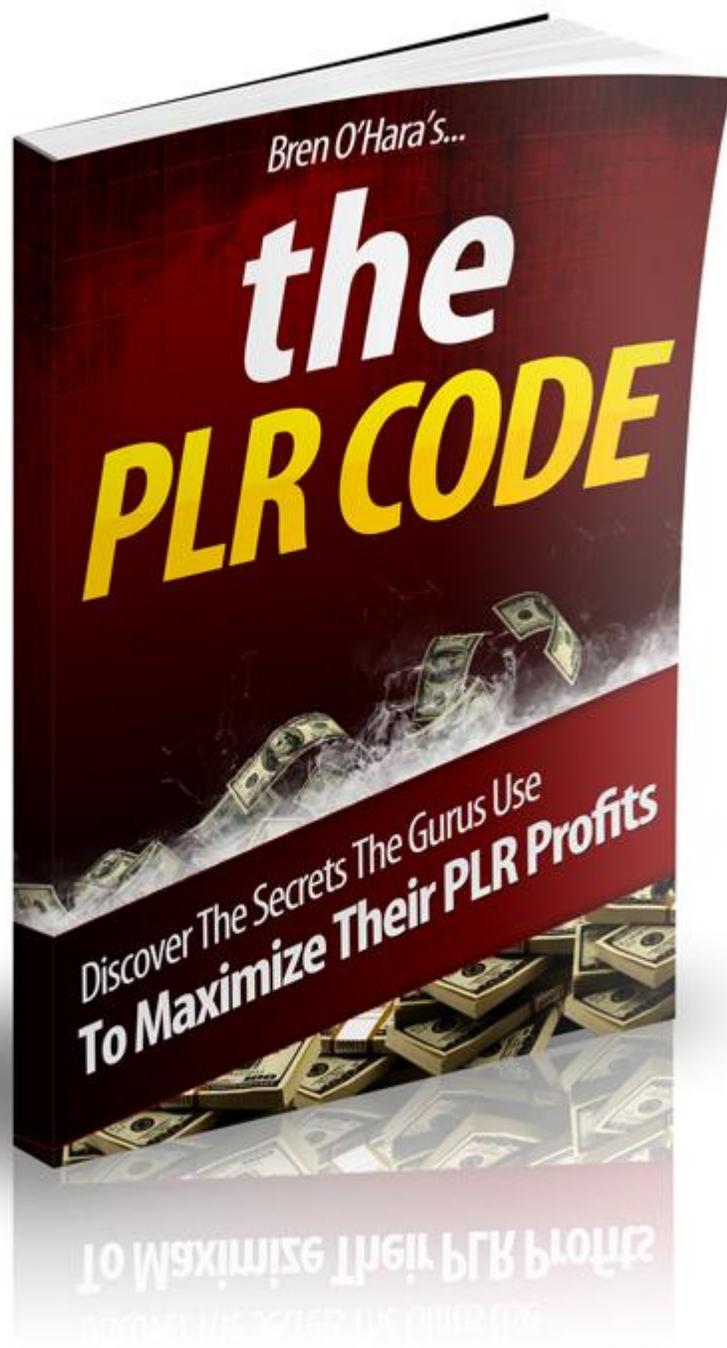


# The PLR Code



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## ***The PLR Code Introduction***

If you've been at the Internet Marketing game for any length of time, you've heard all about those folks who are making a mint by selling (or reselling, as the case may be) PLR content.

“All you have to do is buy a ton of cheap PLR, make it your own, and then put it out there for the masses.... Before you know it you'll be raking in money hand over fist!”

Yeah right! It all sounds so good. Buy a bit of prewritten content, give it a once-over and voila – you're an instant Internet millionaire...

Don't we wish!

In reality, though, people usually get about as far as buying a ton of cheap, poorly written PLR – more often than not, stuff that's older than Betty White – and then it sits on the old hard drive, collecting virtual dust.

Of course, some people will go the extra mile and try to actually do something with all that content, but it's usually tough to do. After all, when you buy cheap content chances are that it's... well cheap and well short of being the kind of stuff that you can make any real money with.

Okay, have I hit the nail on the head here, or what?

Don't lose hope though. There actually is a better way. Like anything else in the world, you just need an actual system in place to make PLR work for you.

Yes, it can be done. People are raking in a ton of cash with little more than a bit of PLR and a little bit of work. These smart marketers have a system – and that's what I'm going to share with you in this report – a foolproof system for making real-world profits with PLR.

So, without further ado, let's get on to the business at hand, and get those PLR profits rolling into your bank account...

## ***The PLR Code Overview***

I'm a firm believer – from all of my real world experience – that nothing is complicated, unless we make it so. And when it comes to making cash from PLR, it's best to keep things as simple as possible.

