- `Set aside time right now and write your fourth article.`

Now things start getting exciting, because next time you'll finish this product.

Then you can start selling it! Stay tuned…

Day 7: Write Article #5

Good news – you're almost done with your product!

Last time you finished article #4, and today you'll create the last one. But before we get to the usual examples, here's today's writing tip…

➔ Today's Writing Tip: Add Value

Your PLR buyers want your content because it's high-quality stuff that can help them establish themselves as niche experts, build relationships with their prospects, sell more products and grow their business.

So in that sense, you're already creating a high-value product. But you can add value to your PLR product in one or more of the following ways:

- **Add graphics to the package.** PLR buyers who use your content on their blogs will appreciate having relevant graphics, such as a picture of a puppy that goes along with a puppy training article. You can get your graphics on sites like istockphoto.com, but just be sure that you choose the licensing options that allow you to resell these photos to others.

- **Add bonus content.** Your main product includes five high-quality articles. But if you want to really over-deliver and satisfy your customers (which leads to more repeat customers), then you can add bonus content to your package. For example, you can add another three to five bonus articles or blog posts.

And now on to today's article…

Write Article #5

Again, here are your three title examples along with a full article on written salesmanship – which is a much needed skill.

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Example Titles:

•  My Top Secret Strategy for Getting Ripped Abs
•  My Top Secret Strategy for Remodeling a Kitchen on a Shoestring
   Budget
•  My Top Secret Strategy for Creating Profit-Pulling Sales letters

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Example Article:

My Top Secret Strategy for Creating Profit-Pulling Sales letters

So you want to write an awesome, profit-pulling sales letter that
could sell sea water to beachfront dwellers. And so you start
employing everything you know about writing great sales letters,
such as crafting a great headline, telling your prospects all about
the benefits, creating desire and inserting a call to action that
produces a sense of urgency.

But hang on. Back the sales truck up. Because if you write your
sales letter without first understanding your target market, your
letter will fall flat. It won't resonate with your audience. And so
you can expect a paltry, embarrassing response rate.

Fortunately, you can get inside your target market's head in just
two easy steps…

1. Become a part of your target market.

I am talking in a literal sense here. If you're targeting
bodybuilders, then go spend a few weeks working out in the weight
room of your local gym. If you're targeting golfers, then take up
golf for a few weeks. If you're targeting online marketers, then
start attending business and marketing events.

And in all cases, visit the online communities (such as niche
forums) where your group congregates. Eavesdrop on them. Talk to
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them. Ask them questions so that you truly understand their pain, problems and desires.

2. Profile your target market.

Once you've immersed yourself in your target market, then you can profile them. That means you picture one perfect prospect and list everything you know about this person, such as:

- Gender
- Age
- Where he or she lives
- Occupation
- Hobbies
- Interests
- Problems and frustrations
- What kind of solution does he or she want?
- What has he tried before?
- Why didn't the other solutions work?
- Why is he reluctant to try again?
- What motivates him to take action?
- What positive emotional buttons can you push to create action?
- What makes him skeptical?

Bottom line, your goal is to understand your prospects inside and out.

Conclusion

If you follow the simple two-step system above, you'll know your audience like the back of your hand. And that means you'll soon be writing sales letters that touch their hearts and minds.

Once you do that, you'll effortlessly make more money in your business!

Psst, would you like to discover still more ways to easily extract more profits from your business? Then go to http://NameofSite.com now – I think you'll like what you see!

Conclusion & Action Step (Day 7)

You know what's next:

- `Write your fifth and final article.`

- `You might also take this opportunity to go back through the all five of the articles to proofread and polish them.`

That's because starting next time you're going to start learning about how to sell your new PLR product…

Day 8: Set Up Your Sales Site

Welcome back! First off, let me congratulate you for finishing your product. You took it one step at time, one day at a time, and now you have a great PLR product!

So your next step is to get ready to sell it. And that starts with you setting up your sales site, which you'll learn how to do today. Read on…

Setting Up Your Site

Your product is ready to go. You've secured your domain name and webhosting. So now you need to do the following:

- Design your site.
- Write your sales page.
- Create your download page.
- Upload these pages to your new site.

Let's look at them individually…

Design Your Site

There are two ways to tackle this task:

1. Do it yourself.
2. Hire a web designer.

If you know a bit about web design, then a trip to TemplateMonster.com to pick up a design template and a trip to kompozer.net to pick up a free HTML editor will get you the tools you need to design your site yourself.

