PLR ATM

Build Your Own Private Label Rights Site and Use Your PLR as Your Own Personal ATM Machine, Making FAST CASH Whenever You Want or Need It

A PLR REPORT THAT TEACHES YOU HOW TO BUILD A PLR BUSINESS

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FAQ About PLR

Before you open a store selling something, you have to know what that item is and how your consumers will use it. So let’s go over a short Q & A about PLR so you have a better grasp of it.

Q: What Is PLR?

A: PLR is short for Private Label Rights. It’s content that can be bought cheaply and used by multiple people. It can be in the form of long or short articles, sales copy, blog posts, email autoresponders and even multi media PLR like video.

Q: Why wouldn’t a customer just hire a ghostwriter and have the content all to themselves?

A: Because then it costs a lot more. To get a decent ghostwriter, you’re looking at paying $7 per page and up for decent writing. But PLR can cost as little as a dollar or less per page. Now which one would you prefer on a shoestring budget - $5 for a 5 pack PLR pack or $50-100 for 5 pages ghostwritten just for you?

Q: Who owns the rights to the content?

A: Everyone who buys it – but you as the seller get to choose the specific rights. Some have specifics about where you can use it, or whether you can break it up, for example. You can’t claim any unique rights to PLR that you buy, but you have the right to use it.

As a seller, you might come up with a checklist of rights for your buyers – personally, I never do. I have one rule – don’t buy my content and turn around and sell it as PLR yourself! But here’s an example of a PLR rights checklist – and you just put the YES or NO in front of it like I’ve done here:

[YES] Can sell these articles at any price  
[YES] Can add as a bonus to other paid products  
[YES] Can be offered as part of a paid membership site  
[YES] Can give this report away  
[YES] Can use this report as free web content  
[YES] Can put your name on it and claim as your own content  
[NO] Can sell through Auction sites  
[NO] Can sell resale rights to others  
[NO] Can sell Private Label Rights  
[NO] Can sell Master Resell Rights  

Q: Doesn’t PLR cause problems with duplicate content?
A: There are people on both sides of the fence on this issue, but the basic findings say that duplicate content isn’t an issue unless you put the same content on more than one page of your own domain. If it’s on someone else’s domain, or two different domains that you own, that’s no problem.

**Q: As a seller, will I make more money ghostwriting or selling PLR?**

A: It depends on the pack itself, but in most cases, you can make more money with PLR because with ghostwriting, a dollar amount is set and finalized for the work that’s done one time.

Let’s say $100 for 5 pages. But with PLR, you might sell that particular pack for just $5 to 100 people – and now you’ve raked in $500, and still from only doing the work ONE time. However, sometimes a pack will fizzle and sell only 16 copies – so then you’ve made $80, but the potential for future sales is still there.
Step 1: Know What PLR Topics Will Sell Best

When you’re writing PLR for people, and taking requests as I do, you’re going to have some people who want PLR that won’t sell well for you. So then you have to make a decision – write it anyway as a gesture of good will, or table it and move on to better topics?

PLR is a weird business. I write everything requested of me – regardless of keyword count or what I think will sell and here are two reasons why:

1.) Someone once requested “how to build chicken coops” PLR and I scoffed because I thought, “How many farmers are needing this info when they probably have some farm employee do it for them?”

Turns out this niche was BIG – they sell chicken coops online at Amazon for hundreds of dollars (nice commission) and it’s been one of my top selling PLR packs. And it’s not always farmers looking it up - it’s a niche I wasn’t thinking about – those becoming more self reliant who don’t even live on a farm.

Lesson learned: You don’t know everything.

2.) Sometimes a buyer will request something odd that makes you sigh, knowing you won’t sell another one. When this happens, remember that you, as the PLR owner, have the right to use this content too – and one of my packs that never sold more than 1 was picked up by a good online friend who used that PLR because I had mentioned it not being a good seller and she made $60 her first month with it – it was a $5 investment.

Lesson learned: The fewer people who buy your PLR, it can sometimes be a blessing in disguise because you can use it yourself with less competition.

Still, we’re in this for the cash output without having to do more work, like building blogs and using the content ourselves, so it’s preferable to sell a ton of PLR and I’m going to show you how to pick good niche markets for PLR content that should sell well, provided you have adequate exposure to the target audience going for you.

