



***- Quick Start Guide To Creating  
A Winning Info Product -***

## **Table of Contents**

<b>WRITING YOUR INFO PRODUCT .....</b>	<b>3</b>
<b>QUICK &amp; EASY RESEARCH PROCESS.....</b>	<b>6</b>
<b>FORMATTING YOUR EBOOK .....</b>	<b>17</b>
<b>EXAMPLE LAYOUT: .....</b>	<b>23</b>
<b>DEVELOPING SUREFIRE WINNERS .....</b>	<b>25</b>
<b>USEFUL RESOURCES.....</b>	<b>28</b>
<b>PRIVATE LABEL CONTENT – PART 2.....</b>	<b>31</b>
<b>PLR SWIPE PROCESS .....</b>	<b>33</b>
<b>EVALUATING PRIVATE LABEL CONTENT .....</b>	<b>40</b>
<b>CONCLUSION: RESOURCE LIST.....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>

## **Writing Your Info Product**

You have a strong idea as to what your ebook should be about.

You've surveyed your market, evaluated the competition and settled down on a hot topic that is bound to be a winner.

*But, you have yet to start writing.*

Believe it or not, the dreaded blank page is the hardest obstacle to get through when creating your own info product.

Whether you are an experienced writer, or brand new at it, channeling your thoughts and ideas onto that first page is often the most frustrating step in your journey towards creating a killer product.

But there's a simple method that will eliminate your sudden writers block and make it not only easier, but also faster to write your ebook.

### **Creating an organized structure for your book.**

It's very difficult to sit down at the computer and just start writing your book without having a visible 'mind map' in place that will help guide you from start to finish.

---

It's comparable to fumbling around in a maze, only to have to turn back each time you hit a dead end, re-tracing your steps so you can finally get to the exit.

**Writing an ebook requires structure.**

If you fail to do this, you will end up spending a lot of valuable time revising, re-organizing and even re-writing major parts of your ebook, trying to "fit it all in", or improving the overall flow of the material.

You want to give your readers an enjoyable experience, and regardless what market you are involved in, you also want to encourage them to purchase other info products that you release in the future.

You want them to find value in your product, to feel as though it has directly helped or influenced them in some way.

You want to satisfy their thirst for knowledge, to use your book as a method of building a connection between you and your reader, who is subsequently, your customer base.

***So, how can you create a winning product that will appeal to the masses, while making sure the process is as fast and easy as***

---

***possible?***

You need to start by creating a system that will help you stay focused and on track.

Best of all, once you have gotten used to using a system when creating your info product, you will find that it gets much easier to create high quality products in less time.

*Here is a step-by-step guide to creating a winning product in half the time.*

## Quick & Easy Research Process

### Step 1: Consider What Your Audience Wants

There are a thousand different ways to present the same information, just as there are hundreds of different questions that need to be answered within every industry.

Your objective is to find the most *common ones* and answer them in your book.

This is where the majority of new writers fall through the cracks, trying to create an all-inclusive ebook on their chosen topic.

Be realistic with your goals; you will never be able to cover everything there is to know about your topic in one ebook, and if you try to do it, you will wind up frustrated, confused and ready to call it quits.

Instead, you need to write down the most important topics. Think about the burning questions asked by people who are desperate for information on your chosen topic.

- ✓ What are they most interested in learning?
- ✓ What are the top 15 most commonly asked questions?
- ✓ What are your competitors NOT answering in their ebooks?

You will need to do a bit of research in order to gain a better understanding of how you can connect to your audience by directly addressing the questions and concerns they have.

If you are writing a 'how to' ebook, make sure that you consider all skill levels, and focus on the largest portion of your audience first.

You can also create a series from your ebook later on, or add additional chapters that focus on other skill levels and groups.

You need to spend a few hours compiling information. You want to jot down everything you can find out about your topic, paying particular attention to recurring questions that you stumble across.

Spend some time browsing through forums and community sites that are focused on your topic. Read through discussions, and take notes of everything that you come across that you believe is important.