If, however, you don't really know anything about web design, then I strongly urge that you simply hire someone to complete this step for you. No use in holding up your entire project while you learn how to design a website – especially when someone else can do it for you quickly, easily and affordably.

Here's what I suggest:

Go to a freelancing site like Elance.com, oDesk.com or vWorker.com. Simply post a project, research all promising applicants and select the bidder with the best portfolio, best bid and best reputation on the site (e.g., best feedback and a long-established business).

Here's an example project ad:

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Wanted: Web designer to create simple site

No flash or other fancy bells and whistles required nor wanted. I'm
looking for a simple design for a sales site, so you'll need to
design a one-page site which includes a matching header, footer and
"buy now" button. You'll also need to be available to insert the
content I create and upload it all to my website.

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Again, just be sure to do your due diligence to ensure you pick a competent, reliable designer.

While your designer works on your site, you can start working on your sales letter. Read on…

Write Your Sales Page

Your sales letter is basically designed to do the following:

1. Capture your prospect's attention with a benefit-laden headline.

2. Show your prospect that you understand his problems (such as being unable to find quality PLR).

3. Connect your prospect's pain to your solution. This is where you tell your prospects that your PLR package is the solution. You then need to list the benefits of your PLR pack.

4. Provide a compelling call to action where you tell your prospect to order now. If you can create a sense of urgency – such as by offering a limited number of PLR licenses – do so because it helps spur sales.

5. Make your prospect comfortable with the purchase, such as by providing a secure payment link and a money-back guarantee.

Let me give you a short example of a sales letter selling PLR articles.

Feel free to swipe, modify and use all or part of this sales letter to sell your articles…

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    "Here are the Best Marketing Articles You've Ever Seen – And Now
     You Can Use These Articles to Grow Your Business, Impress Your
                    Customers and Make More Money!"

             Hurry, only the next 100 people who act now
           will get the private label rights to this amazing
                 collection – you won't want to miss it!

Dear Marketer,

As a marketer, you've no doubt discovered that you need a ton of
high-quality content to keep your business thriving.

You need content for blog posts, guest blogging, newsletters, forum
posts, social media sites – and that's just the tip of the content
iceberg!

But there are two problems:

   1. You can't do it all yourself. There are only 24 hours in a
      day. You could churn out buckets of content nearly every day
```

and still not have enough. Certainly you wouldn't have time to do anything else if all you did was write content!

2. Hiring a ghostwriter is expensive. Have you shopped around lately? Good content is expensive. It may be worth every penny, but you just don't have that kind of a budget right now.

It's discouraging. And it makes you feel like maybe you're just have to settle for less content, which means growing your business slowly.

Until now. Because….

                    Now You Too Can Get High-Quality
        Online Marketing Content at "Blow Your Mind" Prices!

How is this possible?

Simple: You just purchase the private label rights (PLR) to this high-quality package of five marketing articles!

You see, using PLR content SAVES YOU TIME. Either you use it as-is (no work required!) or you spend just a minute or two tweaking each article. Either way, in minutes you'll own the rights to five articles (3000 words) of high quality content. You can even put your name as the author! Click here to check out a sample.

The other big benefit is that it SAVES YOU MONEY. If you hired a ghostwriter to create this article pack, you'd pay at least $150. But claim your PLR license today and your investment is just $10 – you get the same high-quality articles at just a fraction of the price!

                         Here's What You Get…

These five articles are sure to impress your subscribers, prospects and customers.

Here's what's included in the package:

- Article 1 title, word count and brief summary…
- Article 2 title, word count and brief summary…
- Article 3 title, word count and brief summary…
- Article 4 title, word count and brief summary
- Article 5 title, word count and brief summary

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So how can you use these articles to grow your business?
Just about any way you want. This includes:

- Making your blog sticky by posting these articles!

- Impressing your newsletter subscribers by loading them into your autoresponder!

- Using them as "bait" to attract new subscribers!

- Compiling them to create a lead-generating report!

- Posting them on your secondary blogs, social media sites and in article directories!

- Submitting them to other people's blogs!

- Submitting them to print media!

- Using them as bonuses for a paid product!

And more – you get full rights to modify and use these articles in whatever way you'd like, which includes claiming authorship. And since there are only 100 PLR licenses available worldwide, you have virtually no competition!

And just to sweeten the pot…

[If you add any bonuses, talk about them here]

Best of all…

Your Satisfaction is Guaranteed

Order now, and you have a full 60 days to use these articles in whatever way you'd like. If you're not absolutely thrilled, just email me for a prompt and cheerful refund – no questions asked!

Fair enough? Then…

Order Now to Avoid Disappointment

You get all five of these high-quality marketing articles plus the [bonus products, if any], all for a low one-time investment of just $10!

But hurry, there are only 100 47 private label rights licenses available for this package, so click the buy button below now to claim yours…

[Insert buy button or order form]

[Insert your name and signature]

P.S. Look around – you won't find a better set of quality marketing articles with PLR anywhere. But don't look to long, because there are only 100 47 licenses remaining, so order now!

Note: Don't worry about the "buy now" button today – you'll learn about order processing in the next lesson. For now, let's move onto the download page…

Create Your Download Page

This is the page where your customers are directed immediately after they complete their payment. This page doesn't have to be fancy, so whether you have your designer create it is up to you.

Basically, you need to thank the customer for his purchase and give him a download link.

Thank You for Ordering [Name of PLR Package]!

I know you have a lot of options when it comes to purchasing PLR content, so thank you for choosing [name of package]. You can download the package here: [insert link]

If you have any questions, please don't hesitate to contact me at [insert email or help desk info].

Thanks again!

[Your name]