Consider the Top Niche Markets Online

Some of it’s common sense – like creating Internet marketing PLR to sell to marketers. After all, they have to continually learn new strategies and tactics and get reviews of new products, right?
But what else is there to write about? You can go to a couple of places to see for yourself what consumers are buying, so you’ll know what market the online entrepreneurs are catering to.

First, head to ClickBank.com. At the top of your screen, click the Marketplace tab. You’ll be able to see an entire listing of categories for things like Health & Fitness, Self Help, Travel, Games, and more.

When you click on a category, ClickBank allows you to sort the results list by popularity or other factors. This lets you see how many people are selling and buying these products.

So if you click on Self Help and sort by popularity, you might see a “get your ex back” product at #1 and a panic attack ending product at #2. Now you know that many affiliates are promoting these products and niche markets, so it’s reasonable to say a PLR pack of good content for these affiliates would sell well (and FYI – they do)!

Another place you can look is at online stores like Amazon or Barnes and Noble. When it comes to info products, either tangible books or eBooks, you can look to see what’s on the bestselling non-fiction lists.

You might see that diet books are in the top 20 list, and then even more specifically, that they’re for a certain type of diet, like low carb. If there are tangible books on bestselling lists, marketers will be churning out eBooks on the same topic (I know because when South Beach Diet came out as a bestseller in tangible form, I had at least 12 marketers asking me to write a similar product for an eBook).

You don’t have to write your PLR using the name of the exact product. You could write a pack of PLR on the broad topic of dieting or low carb diets and let the person buying your PLR stick the name of the product they want to promote in there, since they have the option of altering it.

**Go After Both Tangible and Digital PLR Buyers**

For a long time, I saw PLR in terms of online sales of info products. If I thought about dog training, I assumed they were promoting some eBook or online course.

Then I started getting requests for PLR packs for Amazon items. It made me realize that not everyone wants content for digital downloads. So I started doing packs on treadmills, golf gadgets, home theater equipment – and sales were great!
There are a TON of Amazon affiliates, and affiliates for different types of things like network marketing (Multi Level Marketing). You can make PLR to sell for all of it – or become a specialist for one or the other.

When you research a topic, like the chicken coops for example, look on both Amazon and ClickBank to see what’s being offered. Here’s what I find…

From Amazon (110 results):

From ClickBank (299 results):

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
<th>Price</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken Coop, Portable, for 3 to 5 Hens</td>
<td>Indoor or outdoor use, easy to move.</td>
<td>$69.99</td>
<td>Promote</td>
</tr>
<tr>
<td>New Deluxe Wood Chicken Coop Hen House</td>
<td>Outdoor coop, perfect for backyard chickens.</td>
<td>$39.99</td>
<td></td>
</tr>
<tr>
<td>Poultry Ped White</td>
<td>Large coop for chickens, easy to clean.</td>
<td>$39.99</td>
<td></td>
</tr>
<tr>
<td>DIY Chicken Coop Plans</td>
<td>Build your own coop, plans included.</td>
<td>$19.98</td>
<td></td>
</tr>
</tbody>
</table>

Stats: Initial $/sale: $19.98 | Avg %/sale: 75.0% | Grav: 59.15
Cat: Home & Garden: Animal Care & Pets
So you might want to do one pack that mixes the articles or two packs – one for those who want to learn how to build a chicken coop themselves, and those who want to buy it and have it shipped to their home or farm.

And you want to have done the research because when you post these for sale to your list or to marketers, you want to be able to use as a selling point something about how there are many digital products on ClickBank or tangible high ticket items on Amazon – or BOTH!

It makes people who never even considered the niche look into buying your PLR because you did some investigating on your own. And now they know exactly where to go to get their affiliate link when they do buy your PLR.

Basically, what I do is say something like this:

"Not too long ago I released a PLR pack on a niche that I was amazed was so popular – chicken coops! People were emailing me, telling me how much money they’d made with it selling both DIY guides on ClickBank and tangible items on Amazon."

I say this JUST to let the prospect know that there are both tangible and digital potential sales out there for them. Because some may not know. They may not have ever considered this niche topic, so you're informing them - not just selling a PLR pack to someone already looking for it. Marketers always like to be on top of new trends or uncover stuff they didn't previously know.

**Use Keywords With a Big Search Count**

Keywords confuse so many people and here’s what I want to say to you – not as a marketer but as a potential PLR seller, okay? So be sure to make the distinction:

**Quit worrying so much about the perfect keywords!**

Goes against the grain of everything you’ve learned AS A MARKETER, I know. But here’s the deal – I want you to get plenty of packs released with decent keywords that have plenty of search count.