The first step in creating the framework for your info product is in thoroughly researching your market.

You really need to know what people are interested in learning more about, so that you can determine what direction to take when creating your ebook.

## Step 2: Slim It Down

Once you have collected enough information about your topic so that you feel you have a strong grasp on what your target audience is interested in, it's time to go through your notes and weed out unnecessary information.

Do NOT get rid of any of the ideas you have, even if you don't believe you will ever use them!

You can use this extra information to create additional updates and added bonus chapters later on, and will save you on research time whenever you create new material.

For now, your goal is to create a swipe file that contains a listing of the most common questions asked from within your niche market.

For example, if I were creating an info product on "**How To Find A Work At Home Job**", after surveying my market, I discover that the while some people are interested in finding jobs offered by telecommuting companies, the majority are interested in flex positions, where they work as a freelancer rather than a traditional employee.



This would dramatically change my books focus, since I would now be discussing ways of preparing, finding and securing a freelance position, rather than teaching people how to position themselves to be hired on a full time basis.

**Same niche, similar topic = different focus.**

You really need to drill down into your topic so that you come up with a strong focus.

You can expand on your ebooks coverage once the initial draft has been completed, but when starting to write the book, you won't be able to create a solid foundation for your material unless you know exactly what you are going to write about.

You should begin by creating a new text file for each chapter of your book, with individual text files containing 8-10 questions that will serve as the basis for each chapter.

Keep these individual text files saved into a folder on your desktop, labeled as "**Chapter\_1: Questions To Answer**", "**Chapter\_2: Questions To Answer**", and so on.

These text files can include additional information, research and ideas that you may want to include in your book.

### **Step 3: Create Chapter Titles**

Load up your word processor or text editor and begin writing possible chapter titles for your ebook, starting with an introduction and ending with a Conclusion page. You aren't writing the actual content at this point, only creating the outline for your ebook.

Don't get stuck on this step! You can also insert additional chapters into your document if you come up with additional ideas that you believe are important to your book.

For now, just write simple chapter titles that define what each section will be about.

Your audience will appreciate the steps you have taken to create a fluid ebook, that is easy to read and understand.

Readers want structure so that each chapter is focused on a specific topic, and the titles help identify what each chapter will be about.

Chapter titles are also important for 'skim readers', which are people who might have not a lot of time to digest your entire book, and instead are interested in skimming chapter titles to locate specific information that is important to them.

In my example, I am working on an ebook with a potential title of "Freelance Fortunes: The How To Guide To Successful Freelancing".

I have written my chapter titles so that I have a clear idea as to what each section of my book will be about.

**My chapter titles look like this:**

**Table Of Contents**

Introduction

Chapter 1: Why Freelancers Fail

Chapter 2: Setting Yourself Up For Success

Chapter 3: Profitable Online Opportunities

Chapter 4: 10 Things Every Freelancer Needs To Know

Chapter 5: Building Your Customer Base

Chapter 6: How To Get More Done In less Time

Conclusion

**Step 4: Create Chapter Summaries**

This is where you will begin to see the skeleton for your ebook come to life. One of the biggest mistakes most writers make is in starting to write a chapter without knowing exactly what their focus should be.

You really want to make sure that every chapter has a **specific purpose** and that you know what the purpose is before writing it.

For example, taking a closer look at my chapter outline above, I have specific ideas for each one, and in this step, we will identify and summarize what each one will be.

### **Introduction**

Your introduction chapter should lay out a hook that will capture attention and lure your reader in. You want to get them excited about the information that they are about to read, and reassure them that your information will help solve their problems.

When selling digital books like you are going to do, you can also use your introduction chapter to eliminate buyers remorse, by reaffirming that their decision to purchase your product was a good one and that you have created the ebook with the genuine intention of helping them.

Don't overlook the importance of a solid introduction. It's the lead-in to your entire ebook, and you want it to greet your reader and guide them through to your first chapter.

### **Chapter 1: Why Freelancers Fail**

From my research, I discovered that a lot of new freelancers are

---

concerned about the number of jobs available, and why so many freelancers are unable to secure work.