And that's what the PLR Code system is going to teach you – a simple, repeatable process to turn private label rights content into a consistent stream of cash to your bank account.

This system is simple. Now, that doesn't mean that it's easy. You'll have to do your best to stick with the system – and yes, you will have to put in some work. But that's the case with anything in life. There are no free rides. Everything takes effort.

However, we're going to minimize our efforts here by implementing an easy-to-follow, easy-to-repeat system.

Ready? Here we go.

## ***A Three Step Process***

To boil The PLR Code System for a quick overview, it's best understood in three steps:

1. Finding the right PLR.
2. Making it your own.
3. Putting it on the market

Whoa! Put on the brakes! Didn't you just talk about how people have been saying making money from PLR is as easy as finding it, rewriting it and selling it?

Okay, you got me. I did say that there's more to it than meets the eye. But actually, the prevailing wisdom about profiting from PLR – buy it, make it unique and sell it – is actually spot on. It's just the way that you undertake and execute the steps that makes the difference between a hard drive full of useless, junk PLR and a viable income stream based on reselling PLR.

You're about to learn how to do it the right way...

From this point on, it's all about the plan. We're going to break down those three steps – so that you know EXACTLY what to do.

So, to recap The PLR Code System is going to require you to:

Find & Purchase the right KIND of PLR.

Make it over into your own product.

And sell it.

Let's get started...

## ***Building the Foundation***

Before we jump into the three steps, let's take just a few minutes to discuss the foundation of your business.

You see, it's right from the get-go that people screw up when they try to make real money with PLR. They hear some guru talk about how easy it is. They think “That sounds great!” Then they find the cheapest PLR they can, and pretty much go nowhere from there.

Here's the deal – you have to start off with a plan in mind. You can't just think that you'll buy a ton of PLR, give it a new title, launch it as a WSO, and then become instantly wealthy.

It just doesn't work that way.

It's the same thing with affiliate marketing, flipping websites, or creating your own products. You can't just shotgun blast stuff onto the Internet and think that the millions are going to start rolling in.

Planning.

It's all about planning from the very beginning. But don't worry. You don't have to have a full business plan and dissertation in place to get started, but bear with me for just a minute, and consider what type of business you want to set up.

Now this is something that everyone will need to consider for themselves. But I urge you to think about the big picture when it comes to making money with PLR.

Don't just think about the quick, easy score. It's rare that this ever happens, and when it does, people usually can't repeat it.

So let's just focus on making this an ongoing stream of income that lasts for years. Again, this will look different for everyone, and I'm not saying that you can't use this method for some quick wins, but try to concentrate more on making PLR products work for you as an ongoing, ever increasing source of revenue.

## Your Homework:

Read through the entire PLR Code system, and then sit down for ten minutes and think about how you can use this information as a way to build long-term, sustainable income for yourself and your family.

And don't skip this assignment, as it may be the most important thing you do today!

From here on out, it's going to be fast and furious, so let's get to it....

## ***Finding the Ideal PLR***

Okay, remember when I told you about people failing right out of the box, by not having a plan?

Well, when it comes time to buy PLR, even more people screw up. And here's why...

The cheap stuff!

Yes, I know – we all want a bargain and no one wants to spend more than 10 bucks on PLR. And not only do they not want to spend more than 10 bucks, but they want 5 ebooks, 10 reports, 100 articles, a 50 part email response series and maybe a few gigs of graphics for that 10 bucks...

So people expect to get hundreds – no thousands – of dollars of content for 10 bucks. And then they want to use that content to generate thousands for themselves.

On paper that all sounds good. But here's' the kicker:

It doesn't work that way!

I'm certainly not the first person to tell you this, but it bears repeating:

If you buy a ton of crappy PLR, you are never going to use that stuff to make any real money. In fact, you'll be lucky to earn your initial 10 dollars back.

Most of the 10 dollar stuff is poorly written, older than dirt, and a lot of it is written by people who do not speak or write in English as their native language. This isn't a knock against those folks at all. I'm simply calling it like it is and telling you that if you make your master plan for making cash with PLR contingent on buying tons of garbage, with the hopes of polishing that garbage into a diamond – you might as well stop right here.

The fact is that you have to plan on putting a little bit of money into the front-end of this system, in order to pull out bigger profits on the back end.

What if Starbucks suddenly decided to use cut-rate coffee and stagnant water and served it up in cups they pulled out of the trash can?

Would anyone buy coffee from them anymore?

Yes, a few would. Bottom feeders, who would expect to pay about what that kind of coffee would be worth – a few cents at best.

Now take that visual – keep it fresh in your mind – and apply it to your thoughts about PLR.

Do you think you're going to build a business on rehashing garbage PLR? Stuff you bought for 10 bucks, are you going to sell it to hundreds of people for \$27?

No way!