**If your customer wants to do extensive keyword research, let them!**

It’s not your problem. Here’s what I mean by that: You write an article about Vibram Five Finger Shoes (that’s your keyword). A customer who is in this niche can EASILY replace the “Vibram Five Finger Shoes” keyword phrase with “Vibram shoes” or “5 finger shoes” or whatever other words he wants to use.

Don’t make this more difficult than it has to be.
Whenever I go to [Google's Free Keyword Tool](#), and no, you don’t need some fancy nice tool, I personally prefer to use the old version. To get there, you click the link that says “Previous interface” in the upper righthand corner of the page. (If you want to use the current interface, feel free – give yourself some wiggle room from strict rules, please).

Sort according to the highest search volume. Then decide how many keywords you need for your pack. I like to try to go with the top ones, but I like a little variety, too. For instance, let’s take Vibram five finger shoes as our example again. If I’m doing a 5 pack of articles, I see the following 8 phrases:

<table>
<thead>
<tr>
<th>phrase</th>
</tr>
</thead>
<tbody>
<tr>
<td>vibram five fingers shoes</td>
</tr>
<tr>
<td>vibram shoes five fingers</td>
</tr>
<tr>
<td>vibram five finger shoes</td>
</tr>
<tr>
<td>vibram five fingers shoe</td>
</tr>
<tr>
<td>vibram five finger shoe</td>
</tr>
<tr>
<td>buy vibram five finger shoes</td>
</tr>
<tr>
<td>vibram five finger running shoes</td>
</tr>
<tr>
<td>vibram five finger shoes review</td>
</tr>
</tbody>
</table>

Now some of them are so close to each other, that I’ll remove them – such as a plural version of one word.

Like here to the left – I would use EITHER vibram five finger **shoes** or vibram five finger **shoe** – some with fingers and finger in the phrase.

One thing you need to know is that many marketers like to use phrases exactly as they’re typed into Google, even if that makes the phrase sound awkward.

Look at the phrase: “vibram shoes five finger.” That may not be easy to do, but here’s how you’ll do it:

“When it comes to **Vibram shoes**, **five finger** soles help keep your feet snug and able to perform to maximum athletic capabilities.” I kept it in order!

Commas are our friend 😊

So what if you wanted this to be a ten pack and not a 5 pack but you only have 8 keyword phrases? Well, mix and match some keyword phrases. In the previous interface of Google’s Keyword tool, scroll down and you’ll see “Additional keywords to consider.”
These are great because they’re relevant but not exactly what you typed in, and many will be good additions to your PLR pack.

I may skip shoes heel, because that’s just odd, but I would go with Vibram by itself, five fingers without the vibram, and the addition of kso (whatever THAT is) added to the mix.

If keywords are so scarce that you have a hard time thinking of anything new, try the broadest form of word for that niche and scroll down to find a suitable one.

For this example, if the choices were limited, I might use athletic shoes and work on building a keyword list from there.

Now for anyone whose feathers got ruffled when I stated “It’s not your problem,” I want you to know that if you want to go above and beyond and do ALL of the footwork of comparing keywords, search volume, and competition along with chances of the keyword being a “buy” keyword, feel free.

There’s a great tool called Market Samurai that can help you that I use for my OWN marketing purposes. But if you DO go that extra mile, please reflect that in your pricing because you deserve to get paid more.

**Go Narrow and Go Wide – They Both Sell Well**

Looking at our previous example of Vibram five finger shoes, you can see that it’s a narrow PLR topic. It’s not just about shoes but athletic shoes and it’s not just athletic shoes but five finger shoes (and quick question - why are we saying fingers, when they’re toes?), and it’s not just five finger shoes but Vibram five finger shoes.

See how you can start from a very broad topic and work your way down according to type, brand, color, etc? Sometimes I’ll start with a broad topic like self development” and then go a bit narrow from there.

The great thing is – you always have room for more PLR 😊 (and more sales!).

**Listen to Your Customers and Spy on Competitors**

As you start building a reputation as one of the PLR providers online, you can build a list and take requests for certain topics. The marketers have done some work for you – now you have to follow through and deliver.
Chances are if one marketer wants it, others are searching for it, too. So if someone requests a PLR pack for infertility, you can type into Google’s keyword tool “infertility PLR” and see what comes up.

I discover 22 people per month looking for that. And guess what? There’s only 65 competing pages. Those are some nice odds and if I do a large pack and 22 buy it – those are some nice profits!