They want to know what people are doing wrong so that they can avoid making the same mistakes.

The question is *"Why do so many freelancers struggle to find work?"* and in my first chapter, "Why Freelancers Fail" I will answer that question, by providing an overview of the most common mistakes that new freelancers make.

## **Chapter 2: Setting Yourself Up For Success**

This chapter continues where Chapter 1 ends.

Where my "Why Freelancers Fail" chapter discussed the most common mistakes that new freelancers make, Chapter 2: "Setting Yourself Up For Success" tells my reader exactly what they need to do to maximize their chances at being successful online, directly answering one of the most common questions in the market.

## **Chapter 3: Profitable Online Opportunities**

I have discovered that the majority of my potential customer base are interested in reading a step by step guide to exploring the different online work programs and telecommuting based positions available. Chapter 3 of my guide addresses this question by providing my

readers with a detailed overview of the most profitable work at home programs and opportunities online.

I could later expand this chapter so that it included sub - chapters focusing on specific job types:

(Example: Virtual Assistant Jobs, Freelancing Writing Jobs, Design Jobs, etc)

#### **Chapter 4: 10 Things Every Freelancer Needs To Know**

These kinds of chapters are very easy to write. All you do is compile a listing of commonly asked questions and answer them in a single chapter.

I suggest not focusing on the most popular questions, as they deserve a chapter of their own, but instead, use the remainder of the questions you've compiled to create a chapter that provides information on various points.

In my example, I know that a smaller portion of my customer base is interested in finding out how to create a website featuring their work samples, while other people are interested in finding out how to respond to job offers.

By creating a chapter that answers various questions that may be

difficult to write an entire chapter on, you can reach out to these readers without having to dedicate an entire section of your book to each topic.

This is a great way to add more value to your ebook without being stuck trying to fill up enough pages to justify individual chapters on each topic.

### **Chapter 5: Building Your Customer Base**

One of the most burning questions in the freelance marketplace is exactly how to build a customer base, and so I have devoted an entire chapter in my book to answering this question.

Remember, every chapter you write needs to directly answer a question from a large majority of your market. That's the easiest way to create a hot seller.

### **Chapter 6: How to Get More Done in Less Time**

Since I know that many freelancers struggle to effectively manage their time, I decided to write a chapter on time management exclusively for freelancers.

Your book needs a beginning, middle and end and by writing your chapter titles and summaries, you will give yourself a workable outline that will help you write faster, while directing catering to what your

buyers really want.

Before you begin the next chapter, make sure that you have written down your chapter titles and summaries.

Once you've done that, you saved yourself hours of writing and editing, and are ready to tackle the next section.



## **Formatting Your Ebook**

Most people think that you format your book AFTER it's already written. Wrong.

**Smart writers format as they write.**

While you should read over your book once you've finished the final chapter to make sure you've crossed your t's and dotted your i's, proofing and formatting your ebook can and should be done as you create it.

For starters, you want to avoid the most common mistake of injecting yourself into your book.

Your readers want to know how your information will help them, not necessarily how it helped you.

While case studies are often a viable method of demonstrating that your material is genuine, workable, replicable or accurate, you want to do your best to remove yourself from the book, and focus exclusively on them.

If you feel it's important to tell a story that involves your own experiences, try to include your readers whenever possible.

Examples:

***"If you are anything like me...."***

***"Like me, you've probably experienced this as well..."***

Your readers want to feel as though you are talking directly to them, rather than reading a story that excludes them or makes it difficult for them to directly connection to the information.

### **Chapter Start: Benefits Of Reading The Chapter**

When you begin each chapter, do your best to start off with a strong introduction line that speaks to them directly.

Every chapter is dedicated to answering a specific question, with sub chapters addressing other questions that are important, but not considered THE most important.

You also want to begin every chapter with a solid hook that will capture your reader's attention and compel them to read further.

Your job is to keep them engaged, from start to finish.