So get the whole concept of buying wholesale, cheap PLR out of your head right now.

So how much should I pay for PLR?

It really depends on how much you're buying. You can pay 10 bucks for PLR and get good stuff – but you'll probably only get one article for that much.

So, let's say that you're looking to buy 10 articles, a 10 page report, and a handful of decent graphics... How much should you expect to pay? Well, if the seller is asking for anything less than \$27, it's probably just more of the same old garbage content.

This isn't a hard and fast rule, as you'll find some people selling garbage content for hundreds of dollars. You have to make a few purchases, gauge what you get, and learn to navigate the world of PLR a bit as you go.

But just keep this cardinal rule in mind:

If you get a lot of content for 5 or 10 bucks – you just paid 5 or 10 more bucks than that content was worth in the first place.

## Overused Content

Now that we've talked about buying better quality PLR, let's talk about how to really get your hands on the good stuff.

I always – ALWAYS – go for the limited edition PLR products. If you buy packs of PLR that aren't limited to a certain number of copies there's no telling how many thousands of Internet marketers already have their hands on it.

But I'm going to rewrite the PLR anyway, so what does it matter how many copies are already circulating?

Actually it matters quite a bit. Even when you plan on making content your own, you're still going to run into some content that is so overused and played out, that it will simply bog you down and make the process of prettying up the content a lot more difficult.

At the end of the day, you don't want to work too hard to make your content unique. And I'm going to show you how to do it with very little effort. But you're going to stand a much better chance of flying through the whole content re-working/re-writing process if you concentrate on purchasing limited edition PLR.

I always look for stuff that sells only a few hundred copies at the most. This doesn't guarantee you that there won't actually be many more copies floating around, but it does up your chances of turning the content into the kind of stuff that people are willing to pay you for.

## Know Your Rights

All PLR comes with various rights that you pay for.

Some sellers will tell you that you can use their PLR any way you want, as long as you don't:

- ⤴ Use it on article directories.
- ⤴ Post it to social media sites
- ⤴ Offer it as a giveaway to your list
- ⤴ Put it on your website
- ⤴ Sell it on days that end with a “Y”
- ⤴ ...etc... etc... etc...

I was being a bit sarcastic with a few of those. But here's the point I'm trying to make – get the PLR that gives you the most rights. Verify – up front – exactly what you can and can't do with the PLR you are paying for. And if the can't's outnumber the cans, move on to a new PLR resource.

I like to be able to do whatever I want, whenever I want with the PLR that I buy. So I opt for only getting the stuff that gives me master resale rights. No limits at all on what I can do.

And here's why:

First of all, I don't like being told what I can do with content that I paid my hard earned money for.

Second, I never know when I may change direction a bit, and find a new way to put PLR to work for my business. If I think that a certain report would be ideal as a giveaway for one of my other products, or simply as a gift to the people on my list – I don't want my hands tied. Because, again, I paid for it, so I want to use it however I see fit.

This may sound a bit bullish on my part, but I want you to adopt this same mindset. Don't pay for content unless you have free reign to do with it as you please.

Yes, this will limit your choices a bit. But you're going to find that the best PLR

resources allow you to run with the content you purchase in any direction that you want.

And we all like being in control of our own businesses and the purchases that we make, right?

Okay, I think I've hammered that point home. So let's do a quick recap on buying only the best, most useful PLR:

- ✦ Stay away from the bargain basement stuff.
- ✦ Avoid the over-used content.
- ✦ Always purchase limited edition PLR products.
- ✦ Purchase the PLR that gives you the most rights of use – preferable Master Resale Rights.

So what does a decent PLR offering look like? Well, here are some screen shots of some recent WSOs that are/were loaded with lots of good content that meet most, if not all of the prerequisites for being PLR that's worth your attention and money.

Of course you get everything you could ever need here at [www.MasterResellRights.com](http://www.MasterResellRights.com), but from time to time we cannot pass on the PLR to members.

Please Note: These URLs are not affiliate links, and some of these offers may be closed by the time you read this report. However, you can use these types of offers as templates for what good, quality PLR offers should look like...

<http://www.warriorforum.com/warrior-special-offers-forum/506842-brand-new-private-label-rights-work-less-accomplish-more-includes-ebook-squeeze-sales-page-graphics.html#1>

<http://www.warriorforum.com/warrior-special-offers-forum/516864-private-label-rights-brand-new-frugal-living-private-label-rights-package-another-killer-niche.html#1>

And a great resource for PLR article packets, reports, email autoresponder series and other PLR can be found at <http://www.plrminimart.com/dlg/cart/>. This is Tiffany Dow's PLR website, and is a great place to get started with purchasing and assessing high quality PLR packages for yourself. Tiffany is well known in the IM

community for offering some great PLR at reasonable prices.