So on to the competition. Who’s selling what out there? I see the #1 spot for infertility PLR is selling 40 articles for $5.95. Sounds great right? Not to most seasoned marketers who are going to assume it’s trash. Plus, the restrictions are not good in a couple of instances – they can’t give it away as a bonus or package it.

Guess who holds the third spot? I sell a five for $5 pack. As I go through the other pages, there really isn’t a lot of real competition. Most stuff is a garbage page of content where they don’t even sell PLR.

But what you want to do is see what’s being sold – is it an eBook, articles, blog posts, autoresponders? Price doesn’t matter because you’re going to have your set pricing anyway. But you can fill a gap in the type of product or size of product offered.

If you see two people selling articles, you could do a PLR eBook on infertility and probably do well with it!

Now one of your bonuses was the EXACT list I have at the time of publication that are requests from my customers or soon to be customers for PLR. Let’s pull one of those and go through the process of knowing what I want to write about based on tangibles and digital, keywords we find, and narrow and wide packs like you just learned. I don’t know about you, but an example always helps me understand a lesson.

I made a video lesson going over everything with a sample niche and I’ll continually refer to this throughout the course as we go because I’m going to use it as a real life example of what’s possible.

You will have downloaded the file when you bought the course and it’s named plr1 - unzip it and from the UNzipped file, double click the HTML file to watch it now. Then continue on.
Step #2: Know What PLR Specs Your Customers Are Seeking

Not every PLR seller is the same and not every PLR pack is the same, either. Over the years of running my PLR site I’ve learned what works and what doesn’t, so I’m going to share that with you in this chapter.

Does Size Matter?

Long and short PLR *both* sell, but you have to adjust pricing accordingly. You can’t sell a 500-word article for the same as you’d sell a half page (200+ word) article. Well you *can*, it’s just not ethical in my eyes.

You’re going to have customers who want all lengths of PLR content. I have a basic rule of thumbs for my sizes but again, as I stressed earlier, please give yourself some wriggle room. Nothing’s set in stone.

You’re going to have customers who want a pack they can submit to EzineArticles.com – and in those cases, you want to remember that it should be at least 400 words – not because it *has* to be, but because that’s what EZA *wants*.

And no, they don’t accept PLR (*unless* you happen to be the first one to use it, so it appears original to them!).

For articles, I typically go with 400 words. Sometimes it falls a few words short. Sometimes I babble on and it goes over. Don’t sweat it. With PLR, your customer can lengthen or shorten to his or her heart’s desire.

For blog posts, I try to do them a bit shorter – such as 200-250 words. A blog post doesn’t have to be some scrolling manuscript. And they’re typically used for search engine fodder, so I keep it short, but also halve the price. A five dollar PLR pack of blog posts contains ten half page articles.

With eBooks, I try to reach an approximate 50 pages since that’s what marketers have ingrained in their heads is the status quo for eBook length minimums. But if I have something that turns out shorter, I simply call it a report and sell it all the same.

Email autoresponders I just write like one page articles, so they’re approximately 400+ words. Sometimes I’ll do a review pack that’s a bit shorter, because it has more of a sales pitch to it and I want the PLR user to have a quick call to action and get the clickthrough (and the sale).
What Type of PLR Sells Best?

I just basically went over some of the types – email autoresponders, blog posts, articles, eBooks, etc., but let’s go over them in detail and name a few more. And I want to explain what they all mean so you’re on the same page with the buyers.

**PLR Articles** – I suggest approximately 400 words. However, you might want to set up short and longer article packs. There are some customers who LOVE to buy 700+ word articles.

**PLR Blog Posts** – I make these above 200 words and no more than 400 words. You, of course, can do whatever you want to do and whatever your customers ask you to do.

**PLR Email Autoresponders** – These are hitting someone’s email inbox, so I just do what I myself want. I don’t like the skinny columned emails (some marketers obviously do). I simply write good articles, and I keep them between 300-400 words.

**PLR eBooks** – As someone who teaches people how to write eBooks and launch them in *Building an eBook Empire*, I’ll tell you right now that one of the #1 questions I get is, “How long should it be?”

Almost all marketers have heard a minimum of 50 pages for an eBook. So for eBook PLR, I like to do a minimum of 50 pages to calm their worries.

**PLR Reports** – Reports are generally used a bit different from eBooks. While eBooks are sold, reports are used as bonuses for product sales or to build a list as a freebie on a squeeze page with an opt in form.