This can be done with a thought provoking question, shocking facts

---

or statistics, or a statement that motivates them or provides them with a mental image of where they will be or what they can do after reading and applying your information to their current situation.

**Example:** *"In Just 5 Days From Now, You will have to change your phone number"* (a chapter introduction from an online dating guide)

Each chapter introduction leads your reader deeper into the chapter, and makes it easier for them to make the transition from each section in your book. This is exceptionally important if you radically shift gears in your ebook, or go off in a new direction.

Chapter introductions are usually no more than a couple of paragraphs long, to one full page.

### **Chapter Middle: Direct Answers, Solutions or Help**

The middle of your chapter features the real "meat and potatoes" of that particular section and is where you would answer questions, provide resources, share experiences, offer helpful advice, or perhaps include a checklist or guideline of what your reader needs to do next.

For example, if you were writing an ebook focusing on "How To Win

Your Ex Back", one of your chapters could begin by addressing their most desperate concern "Can I even get her back?", and the middle of your chapter could offer a check-list of the things that they need to do (or a breakdown of what they need to avoid doing) in order to make progress in reuniting with their loved one.

All of the material contained within the middle of each chapter needs to clearly support your chapters topic and overall focus.

Consider adding in resource boxes that offer additional tips or resources relating to each chapter's outline.

Just make sure to break up your content so that you are writing paragraphs no longer than 6-9 lines in length, to make it easy for your reader to absorb and digest.

### **Chapter Ending:**

#### **Laying out the next chapter, carrying your reader through.**

One of the biggest mistakes that I have seen with new info product writers, is that they fail to end each chapter with a clear benefit as to why the reader should continue on to the next. They lack energy, fail to keep connected to their reader by giving them a clear idea as to what's in store.

Each chapter should end with a solid finish that also works towards pushing the reader into the next chapter.

For example, I tend to end the majority of my chapters with either a summary of what was just covered, or action steps (homework) that my reader needs to accomplish before they are ready to proceed.

**This does two different things:**

First, by summarizing or reviewing the information in the chapter you are helping it stick, breaking it down so that your reader can quickly scan your summary and confirm that they understood all of the information before going forward.

Second, by giving them specific direction such as by including an action plan or checklist, I am able to better guide them into the next chapter.

Not every chapter will be easy to end with an action plan of some kind, and in that case, don't get stuck on it. Just make sure that you provide a summary or overview of the material at the end of each chapter, and focus on keeping your reader engaged.

Get them excited about what is coming up by focusing on the benefits of every new chapter.



## **Example Layout:**

**Chapter Title:** The Fastest Way To Build A Website

**Chapter Summary:** How to build a website using Wordpress, free plugins and themes.

**Opening Paragraph** (hook): Have you been struggling to build a website? Not sure if there is an easier, faster way? In this chapter, you will learn exactly how to build a full featured website in under 14 minutes, guaranteed.

**Middle Section:** Headlines representing the different steps to build a website using Wordpress. Step by step guide to installing, configuring and optimizing a blog.

**Ending Section/Closing:** Recap and summarize the steps in bulletpoint format, then follow with an action plan to setting up their blog. Close with a hook, guiding them into the next chapter:

***Example Of A Closing Statement Guiding Readers Into The Next Chapter:***

*Once you have your website set up and optimized for the search engines, it's time to learn the industry trade secrets to monetizing your website quickly. We'll cover all of the top money making*

---

*methods in the next chapter.*

**Your Next Steps:**

- ✓ Create a new swipe file for each chapter in your book called "Chapter-1", "Chapter-2", and so on.
- ✓ Add a Chapter title to each file.
- ✓ Add Chapter Summaries to each file.
- ✓ Save your files and proceed to the next chapter.



## **Developing Surefire Winners**

You should now understand the basic structure of a winning product, and if you've completed the steps in the previous chapter, you have your chapter titles and summaries already written.

You also understand the structure of a chapter, from its introduction, middle "meat & potatoes" section, to its ending.

And finally, you are now ready to begin writing your ebook!

You will find that your structure will not only help you write the ebook faster, but keep things organized as you move through the pages.