I know that these points seem like common sense. But you'd be surprised how many people know this stuff, yet they go right out and buy a 10 dollar pack of PLR that's been on the market for years, and has already been used by thousands of people.

Don't get caught in this trap. Keep these simple tips in mind, and you'll have the best raw material to use to start a truly successful business with PLR content.

## ***Making it YOUR Content***

This is the lynchpin step. And, unfortunately, this is where so many people end up hitting a wall.

Even some of the best systems on profiting from PLR just don't tell you the right way to make the content unique and usable as a viable information product.

The best advice is usually “Rewrite the content.” or “Outsource the rewriting to a ghost writer.”

That's it? That's all anyone can say about this all-important step in the process?

Unfortunately, this is where most gurus stop, and where most people end up stuck.

Telling someone to rewrite is vague.

Telling someone to hire someone else to rewrite is even more vague.

So people end up with what sounds like (and actually is in many cases) just spun content; stuff that's been through the latest/greatest article spinning software, but hardly legible to human readers.

And definitely not something that people are going to pay you for.

If I haven't already made it plain just how important this step is, let me say it another way:

This step – rewriting the PLR content - is the **MOST IMPORTANT** of the three steps!

More important than buying high quality, limited edition PLR with Master Resale rights.

More important than getting the content on the market and slapping a “Buy Now” button on it.

But as important as this step is, very few people understand how to do it the right way. And even less people are teaching others how to do it for themselves.

Well that stops now...

I'm going to teach you the super-simple system for rewriting your PLR content. The way that you take the stuff that you buy, and polish it into gems that you can turn around and sell to the public.

In addition to all the work that I do each week, I probably write in excess of 60,000 words a week. And that's not counting emails, chat and all that other day-to-day stuff. I crank out 60,000+ words a week of fresh content; some for my clients and some for my own projects.

And half of that content is basically rewritten, re-purposed content that I put together using the exact steps that you're about to discover.

So, let's get to it then, okay?

## ***First Things First...***

Before I jump into the meat of how to rewrite content for yourself, I want to get a basic, yet very necessary step out of the way for you. This is a simple, straight-to-the-point step that you should take with EVERY piece of PLR that you buy.

Some guys might try to fluff this little step up into chapters full of steps, but I'm not going to do that to you. So real quick like, let's get these things out of the way.

Get a new cover

Lots of PLR Codes and reports come with cover graphics. In fact some PLR sellers even use the fact that there is a cover as a selling point. Well, I say knock a few bucks off the package and save me the trouble. Because I'm never going to use the tired, old cover graphics included with the PLR. And neither should you.

You want to be in the process of branding your online business as you go here, and the first step is the cover. While people love to quote the old saying about not judging books by their covers – they still do it. And if you keep the cover that came with your PLR, you're doing yourself a big disservice.

You want your name out there front and center. And you want your product to be unique. If you rewrite the content, and make it useful, unique and appealing, you'll still have a hard time getting people to buy it if it has the same cover as dozens – perhaps hundreds – of other ebooks on the market using the same PLR cover.

So here's what you do. Head over to [Fiverr.com](https://www.fiverr.com), or to the Warriors for Hire thread. Hire someone for a few bucks to make you a brand new cover. Include your name on the cover – just like those New York Times bestselling authors do.

Yes, you do have to spend a few bucks to do it. But the five or ten bucks you spend is money that you are investing in making your product offering more appealing to people; so go ahead and do it.

And besides, by investing a few more bucks in your product creation, you're telling yourself that it's something worth doing, worth doing right, and you're more likely to see the project through to completion and get it shipped to the masses.

## ***The Write-Way Rewriting Process***

Okay. We've now come to the apex. This is where it all goes down. Let's talk about how to rewrite that content to make it truly unique and worthy of slapping a “Buy Now” button on it.

You might already be saying to yourself “Oh man. I hate writing. I'm no good at it. It's too hard...” and on and on. Listen, I hear you. I know that most people simply don't dig writing.

But the steps you're about to discover make it easier than you ever thought possible.

Ready?

Here we go.

The Write-Way to rewrite your content is amazingly simple, but oh-so effective.

I'm going to walk you through how to do it, and then do a short case-study kind of example, so you can see it in action.

I'm even going to break this down into just a few easy “by the numbers” steps.

1. Read through the content in chunks of no more than 500 words at a time. Highlight any areas that catch your attention and cross out anything you want to leave out.
2. Think about explaining what you just read to someone that you care about – a friend, relative or spouse.
3. Use your cell phone or computer to record exactly how you would describe this passage to the person.
4. Play the recording back, and type it up. Don't try to change things; simply take down exactly what you said to the recorder.
5. **RESIST THE URGE TO EDIT OR STOP YOURSELF AT THIS POINT.**

6. Move onto the next chunk of 500 words, and repeat the process.
7. When everything is done, then go back and edit what you wrote. Add bullet points for lists, bold words where you want some emphasis, and just make sure that it flows.