This is good news, because if you come up short on an eBook, just call it a report and move on to the next topic! Your reports can be between 5 pages and 49 pages (this is just my personal call, remember).

**PLR Product Reviews** – These can be used in a variety of ways – article directories, blog posts, and email autoresponders, so I generally stick to typical article length and shoot for 400 words.

**PLR Sales Copy** – Sales copy, if you choose to do this as PLR, can run from 5 pages to 25 or more. (Can you imagine scrolling through 25 pages of sales hype? Shudder!).

If *I* were you, I’d do 5 page PLR sales letters to accompany my PLR eBooks and that way the buyer can add to it if they want to.
Remember you can do all, some or just one of these types of PLR. For instance, I registered PLRemails.com because I plan to run an email autoresponder only site AND charge more because the emails will not be loaded as content available to the public!

**What Kind of Quality Will They Expect?**

Here’s the deal – if you price it dirt cheap like 40 articles for $6, they’re not going to expect much. But they also probably won’t be back, unless they’re spam marketers who don’t give a second thought to putting junk online.

That’s not what I’m here to teach.

I’m here to tell you to do the very best you can do. Save up to outsource if you have to, but it should be readable. If you don’t know if your writing stinks, ask someone to be blunt.

(Do it in a marketing or writing forum, though – I don’t want to get bombarded with review requests because I won’t be able to accommodate them all).

The better your writing, the more positive reviews you’ll get and word of mouth can make you a LOT of sales. I’m proof of that. I get people all the time who email me saying, “I was looking for XYZ PLR and my good friend Jane Doe told me about you and BOY am I happy she did! I just bought $250 worth of your good stuff.”

Your reputation is being built here. The whole reason you probably bought this course was to build a residual income business and you don’t do that by disappointing people.

End of lecture. 😊

**What Format Should I Deliver In?**

For a long time, since I hated NotePad or Txt files, I sold everything in Word – and I even had a statement that everything came in Word. I got some emails from disappointed buyers who couldn’t buy because I only sold in Word and they didn’t have it.

In those cases, I asked what they wanted, pasted them into NotePad JUST for them and saved it as a .txt file.

What a WASTE!
I should have done that from the beginning. So I went back and saved ALL my old files into .txt files. Please – do yourself a favor and do it from the get go. No Word docs.

**The reasons why they don’t want Word:**

1.) Some people don’t have Word.

2.) You can’t cut and paste into a blog or article directory, for instance – directly from Word because it adds all sorts of nonsense coding from Word to the mix. So your CUSTOMER (if they DO own Word) then has to paste it into NotePad and cut and paste it AGAIN to use it.

You also want to zip your files up. That’s easy. Put your .txt files into a folder. Then right click on the folder and choose **Send To** → **Compressed (zipped)** folder.

**Extra PLR Services and Products You Can Offer**

Want to go above and beyond *just* selling PLR? Sometimes this is a great way to differentiate yourself from competitors and flat out steal business away from other sellers.

You can do a few things differently:

1.) **Sell graphics with your PLR.**

You *might* be able to get away with do it yourself graphics but you might do more damage than good. If the graphics are shoddy, it could give your buyers the illusion that your content is sub-par, too.

If you sell a PLR eBook, then you can have banner graphics made – typically a horizontal and vertical in static and animated, plus various sizes of buttons.

But when you hire someone to make the graphics, you have to tell them you’re selling PLR rights to them, because if you just go to buy graphics, it does NOT give you the right to resell PLR rights to it.

I had someone working with me initially to do graphics – he did squeeze page graphics for my customers who bought my Mega PLR packs (52 one page articles plus a 5 page report) but he became unreliable and I didn’t like having to wait to launch a PLR pack until he decided to come through on graphics.

I threw my graphics in as a freebie enticement to buy the packs, but you could sell them separately. I think if you do this, they also have to have what’s called
the PSD files so they can alter the graphics and put their name on it, etc. Your graphic designer will know what the end user needs to have.

Consider making graphics for WordPress themes, too. Those would go over well, provided they’re made with SEO (Search Engine Optimization) in mind.

2.) **Offer the service of posting the PLR to their blog or site.**

PLR buyers often buy because they don’t have time to write. If they can use you as a sort of VA (Virtual Assistant), then you can charge them to take the PLR, post it to their blog or queue it up for a later date – or queue it up to their autoresponder system. I’ll show you how in this chapter’s video lesson.