What you want to do is refer to the questions you've collected as you write each chapter, so that you can use these questions as headlines and sub headlines throughout the content itself.

Headlines help keep your reader focused and breaks up the content. They also help keep moving along, providing structure and guidance for your reader. Think of them as a road map that guides your reader from point A to B.

With every chapter, begin by inserting an introduction, engaging your reader with a question (hook) and answering the question using

---

stories, examples, tips, strategies and "how to" information.

Finish your chapter off with action steps, a final closing paragraph and clear direction taking them into the next chapter.

When you create your chapters, start off with the easiest one. There is no rule indicating that you must start at the beginning of your book, and with your structure in place, you can choose any starting point you wish.

It's often easier to tackle the chapters that you are most comfortable writing, and once you get started, you will find the rest of the material will come to you.

Personally, I always write my introduction and closing statements first. I then tackle the chapter that is of most interest to me, and I always find that as I begin to see progress with my writing, completing the remaining chapters is a lot easier.

I also know writers who take a different approach, focusing first on the most difficult chapters as a method of getting them out of the way so they can stay motivated to finish the book with easier, more interesting chapters.

You can also try writing two paragraphs for each chapter first, then

---

going back to complete each one. Try it out and find what works best for you.

When it comes to the length of your ebook, it's entirely up to you. Ebooks can range in size anywhere from 30 pages to 300 or more.

As long as you feel that your ebook includes enough information, resources and tools to genuinely help your reader, you shouldn't worry too much about the length of your book.

It's always better to write your ebooks with a clear focus in mind, so that you can say more with fewer words, than to fill up your pages with clutter.

You're now ready to finish your book and start making money within the ClickBank Marketplace. Once you have finalized your info product, read our "Getting Listed On ClickBank" module for a step-by-step action plan to getting your product featured within the Internet's largest digital retailer!

Keep organized, keep focused and most of all, keep writing! :)

## **Useful Resources**

### **Open Office**

<http://www.OpenOffice.org>

Open office is open source software and offers a full featured word processor that also comes bundled with spreadsheet utilities and resources. Creates ebooks in various formats (you will want to always release a copy in PDF format).

### **Image Compression Tool**

<http://www.giveawayoftheday.com/soft/52791/>

If you plan on using images within your ebook, you should consider compressing the sizes of your images so that your ebook can remain lightweight. You also want to consider creating a second version of your ebook that contains fewer images for those who wish to print out your book.

### **PDF Compress Utility**

<http://www.giveawayoftheday.com/soft/05479/>

PDF compress is a tiny utility that reduces the total size of Portable Document Format (PDF) files. With this program, it is very easy to take some PDF file (just created with any virtual PDF printer).

### **Create PDF Files**

<http://www.CutePDF.com>

CutePDF allows you to create PDF files from any printable document, save PDF forms using Acrobat Reader, make PDF booklet, impose, rearrange pages and much more.

### **Ebook Templates**

<http://www.ebooktemplates.net/>

<http://ebookpizzazz.com/>

Offers various ebook templates for Open Office, Word and more.

### **Zip Utility**

<http://www.win-rar.com/>

Creates zip files quickly and easily. Simply drag your ebook PDF file and any other files you want included and Winzip will create a zip file for you. (Zipping files reduces the size of the download)

# Info Product Creation With Private Label Content

*- How to create a best selling info product  
using high quality private label material -*

***Turbo Info Products Part 2***

## Private Label Content – Part 2

Private Label Rights Content (PLR) is material that was created by a developer who has agreed to distribute licensing rights that provide people with the opportunity to revamp, re-package and resell the product as their own creation.

Consider the possibilities if you knew exactly how to take existing content and transform it into a brand new info product that you could sell as your own without ever having to lift a finger in developing anything yourself.

This is exactly how thousands of online entrepreneurs penetrate new markets without ever having to invest a lot of time and money into creating their own products from the ground floor up. They simply take existing material, rework it so that it's essentially a fresh new product and sell it for 100% profits.