Why this process works....

As simple as this rewriting process is – it is also very effective.

And here's why – You are not mechanically rewriting content, or just shifting words around to make the content a bit different from the stuff you bought.

You are:

- ⤴ Internalizing the information.
- ⤴ Framing it with your own experience, concepts and inner-voice.
- ⤴ Focusing on explaining this information to someone that you have positive feelings for.
- ⤴ And putting YOUR WORDS into writing.

This is a far cry from simply going through a mad dash effort to switch and swap words. People can tell that kind of warmed-over content a mile away. And it never sells.

And – best of all – you are becoming more of an expert on the content as you go through this process. That means that when you need to write articles, blog posts or even short reports of your own, you'll be equipped with the knowledge and frame of reference that you need to get the job done right.

And if you have Dragon Naturally Speaking software or some other voice-to-text program, you can shorten the entire process by speaking directly into the computer, and having instant content in a Word document.

But here's the catch... You have to do these steps. You can't just think that they sound good, crazy or downright off the mark. If you don't put this into practice for

yourself, you'll never really know for sure.

But I can tell you – as someone who is putting my kids through very expensive private schooling and paying off a mountain of medical bills with the money that I make by writing – IT WORKS!

Now that you've discovered the easy, 7 step Write Way rewriting system, I'm going to show you a short example of the process in a case study example.

## **Rewriting Content: Case Study**

Here's a small section from a piece of weight loss/fitness PLR that I have in my collection:

*“Walking is Your Shortcut to Fat Loss*

*Perhaps the best mini-workout that anyone can do is to walk more often. You can take leisurely walks each evening with a loved one or by yourself to unwind and burn additional calories. Another great idea is to break the mold and look for parking spots that are the farthest away from your destination. Every time you run an errand, you'll be getting in a calorie burning mini-workout to fight body fat.*

*Successful weight loss really does depend on increasing activity levels. It's great to have a full, scheduled workout several times a week. Adding these mini-workouts at every opportunity will speed up even the most sluggish metabolism. Make the best use of your time by implementing these fat burning mini-workouts into your daily routine.”*

Okay... That's only about 130 words, but it will suffice for this case study.

So using the steps we learned earlier. I'm going to read that section and internalize the information a bit. And I'm doing this all in real time, as I write. So I just read that passage, and took a minute to mull it over in my head.

Now I'm going to talk it out of my brains and into a recorder. That takes just a minute to do.

Now, I will write out what I said – word for word...

Here's what I came up with:

*“Walking Your Way to Weight Loss*

*We all walk around each day, but probably not as much as we should. And if you're serious about losing some extra pounds, you can mix in some mini-walking-workouts to your daily fitness routine, to speed up your metabolism.*

*For example, you could:*

- ✦ *Take the stairs at work every day to burn more calories and strengthen your leg muscles.*
- ✦ *Purposely park your car as far away from the office building as possible to force yourself to walk more each day.*
- ✦ *Skip on driving the car to destinations that are less than a mile away, for a bit of additional cardio work each day.*

*If you were to do just these three each day, you'd be burning hundreds of additional calories every week. And you know what happens when you burn more calories, right? Yep, the fat begins to melt away quicker, and you end up on the fast track to reaching your weight loss goals.”*

And that is 164 words of new, unique content. And it's all based on/inspired by the PLR that I already had sitting on my hard drive. It took me two minutes to write that, after listening to my little audio file twice. So to rewrite a 500 word article, you're looking at about 1/2 hour of work – if you call a process this simple work at all.

And the best part is that the unique content doesn't just look like the same old content simply spun around and reworked a bit. It's totally unique, written in a conversational tone, and completely directed at the reader.

This is the kind of content that you want to mine out of the PLR that you work with. Not spun garbage. Not the same sentence just written a bit differently. It's content that you've come up with, and it's easy to do on virtually any subject, for any niche, on any topic that you choose.

This simple system works. And you can do it over and over again, without it ever losing its effectiveness.

So let's say that you want to redo that 10,000 word report that you bought. And let's say that using this system you do about 500 words in 1/2 hour (but you'll be moving much faster than that once you get a hang of this system).

So if you put aside an hour a day, you'd be done with your own, completely unique, well written ebook in about 10 days. I know in today's world 10 days seems like an eternity. But think about it. If you put that ebook out there and it makes you just \$1000 – which is very easy to do – you will have made \$100 for ever hour that you tweaked the content.

And imagine how many articles or email series you can complete for your customers when you're popping out fresh, unique content – totally based on PLR – at 500 words in 1/2 hour. Heck, you could set aside 3 hours one Saturday afternoon and have enough blog posts for two weeks, plus a brand new report to get even more people to opt into your email list.