```
P.S. If you need more content, you can find it at [insert link to
your additional PLR offers or even link to an affiliate offer]

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One note…

Ideally, you should put your PLR articles into a .zip file, so that your customers just have to download one file. You can "zip" your content by using software like the one found at Winzip.com.

Upload Your Pages

Once your sales page and thank you (download) page are complete, then you need to upload them. If you're unfamiliar with uploading web pages, you can have your designer do this for you. You'll need to supply him with your FTP username and password.

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Tip: For security purposes, change your username and password after
your designer is done uploading your pages.
```

If you'd like to do this yourself, you can do it through your HostGator.com control panel. Here's how:

1. Log into your control panel by going to yourdomain.com/cpanel (replace "yourdomain.com" with your actual domain name). Use the username and password supplied to you in your HostGator.com welcome email.

2. Scroll down to the "Files" option in your control panel.

3. Select the "File Manager."

4. Follow the onscreen prompts and instructions to upload the sales page, the download page and the .zip file (the articles) from your computer to your website.

Here are a few points to keep in mind:

• Your sales page will be your website's homepage, so name the file index.html.

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- You need to create a hard-to-guess directory in which you upload your download page and zip file. This should be something like "yourdomain.com/djao40s88". You'll create this directory using the "File Manager" (or you can have your hired webmaster do it for you). Then upload your thank you page and articles into this directory.

Conclusion & Action Step (Day 8)

By the time you finish today's tasks, your site will be 99% ready to go.

So here's what you need to do today:

1. Design a simple site OR find a designer to do it for you.

2. Write your sales letter.

3. Create your download page.

4. Prepare to upload these pages.

I say "prepare" to upload these pages, because you still need to insert an order link into your sales page. So for today, take note of the URL of your thank you page, such as yourdomain.com/djao40s88/thankyou.html. That's because you'll need this file name tomorrow when you set up your payment button. See you then!

Day 9: Set Up Order Processing

Welcome back! Congratulations – you've finished your product and set up 99% of your website.

The last thing you need to do is set up order processing. That's what you'll learn how to do today, so read on…

Set Up Ordering Processing

You can certainly set up order processing using any number of payment processors, including popular options like Clickbank.com (which is great if you're going to have an affiliate program) and 2CheckOut.com.

However, for your own non-affiliate sales, I suggest you use Paypal.com. It's easy to use, it has relatively low fees, and your customers probably already use it (and thus are comfortable with it).

So here's how to set up that order button…

Step 1: Log into your account at www.paypal.com.

Step 2: Click on "Merchant Services" in the main navigation menu.

Step 3: Click on the "Buy Now Button" option.

Step 4: Now fill out the required information (which Paypal labels as "Step 1" in this process):

- Enter $10 as the price for this package.

- Item Name. Enter something like "PLR marketing articles," or whatever label makes sense to you.

- Item ID. This is for your own records, so you can just enter a number like "001" (and later "002" for the next set or articles you create, etc).

- Skip "Customize button" options.

- Skip the shipping option.

- Skip the tax option.

- Skip the "merchant account IDs" option.

Step 5: Skip all of Paypal's Step 2 (Track inventory, profit and loss).

Step 6: Click on Paypal's Step 3 (Customize advanced features). Then fill out the details as follows:

- Do you want your customer to be able to change order quantities? This is up to you. You can enter "yes," as it allows a marketer to order more than one license. Some marketers may do this just to reduce the competition.

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- Can your customer add special instructions in a message to you? Again, this is optional. Generally, your customers won't need to enter special instructions, so it's safe to say "no".

- Do you need your customer's shipping address? Enter no.

- Click the checkbox next to "Take customers to this URL when they cancel their checkout" and fill in the URL for your sales page (e.g., "www.yourdomain.com/index.html").

- Click the checkbox next to "Take customers to this URL when they finish checkout" and fill in the URL to your download page (e.g., "www.yourdomain.com/hard-to-guess-download-directory/thankyou.html").

- Skip "Advanced Variables".

Step 7: Click the orange "Create Button" button.

Step 8: Copy and paste the provided code into your sales page where you'd like your order button to appear. If you've hired a webmaster/ designer, you can give him the code to copy into the sales page. Then he can upload the sales page to your website.

Test Everything

Your sales page is ready to go – it's even complete with an order button! But don't even think of promoting your offer until you've tested everything.

Generally, payment processors like Paypal.com won't let you run through the order process using your own account. So you need to enlist a friend's help.

Ideally, you should choose a local friend rather than a remote (internet) friend. That's because it's a good idea to watch over his shoulder so that you can see for yourself how the ordering process works. To that end, have your friend:

➢ Click the order link to make sure the right price comes up.

➢ Cancel the order before completion to make sure he gets taken back to the sales page.

➢ Complete the order to make sure he gets taken to the download page.

> ➢ Click the download link to make sure it's correct.

> ➢ Download and unzip the articles to make sure the file isn't corrupted.

In short, have your friend test the entire process to make sure everything runs smoothly.

Conclusion & Action Step (Day 9)

You're almost ready to go! Now you just need to complete today's action steps:

```
1. Create your order button.

2. Copy and paste it into your sales page.

3. Upload the page to your website.

4. Test everything.
```

If you've completed all four of today's action steps and everything looks good, then take a deep breath… because next time you're going to learn how to start making sales!

Day 10: Launch Your Offer

Welcome back!

Now that your product is done and your website is ready to take orders and deliver the product, you can start promoting this offer. Here are five ways to do it…

Launch a WSO (Warrior Special Offer)

A Warrior Special Offer (WSO) is a special responsive marketplace which you can find at WarriorForum.com. Here's what you need to know about running a WSO:

- You need to first be a member of the Warrior Forum, which costs $37.

- Each listing WSO listing costs $40. Once your listing falls off the third page, you can "bump" it back to the top of the WSO listings for an additional $40.

- Your offer needs to be special – this means it needs to be a lower price than what the public can get. So if you're selling your offer on your own site for $10, then you might price your WSO at $5 or $7.

So here's what to do:

Step 1: Join the Warrior Forum by going to: http://www.warriorforum.com/warrior-forum-news/119745-warrior-forum-going-back-paid-status.html .

Step 2: Create a WSO thread by going to: http://www.warriorforum.com/warrior-special-offers-forum/.

There are some important things that you need to consider:

- First, be sure to read and follow the WSO rules before you create your thread. You'll find these rules in a thread at the top of the WSO forum.

- Secondly, all you have to do is copy and paste your sales letter text into your WSO thread. Then create a "buy now" link through your payment processor.

- Thirdly, the forum doesn't allow you to post HTML in a WSO thread. So you'll need to either use a service like WarriorPlus.com's WSO Pro (which you'll learn more about later), or you'll need to link your WSO to a web page which simply contains a pay button with the discounted WSO price. Be sure to put a call to action on this page.

> Example: "Click the order button below now to purchase private label rights to these marketing articles. You won't find a better set of articles around, so order now!"

Step 3: Submit your thread and wait. Now the Warrior Forum moderators need to approve your thread. Usually this happens within a day, but it can take longer. Be patient.

Step 4: Pay for the thread to go live. Once your thread is approved, then you'll get a PM (private message) which includes a PayPal payment link. Follow this link to pay for your thread. Once you pay for it, your WSO will go live instantly.

Step 5: Optionally, you can also place ads on two other forums:

- Digital Point: http://forums.digitalpoint.com/forumdisplay.php?f=24

- Site Point: http://sitepointmarket.com/

If you have a compelling offer and sales letter, you'll get sales.

But the truth is, you'll do better with your WSO if you become part of the community by participating on the forum. You can become a part of the community while simultaneously promoting your offer. Read on…

Market Using Forum Signatures

One powerful yet free way to market your PLR article offer is by posting on business and marketing forums.

The reason this works is because you can use a signature file to promote your offer, which is a few lines of text which gets automatically appended to the end of your posts.

Here's how to do it…

Step 1: Create accounts on the most popular online marketing forums.

Here are four of the most popular marketing forums:

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

These forums are known to have online marketers on them who're interested in PLR content. If you'd like to post on more forums, you can do a Google search (e.g., "online marketing forum").