But it gets even better: you can build an entire network around private label material just by tapping into the highest quality sources online and spending a bit of time revamping the material so that it represents your own brand and professional style.

There is no shortage of exceptional quality private label material online that you can use to develop your very own info products, and

---

even if you have never worked with PLR content before, you will be pleasantly surprised at just how incredibly simple the process really is.

To begin, regardless of your niche, there is bound to be private label material readily available. From acne to eliminating love handles, there are articles, reports and raw material to work with.

One thing to keep in mind however is that when using private label content to create your own info product, you absolutely need to spend some time tweaking the content.

It's never a good idea to use PLR content in its original form, because despite the quality, it can still be improved by simply going over the material, eliminating unnecessary information, and of course, injecting your own personal style and brand into the content.

You also want to modify the content so that it is not identical to what other people are selling.

You'd be surprised at just how many people fail to make simple changes that would improve PLR content, and by spending just a bit of time making the info product your own, you will be able to use existing material to develop a brand new release.



To help you get started, here is a check-list of things you should do when using private label content to create your own info product:

## **PLR Swipe Process**

### **Review The Material**

If you are planning on using a private label based ebook, make sure that you read over the content yourself so that you can get a feel for the overall quality, as well as the flow of the material.

Don't assume that the material is of high quality and can be used 'as is', without personally reviewing the entire document.

If you are going to give the content your personal stamp of approval, and feature it as your own info product, you want to make absolutely certain that the info-product represents your brand in a positive way.

After all, you are going to make money selling this product and you want to minimize the number of refund requests, as well as be able to begin developing an online presence as someone who is a reliable source for quality information.

### **Change The Product Title**

This is very important, especially if you want to shield the fact that

---

your info product was originally private label material. Consider what titles you could use that would attract attention.

Example: Rather than "Complete Guide To Cake Decorating", consider "Industry Trade Secrets To Cake Decorating".

Remember, the title of your product will appear on the graphics that you use to represent it on your sales page as well as within advertising campaigns.

### **Change The Table Of Contents**

The first thing I do after reviewing a potential private label product that I am going to rebrand as my own is to change the table of contents titles.

We want to avoid changing the actual structure of the table of contents, otherwise the content might not make sense or flow properly, however by simply changing the titles of every chapter within the info product, we can eliminate the chance that someone will identify our info product as originating from PLR.

In an example, the first box below showcases the original table of contents from a private label ebook that I plan to revise for my own info product:

**Table Of Contents**

Chapter 1: Freelancing Introduction

Chapter 2: Setting Up Your Home Office

Chapter 3: Preparing Your Samples

Chapter 4: Finding Online Jobs

Chapter 5: Freelance Marketplace Tips

Conclusion

Just by spending a few minutes rewriting the Chapter titles for my ebook will help make the ebook more difficult to identify as private label content.

### **Table Of Contents**

Chapter 1: Freelancing 101: Quick Start

Chapter 2: Tools Of The Trade

Chapter 3: Creating A Winning Portfolio

Chapter 4: Insider "Hot Spots" For Finding  
Profitable Freelance Opportunities

Chapter 5: Winning The Bidding War: Dominating The  
Freelance Marketplace

Final Thoughts

All I've done is go through each chapter quickly and assign a new title that applies to the information. I have not yet made any structural changes to the content itself, only the chapter titles.

### **Edit Content**

This step takes a bit more time, but it's an essential part of re-branding private label content into your own information product.

While you don't have to rewrite the entire document, you should spend some time re-phrasing and in some cases, better explaining the material.

Depending on the quality of the private label content that you are using, only slight editing may be required, and if you are unable to do this yourself, you can easily outsource the work to a freelance writer for a nominal fee.

However, if the quality of your material doesn't require a lot of improvement, you should still modify the content just enough so that it represents your brand and style.

- ✓ For example, when you read through the material does it sound like something you would write?
- ✓ Could you explain it in your own words better or more clearly than the author did?
- ✓ What could you add into the document to expand on the information so that the reader better understands the topic?