And that's when the power of using the PLR Code system really kicks into gear. Not when you've just put together one product. But when you use it as part of an all-encompassing system to fill up your blogs, product review sites, email responder series and – best of all – your own information products that people are paying you for.

See how this works. You buy the good stuff. You read a bit of it. Internalize the information. Bring it back up again, via your own spoken words. And then put it all down in writing.

Finished. Product complete and ready to ship. Blog posts galore ready to post onto your sites. Giveaway after giveaway report done for your list and to bring in more opt-ins.

This is how the magic happens. And it's all because you take the right approach to using PLR the smart way.

Before we move away from transforming your PLR content into a unique product, let me close out with a few other tips that you'll want to keep in mind.

## ***Formatting is Crucial***

You've got to make your content visually appealing to your readers. Now, that doesn't mean that you have to be a page layout professional, or go over the top with formatting, but keep these tips in mind:

- ✦ Keep paragraphs short – no more than 3 to 5 lines of text.
- ✦ Make the font size larger – many people stick to basic 12 point font sizes, you'll do well to crank it up to around 15 for most type faces.
- ✦ Use lists. To break up the text, be sure to include bullet and number lists. This helps people who scan instead of reading, and gives your content a more appealing look.
- ✦ Bold & Italicize, but not too much. Think about the stuff that you read and enjoy. Use formatting tools like Bold, Italics and Underline, but don't go crazy. If you see more than 3 instances of formatting on a page, chances are you may have gone overboard.
- ✦ Add your picture to the ebook. People tend to trust material more when they can see the person who wrote it. It's a trust thing that leads to more sales and a better relationship with your customers, so go ahead and do it.
- ✦ Include resources. Throughout your content, you can throw in helpful links to additional information or online tools that might help your reader out. This is a great way to go a bit above and beyond in helping your readers.
- ✦ Become an online publisher. Kindle Fire and the other Kindles are hot properties, and e-books are outselling traditional books. You can actually format your new, freshly rewritten content as a Kindle book and sell it on the behemoth of online retail – Amazon. You can find all the information that you need to format your content into a Kindle e-book right here - <http://kindleformatting.com/>. The first time around, you might take a bit longer, as you learn the process, but imagine being a published Kindle author with dozens of e-books. How about that for an online income stream?

- ✦ Sell yourself. If you have other products or offerings, don't be afraid to include links to those offers in your ebook. I tend to do it in a dedicated “Resources” section at the end of the report or ebook. Just don't go overboard and put an affiliate link to dozens of products on every page.

Experiment with different combinations of these tips, along with the entire rewriting process that I mapped out for you earlier. And before long you'll be turning that PLR content into pure online gold.

In a nutshell, here's what you need to do to make great content from the PLR that you purchase:

1. Get rid of the cover and have a new one designed for you.
2. Follow the Write Way rewriting process.
3. Use good formatting and page layout. Make the font sizes a bit larger than 12 points. Include your photograph. Put in some helpful resources. And finally don't be afraid to sell yourself...

Now that we have all that squared away, let's move on to discussing some methods to make money from your newly reworked PLR content.

## ***Putting Your Revised PLR Content to Work***

Now it's time to get your stuff onto the market. But first, let's recap what you've done up until this point:

- ✦ You purchased high quality, limited edition PLR – with plenty of rights to use it as you please.
- ✦ You ditched the cover, and paid a few bucks to get new cover graphics created.
- ✦ You used the Write-Way rewriting process to make that content your own, unique offering.
- ✦ You did the detail work by formatting your content to be easy to read and pleasing to the eye.

Now you're ready to ship.

And the thing to keep in mind for this section is that there are lots of ways you can put your new content to use. I'm going to start off with what I think is the best thing to do with your PLR. But that does not negate the other methods a bit, as I always use my content in several different ways.

In this business it's all about being diverse, right?

So we're going to be diverse in how we make use of the PLR that you breathed new life into.

Okay... My preferred method of making money online is a real no-brainer – product creation to sell to customers. If you're serious about taking your online marketing to the next level, you've got to start getting your own products out on the market.

Why? Well first of all, you control your product from beginning to end. Secondly, you stand to make the lion's share of profits. And finally, you establish yourself as an expert in your field – an author – and you'll develop a following of loyal customers who can't wait to get their hands on your products.

Great, now where do we start? How do we get those products sold online?

I'm going to go out on a limb here and tell you that you should start at the exact place that you purchased this report – the Warriors Special Offers area of the Warrior Forum.

Here's the deal. You put together your ebook according to the PLR Code method, and then you make it available to warriors as PLR. Yep, you've recycled PLR to make your own product.

Play by the rules we laid down earlier, though, and you'll be offering warriors a rock-solid product. Limit the number of copies that you will sell, and then close the offer.