```
Note: Just be sure to choose busy with plenty of members so that
each post you create gets maximum exposure.
```

Heads up: Take a moment to first read the rules on all of these forums, as you don't want to get banned for circumventing these rules. Then create your accounts using

your real name and fill out your profile (including uploading a photo of yourself, which helps build trust).

Step 2: Create your signature file.

Your next step is to create a signature file (which you can usually change by going into your forum account or it's "control panel"). Basically, this is a short advertisement for your PLR offer.

Let me give you a few examples – feel free to swipe and modify them…

> Example #1: Tired of crappy PLR content? Tired of bleeding your bank accounts dry using high-priced ghostwriters? Then click here for a great solution – and prepare to be surprised!
>
> Example #2: Stop paying through the nose for content! Now you can get eye-popping marketing articles at an almost unbelievable price!
>
> Example #3: Who else wants high-quality, impressive content at an unbelievably affordable price?

Step 3: Start posting (thoughtfully).

Remember, your number one goal here is to build your reputation as a helpful member of this marketing community. That means:

- ✗ DO NOT post "one liners" (one-line answers) just as a means of building your post count or getting signature exposure. Some of the forum mods will see right through this and delete your posts (rightfully so).

- ✓ DO post complete, thoughtful answers to other people's questions. Long, helpful posts will help you boost your reputation as a respected member of the community.

Be sure to post regularly (at least once a day). Not only does it help build your reputation, every post also gives you more exposure for your signature file – and thus more opportunities to make sales.

One of the advantages of raising your reputation on a forum is that it also puts you on the radar of your potential JV partners. Which brings us to the next point…

Get JV Partners

A joint venture (JV) is when two or more marketers work together for mutual benefit. And one way to take advantage of joint ventures is by co-promoting. Specifically:

- You endorse each other in your newsletters. (You can even do this using your respective affiliate links – I'll talk about building an affiliate program just a bit later.)

- You endorse each other on your blogs.

- You swap forum signature links.

- You post about each other on your Facebook or Twitter pages.

- You guest blog for each others.

For this course I'll use guest blogging as an example of a joint venture. Here's how to do it…

Step 1: Find prospective partners.

What you're looking for are marketers who sell to other online marketers. And more specifically, you're looking for marketers who sell PLR content, as these partners will be able to provide the most targeted prospects for you.

Here's how to find them:

- ➢ Search Clickbank.com for PLR or PLR-related products.

- ➢ Search Google using terms like "PLR content" and "PLR ebooks" and "private label rights articles."

- ➢ Browse forum marketplaces like the WSO forum (WarriorForum.com) and those found at DigitalPoint.com and SitePoint.com.

- ➢ Keep your eyes open. Read marketing blogs and newsletters so that you become aware of new PLR sellers.

- ➢ Ask around. Post on forums to ask members where they get their PLR content.

Point is, anyone who sells PLR content is prospective partner.

Step 2: Request a guest blogging JV.

It's no accident that earlier one of my sample articles had to do catching the eyes of prospective joint venture (JV) partners. That's because it's easier to get a prospective partner to say "yes" if you build a relationship first.

Nonetheless, sometimes you need to go in cold. In that case, you might use an email like this…

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Subject: Free content for your blog?

Hi [name],

It's [your name] here from [your site]. The reason I'm writing to
you today is to offer you a free, exclusive content for your blog.
You can even take credit for the author. And I guarantee your
readers will love it.

It gets even better…

Instead of posting my usual byline at the end of the article, I'll
include a short promotion for my new PLR articles. – and we'll
include YOUR affiliate link. That means you'll get paid every time
someone buys through the link.

So let's recap:

        •  You get a free, exclusive article for your blog.
        •  You'll make money every time someone buys through the
           article's link.

I think you'll agree this is a great deal, so hit reply to let me
know what topic you'd like me to write about!

[Sign off]

P.S. I'm only doing this for a few hand-picked bloggers, so let me
know if I should start writing your article or give it to someone
else…

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Incidentally, another way to do a JV is to ask these prospective partners to join your affiliate program. Read on…

Start an Affiliate Program

An affiliate program allows other people to sell your product in exchange for a commission. Typically, you should offer at least a 50% commission, although you may go higher to attract more affiliates.