Your style is going to be different from others, and it's important that you incorporate your own voice and phrasing into the ebook itself.

You want people to become familiar with you, your brand and ultimately your message.

Another writer's method and style will not necessarily reflect your own, and you should take the time to blend in your own voice into any existing content you decide to use.

You'd be surprised just how much of a difference this will make in helping you grow your own brand and become an authority by customers being able to instantly recognize your style in future ebooks.

There are always improvements that you can make so that the info product becomes more aligned with your personal style.

You want people to see consistency in your work and in every info product that you release, and one way of making sure this happens is by always proofing and editing every PLR document you use.

### **Add Your Finishing Touches**

When it comes to finishing the info product so that it's ready for distribution, you want to be sure to add your name, and website URL to the product. You should also edit the header and footer of the

document so that it includes your Products new title.

You should also consider hiring an experienced graphic designer to create ecover graphics to represent your product and give it a higher perceived value.

These designs can create a simple ecover (that looks like a regular book), or an entire mini-site design for your website. I have included my top ten resources in the closing chapter of this guide.

Take a final run through of the document, and give it your stamp of approval!

**Notes:**

You want to make sure that you change any affiliate links contained within the ebook to your own links. Most PLR developers will not include affiliate links in their content, however make sure to go through the material before you begin selling it just to make sure.

If you do find affiliate links, you can either choose to remove them entirely or to sign up for the affiliate programs that are being promoted in the book so that you are able to generate additional revenue from any sales originating from your readers clicking on your links and purchasing the products.

## **Evaluating Private Label Content**

We covered the different methods of choosing your niche market by evaluating existing competition and demand in another module, so at this point you should be settled in with a specific topic or niche market for your product.

The next step is to find high quality sources of content that you can use to create your info product.

While there are literally thousands of private label distributors online, you really want to spend some time evaluating the products to ensure that you are using the highest quality material available online.

When you chose your niche, we taught you the importance of ensuring that it is an evergreen market and one that you could create multiple products for, rather than solving your customer's problem with a single resource.

When choosing private label to use in creating your info product, you want to purchase enough material to use for your first ebook as well as being able to create follow up offers. You will also want various types of private label content, including:

- ✓ Ebooks



- ✓ Reports
- ✓ Articles
- ✓ Autoresponders

While it's likely that you will be able to find private label material to use in your entire campaign, in the event that you struggle to locate quality content for your entire back-end system, you can use what resources you do have and outsource the rest of the material.

*Let's take a closer look at how you will use these different content formats:*

### **Ebooks:**

You will probably want to purchase a handful of PLR ebooks on your chosen topic, so that you can determine the one that is of the best quality.

### **Reports:**

You will use these PLR reports to build your mailing list, by offering reports as incentive for your visitors to subscribe to your autoresponder.

### **Articles:**

We will use PLR articles a number of different ways, including on our websites or blogs, via autoresponder campaigns, in article marketing

as well as other advertising campaigns.

**Autoresponders:**

While it's not as easy to always find high quality private label autoresponders for every niche market, there are a number of developers in the market who release "pre-written list building packages", featuring a number of follow up broadcasts and autoresponder messages.

In the event that you can't find a PLR provider offering autoresponder messages in your niche, you can always use articles to jump-start your list building, until you can outsource the work to a freelancer.

Keep in mind that using private label material to create your first info product is a cost effective, simple alternative to hiring out the work to experienced writers, however once you have launched your first successful info product campaign, you should consider focusing future projects on original and exclusive content.

You can continue using private label material later on, but primarily as bonus products to your main offer.

*When choosing what private label you are going to use, there are a few things to keep in mind, including:*

- 1: Market Saturation
- 2: Licensing Limitations
- 3: Number of licenses offered
- 4: Follow Up Products
- 5: Quality of Products

Let's take a closer look at each aspect to choosing quality private label:

### **Market Saturation**

What this means is that you will be evaluating the number of copies currently being distributed online.

Since it's private label content, it's likely that you are going to find it being sold on various websites, however you want to try to focus on content that is not heavily saturated, otherwise it may be difficult to sell it on marketplaces like ClickBank.