Try selling to 100 people – just as a way to start. As long as your product is based on a decent niche/industry, people would be crazy to not scoop it up – especially when it's only going to be sold to 100 people total.

Here's one thing I want you to change from the earlier method, though. I want you to price your first product (or first few) at a lower price. Say \$5 to \$9 at the most. By doing this, you're taking an important first step in establishing your presence as an online product creator/seller.

But I'm only telling you to price low for the first few, as I want you to up your prices as you go. But by making your first few lower priced, you'll be more likely to sell out quickly. And you can build an email list as you go.

Let's break this down:

Say you spent \$50 on decent PLR. You spent a few hours rewriting it. Then you hired a Fiverr gig to make a new cover for your product. So far your out \$55 and a few hours of time.

Now, you put your offer up as a WSO – that's another \$40. You'll also be spending another hour or two writing a short sales letter (or possibly hiring someone to do it for you.)

You put your WSO up. Maybe give away a few review copies – in exchange for

actual reviews. You post the whole thing up – you've spent maybe \$150 bucks and a bit of your time. So you sell 100 copies at \$7 bucks. You'll have made \$550 for that time you spent putting the content together, and you've started to build a list – possibly with 100 future customers opted in.

Then let's say you do it again two weeks later. Same money in – same profit margin. Now you have 200 people on your list, and over \$1000 in your pocket.

Can you say “rinse and repeat”....

Then, the next month, you put together a better package. But now you have momentum in your favor. You sell this package at \$12 and limit the copies at 300

See how quickly this can skyrocket?

There are dozens of WSOs out there that can walk you through the mechanics of putting up an offer and making sales. I'm keeping it real simple, here, as I know that you could easily get out there and start doing this today.

So that's a great foundation to lay for your online business. And more important than the money you'll make, and the list you'll start to build, will be the confidence you'll build as you see that you can do this.

You can purchase PLR and flip it into your own product to sell.

As to what kind of offering you could make for your WSO... How about putting together a report/ebook – 10 pages or more – on a hot niche. And include a packet of 10 articles. As long as you use the method you learned earlier, your content should be well written enough that people will snatch up your offering like mad.

Then expand and try different offerings as you get more experience. I'd also recommend partnering up with a good graphic designer (maybe some of the folks you do business with on Fiverr or on the Warrior Forum) and putting together packets of content along with some good web graphics.

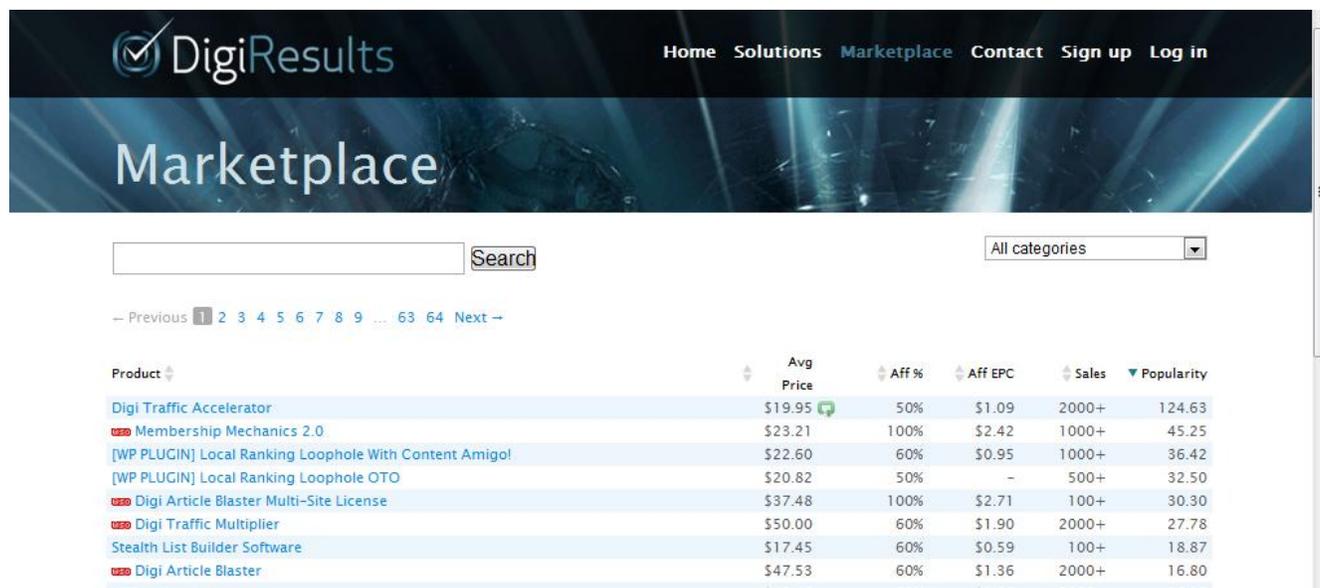
You get the picture... Start off basic and customize/build up as you go.