> Tip: It's well worth the money to give up more frontend profits in exchange for building one of your most valuable assets: The customer mailing list!

One way to start an affiliate program is by using Clickbank.com as a payment processor.

However, earlier I mentioned that if you launch a Warrior Special Offer, then you can use a payment tool called WSO Pro. This tool costs $19 per WSO that you run, but it tracks your sales and allows you to get affiliates to promote your WSO. Here's where to sign up:

http://www.warriorforum.com/warrior-special-offers-forum/128050-still-not-using-warrior-special-offer-pro-over-10-9-million-says-you-should.html

The good news is that if you run a WSO that starts selling well, you'll have affiliates coming to you and asking to promote your WSO. Here are other ways to get affiliates:

> ➢ Find and befriend influential marketers in your niche (using the strategies discussed in the JV section earlier), and ask these people to join your affiliate program.

> ➢ Seek out affiliates by posting on the Warrior Forum: http://www.warriorforum.com/warrior-joint-ventures/.

> ➢ Promote your affiliate program through your forum signature, through your Facebook account, on your blog (if applicable) and in any other communication channel you have.

Comment on Blogs

Back in the JV section of this lesson, you learned that you can use guest blogging to get traffic. But even if a prospective partner says "no" to your request, you can still redirect some of his traffic to your own site.

How? By commenting on his blog.

Here's how…

Step 1: Find Blogs

Remember, the best blogs are those that are focused around the topic of PLR. If not, at least choose blogs that talk about PLR regularly.

You can find these blogs by doing these types of Google searches:

- `PLR blog`
- `Private label rights blog`
- `PLR content blog`
- `PLR WordPress`
- `Private label rights content WordPress`
- `PLR blogger`

Secondly, be sure to focus only on busy, active blogs. Commenting on a "dead" blog might be good for search engine optimization backlink purposes, but that's not your goal here.

Your goal is to get your link in front of a targeted audience who're likely to click through to your site and purchase your PLR articles.

Step 2: Comment and Participate

A blog is a community, just like a forum. And that means you need to participate on a blog in the exact same way you participate on a forum.

Namely, that means you need to engage in good discussion and be genuinely helpful. I suggest you review the section of this lesson on forum participation, as the same applies here.

> Tip: Be sure to only comment on recent posts. If you go back and start commenting on posts from weeks or months ago, you'll look like a spammer. After you've developed a good reputation on the

blog you may go back and comment on a select few older posts –
namely, those that show up at the top of the search engines for
search terms like "PLR content."

Step 3: Drop a Link

If you provide useful contributions to the blog, most blog owners don't mind if you
leave a link. In some cases, that's all you can leave – a link. In that case, you only
have a few words to convince people to click on your link.

Example #1: Need PLR content? Click here…

Example #2: Click here to get high quality content at affordable
prices…

Conclusion & Action Step (Day 10)

Congratulations – you did it! You now have a complete product, an order-taking
website and you know how to drive targeted traffic in front of your sales page!

Here are your action steps:

- Choose ONE of the five promotional methods that you just learned
  about and fully implement it today.

- Every day for the next four days I want you to choose and
  implement another one of the advertising methods.

In other words, you're going to implement all five methods, starting today – so get to it!

Bonus Day: Growing Your Business Into a Large Scale PLR Business

Throughout this course you've learned how to create a PLR product and start selling it
in just 10 short days. Yes, this method drops money into your PayPal account in short
order. But in order to fully take advantage of this strategy, you need to turn this
short-term money maker into a long-term, thriving business.
Here's how…

Build Two Mailing Lists

Yes, you've heard it before – the money is in the list.

Truth is, however, the money is actually in <u>two lists</u>:

1. **Buyer's list.** Yes, this is your list of customers. You can either add all your customers directly to your mailing list, or you can ask them to voluntarily join your list. If you choose the second route, then offer an enticing bonus – such as a free set of PLR articles – to anyone who joins.

2. **Prospect's list.** Yes, as the name suggests, this is where you build a list of people who might be interested in buying PLR. You'll need to offer them something of value in order to get them to join your list. This might be free PLR content. Or you might offer them a free multi-part ecourse on how to profit from PLR content.