One way of minimizing the amount of competition in the marketplace is by choosing private label content that is only being offered to a limited number of people.

For example, many developers will create an ebook and allow only 25 people to purchase a license enabling them to re-sell it.

While these licenses will cost more than unlimited private label releases, the value is much higher since there will be a smaller group of competitors selling the same material.

You want to be careful with this however, by contacting the PLR developer first and verifying just how many licenses are being sold. Try to work with established writers who aren't likely going to risk their reputations by selling a higher number of licenses than they advertised.

Regardless of the number of licenses being sold, you should always run a quick check to determine how many copies are already being distributed.

Since most people do not change the product's original title, it is relatively easy to get a good idea as to how many people are already selling the product.

Visit: [www.Google.com](http://www.Google.com) and enter in the title of your product, wrapping your text in quotations, like this:



"Understanding Acne"

Search

Search: ☒ the web ☐ pages from Canada

Entering in the **exact ebook title in quotations** (very important when searching for titles to ensure that the entire search term is used when seeking out websites that feature it) will help you determine existing distribution of the PLR material.

You can also enter in a portion of the ebook content, or the table of contents itself, both of which will help you get a better idea as to the number of copies in circulation.

### **Licensing Limitations:**

Not all private label releases offer the same licensing rights, and it's important that you always confirm what rights you have, and exactly what you can and cannot do with the material, prior to distributing it yourself.

For example, there are many different variations of private label licensing, including:

- ✓ Personal (non transferable) Private Label
- ✓ Transferable Private Label
- ✓ Unrestricted Private Label

Certain private label developers will allow buyers to give away the private label content as long as it's contained within a paid membership site, while others prevent the buyer from giving it away

---

at all and must be sold.

You need to be clear on the terms that are in place, so that you eliminate any risks of violating the terms of service attached to your purchase.

When it comes to your licensing rights, you want to purchase PLR content that allows you to:

**Sell It (with personal rights only, non transferable)**

With these licensing rights, you will be able to sell personal rights to the completed product, but will not be able to sell the content with private label rights.

This is exactly what you want because you are not interested in giving your customers the right to pass on the material to other people, but instead, they are purchasing a copy of a finished product for personal use only.

**Modify It**

Most private label content (in fact, the majority of it) allows you to modify and edit the content however you wish, including using portions of the content in other info product developments.

Here is where combining private label material can be an

---

exceptionally easy way of creating your very own 'exclusive' release.

What you would do is purchase 3-4 PLR ebooks on your chosen topic. You would then go through each book extracting the best information from each one. This could end up being nearly the entire document, or only a few chapters.

You would then combine the entire collection of content into one extensive ebook, available exclusively to your customers. It's unlikely that any other competitor will create the same collection as you are, giving you the opportunity to create your own polished product.

This also allows you to create lengthier ebooks on your topic in the event that you find it difficult to locate a single ebook covering the subject in depth.

### **Choose Your Own Price Point**

You want to make sure you are given flexible rights with your PLR license so that you can set your own price on your product, not being restricted to specific price limits.

### **Sell It As Your Own (under your name)**

Try not to get confused between Master Resale Rights and Private Label Rights. With Master Resale Rights (known as MRR), you are rarely permitted to change the content at all, and are not able to sell it

under your own name.

In fact, the primary purpose of MMR content is to provide you with a completed product to sell, without having to do any modifications or improvements to the product.

However, the downside to using Master Resale Rights material is that you are promoting someone else's brand.

Since you can't change the content, or add your name into the material, (unless it's sold as re-brandable content), you will be potentially funneling your customers to the developer.

Think of this way: With private label content you are protecting your source of content from prying eyes and competitors who want to know where you get your material from.

With Master Resale Rights, your source is visible, and while you can sell the product, keeping 100% of the profits, you will find it very difficult to build your own brand.

**Now, you have everything you need to start developing your very first best selling information product! Take action, follow the strategies in this book and leave your mark on the digital marketplace!**

**To your success!**

---