## DigiResults

Here's another way to add a little juice to your selling efforts. This method puts scores of affiliates to work for you.

You can open an account at <http://www.digireresults.com/> and have put the power of affiliates to work for your online business. Digireresults will list your product and advertise it to affiliates to sell for you.

Your new information product will be listed and available for thousands of motivated affiliates to sell. Here's a quick look at the DigiResults Marketplace:



The screenshot shows the DigiResults Marketplace interface. At the top, there is a navigation bar with links for Home, Solutions, Marketplace, Contact, Sign up, and Log in. Below the navigation bar is a search bar and a dropdown menu for categories. The main content area displays a list of products with columns for Product, Avg Price, Aff %, Aff EPC, Sales, and Popularity. The products listed include Digi Traffic Accelerator, Membership Mechanics 2.0, [WP PLUGIN] Local Ranking Loophole With Content Amigo!, [WP PLUGIN] Local Ranking Loophole OTO, Digi Article Blaster Multi-Site License, Digi Traffic Multiplier, Stealth List Builder Software, and Digi Article Blaster.

Product	Avg Price	Aff %	Aff EPC	Sales	Popularity
Digi Traffic Accelerator	\$19.95	50%	\$1.09	2000+	124.63
Membership Mechanics 2.0	\$23.21	100%	\$2.42	1000+	45.25
[WP PLUGIN] Local Ranking Loophole With Content Amigo!	\$22.60	60%	\$0.95	1000+	36.42
[WP PLUGIN] Local Ranking Loophole OTO	\$20.82	50%	-	500+	32.50
Digi Article Blaster Multi-Site License	\$37.48	100%	\$2.71	100+	30.30
Digi Traffic Multiplier	\$50.00	60%	\$1.90	2000+	27.78
Stealth List Builder Software	\$17.45	60%	\$0.59	100+	18.87
Digi Article Blaster	\$47.53	60%	\$1.36	2000+	16.80

As you can see, the DigiResults Marketplace lists all kinds of information product. In fact, there are dozens of pages filled with information products that affiliates can – and do – promote.

Do you know how many sales an experienced affiliate partner with a huge email list can make for you? It could be so many that you can finally quit the boring day job and finally pursue your dream of being a full time Internet marketer.

Yes, you'll have to pay affiliate commissions, but imagine how many copies of your e-book or PLR package you could sell if you had dozens, even hundreds of hungry affiliate marketers selling your product. This is a great way to do a lot of selling, without having to do a bunch of technical or marketing work of your own.

That's how I would recommend that you start off. But that's not all you should do with your PLR content. Here are some killer ideas that you can use to maximize your returns on the PLR that you buy:

1. Article Marketing for backlinks. Submit your unique content as 500 word articles on your niche. Use the article resource box to include a link back to your website.
2. Create YouTube videos. Simply use your content as a script for videos. Get a decent computer microphone, record your script and use a video editing program (like Windows Movie Maker) to create simple, informative videos – and use those videos as another way to drive traffic to your website.
3. Create a separate/related report as a giveaway to build your list. Yes, this is the oldest advice in the world, but for good reason – it works. Set up your email autoresponder to send out the report when people opt in to your list. And then, while you're at it, create 3 or 4 more and send them out quarterly as freebies for the people already on your list.
4. Start a Facebook fan page to tie into your website or to promote your online offers. Social Media is hot right now, and marketing of Facebook is a great way to make some extra cash.
5. Make 10 web pages of unique content for your affiliate, CPA or product selling webistes. You can never have enough good, fresh content on your sites – and Google will show you some love for your efforts.

### **Try All These Methods for the Best Results**

Do all steps including the WSO sale, DigiResults listing and methods 1-5 listed above. This is the ultimate way to get your online marketing career fired up.

Yes, each of the steps involves detailed steps and a bit of work. But I know that if you're passionate and resourceful enough to have read this far, you are more than capable of doing all these things for yourself.

Set up a schedule and give yourself 2 weeks to do each of the steps listed. That would put you at 2 months or so down the road – and a heck of a lot further in

advancing your online marketing career.

And as you're doing these steps, you'll probably come up with at least 1/2 dozen others that you can do to take things to the next level.

You now have all the information that you need to get started with REALLY making the most of PLR products. So don't hesitate. Go back to the beginning, refresh the information in your mind – and then get to work on making it happen.

If you're truly an action-taker and put this information to work, you'll be setting the foundations for an ongoing, profitable venture that could very well become your full-time business in just a few months.

All the very best with your PLR marketing efforts!

You can contact me at anytime via my support desk at:  
[www.marketersupport.com](http://www.marketersupport.com)

Bren O'Hara