In both cases, you need to start with a reliable mailing list manager, such as Aweber.com (I use this), GetResponse.com or iContact.com. As mentioned, you need to create a freebie to entice people to join your list. And then you need to write a mini sales letter or advertisement to persuade them to join.

> <u>Tip</u>: Go back and review the sales letter writing section of this course, as everything you learned there applies to persuading people to join your mailing list. This includes a benefit-laden headline, a list of benefits and a call to action.

Once you've set up these lists, then here are the keys to a successful newsletter:

➢ **Contact your list frequently to keep your name in front of them.** Generally, you should plan on emailing them about once a week.

➢ **Provide a blend of content and promotional pitches.** You can figure on offering at least 50% content (such as articles and tips about how to use PLR content) and 50% pitches (where you promote your own products or other people's PLR products as an affiliate).

➢ **Offer a variety of products.** Which brings us to our next point…

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Create a Variety of Products

Once you start building newsletter lists, you need products to promote to these lists. And while you can certainly find affiliate products (on Clickbank.com) to promote, you'll make more money if you promote your own PLR products.

The key is to create a variety of products. This includes:

- **A variety of PLR products.** This includes PLR articles, reports and ebooks. It also includes packages such as a package of 10 articles, an ebook and a sales letter. You should sell these products at a variety of price points, ranging from just a few dollars to hundreds of dollars.

- **A variety of products related to PLR.** In addition to providing PLR content, you can also sell instructional materials and training that teach people how to profit from their PLR content.

The good news is that you've already learned how to create a high-quality product. So you can start today by creating your NEXT product!

> Tip: As your business grows, you may want to consider outsourcing the task of product creation. You can do this by posting a project on elance.com, odesk.com or vworker.com.

Expand Your Promotional Strategy

Earlier in the course you learned five good ways to send targeted traffic to your website. In order to grow your business, you need more traffic.

Here are three more ways for you to get more traffic:

➔ **Blogging**

You can set up a free blog on your site by getting the files at WordPress.org. Or you can install a blog through the "Fantastico De Luxe" section of your web hosting cpanel (control panel). Of course setting up a blog also opens you up to more guest blogging opportunities, since you can swap both links and content with other bloggers in your niche.

> Tip: Review Day #3 of this course for an article on how to quickly and easily set up your blog!

➜ Content Marketing

You already know how to write articles. Now you can use this skill to promote your business. Simply write articles of interest to people who buy PLR, such as articles about how to profit from PLR.

Next, use your article byline (author's resource box) to promote your website – especially your mailing list.

> Example: Who else wants high-quality PLR marketing articles for FREE? Click here to get yours!

Finally, you need to distribute these articles. Naturally, you can approach bloggers as discussed earlier in the course. But you can also submit your articles to article directories, such as:

- www.ezinearticles.com
- www.goarticles.com
- www.articlealley.com
- www.articlecity.com

> Tip: EzineArticles.com is actually one of the biggest and best article directories. However, they don't allow articles which promote PLR or link to PLR sites.

Or you can post these articles on sites like Squidoo.com and Hubpages.com.

➜ Social Media

The beauty of social media is twofold.

First, it gives you another communication channel with your prospects. You can offer special "Twitter only" discounts. You can hold contests to grow your lists and Facebook contacts. And you can provide training materials for your prospects.

Secondly, however, your prospective partners are on Facebooki Twitter and maybe Google+. Thus this is yet another way for you to get your foot in the door and start up a dialogue with these potential JV partners.

Conclusion & Action Step (Bonus Day)

And there you have it – the three keys to turning a money-maker into a thriving business that can support you for the long term!

As usual, you need to take action:

- Set up your mailing lists today. You'll want to get this done ASAP, because you're it's likely that well over 90% of your visitors never return to your site. Get them on a mailing list and you won't have to worry about this.

- Start working on your next product tomorrow – another set of articles, maybe a report, maybe even an ebook.

- Implement one new promotional strategy this week.

So take action – and enjoy the results!

Personal Coaching for Your Online Business

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