3.) **Offer to Spin the Content**

If you’re a writer, you may think article spinning is an abomination. Well marketers don’t! And they’re spinning all over the place to get more mileage out of the content that they buy.

Spinning can be done manually or automatically. Manually, you’re basically rewriting the content in many different ways so that it winds up being unique to them. You’re putting synonyms to good use!

You might even offer two levels of spinning and charge more for hand-spun articles. You could invest in an automated tool and use that for spinning at a lower price.

I’ve tried many spinners and it’s HARD to find one that churns out anything readable. But I do like Magic Article Rewriter. I own it myself AND I bought the extra Magic Token Database so it spins more words. Here’s how to use it:

Step 1: Paste your content into the Magic Article Rewriter and click the Apply Magic button as shown here (it will ask for Best Fit – say Ok).
Step 2: Once the content has its synonyms, and you can go through and delete any that don’t make sense, click the magic wand and it will rewrite the article for you.

Step 3: Read the finished article that’s been spun and be sure it makes sense before using it.

4.) Make multiple forms of the PLR

Not everyone likes text. If you want to take your PLR selling site to the next level, why not take the PLR and turn it into audio PLR and video PLR? You can do it yourself OR outsource it to someone else. (Elance.com or WarriorForum.com would probably have some experienced freelancers for this purpose).

You might also offer this as an extra service – instead of just automatically doing it for every pack, if you want to cut time and/or costs involved.

The Right Pricing for Your PLR

I charge $1 per page. I charge $2 per page for my Limited Edition PLR. Limited edition means that only a set number of PLR will be sold. You’re going to have some people thanking you for keeping pricing low even if it means an unlimited number of people get to buy the content and people thanking you for offering limited edition packs if you follow in my footsteps.

With limited edition, I have to manually count down my packs because I’m awaiting DLG Pro, which will apparently handle that task for me. I don’t mind because I get a notification whenever one is sold and it’s an easy update.

You can price whatever you want – I’m just showing you my personal scale. Be sure to watch the plr2 video lesson you got with your downloads now and then move on.
Step #3: Get Your Content Created

You have a niche topic in mind and now you know what specs you want to deliver. Now it’s time to decide if you’re going to write the content yourself or hire a ghostwriter to do it for you.

When you hire a ghostwriter, you own 100% of the rights, so you can sell it as PLR if you want to. It’s not like graphics where you have to check with the person first.

I’m going to cover both options, starting with outsourcing and then writing the PLR yourself. You might even do it both ways – write some yourself and outsource some, so that you have a good volume of PLR releasing to the public and can profit from it faster!

I want to answer a quick question someone sent to me about PLR creation. This person had already hired a ghostwriter to create their own info products. They wanted to know if they could release their own stuff as PLR.

The answer is, “Sure!” I do this sometimes. I’ve released Twitter Traffic, Building an eBook Empire, Work at Home Truths, Flip That Lens, Mastering FriendFeed and Social Networking on Squidoo on my PLR Mini Mart.

I create my own info product, launch and sell it, and when I’m ready to move on to another product, I release PLR to it. But I don’t always release PLR. You can save some things for yourself.

And the nice thing is, you can still continue selling the product on your own sites, so you’ve doubled the profit potential – on one hand, you’re selling personal use rights, and on the other, you’re selling PLR rights.

You can flip it around, too. If you have PLR you write and release and you like how it turned out, why not set up a site for it and sell the finished product to personal use buyers, too? Always keep in mind that you own one of the PLR licenses to the content you create as well!

Outsourcing Your PLR Content Creation

If you choose to outsource, then you’re going to need approximately $50 for your first 5 pack of articles or 10 pack of blog posts. You can find writers for cheaper rates by going through sites like Elance.com or Rentacoder.com (now known as V Worker), but I like to use $10 as a good rule of thumb because you’re probably going to get decent writing for that price.
What to Ask For (and What NOT to Ask)

When you post a project, you need to be firm in a few things. You have to set a minimum word count. If you don’t, you may have two people bidding $50, but one’s going to deliver 400-word articles and the other will double space their work, use a larger font and you’ll get about 250 words out of them.

Ask for articles based on keywords, but not keyword stuffed. You don’t want something that’s unreadable. You want the keyword phrase in the title, first sentence, middle of article and last paragraph.

Leave the rest up to the buyer of the PLR – if they want a higher density, they can alter it and work it in themselves.

You can give them the keyword list – don’t expect your writer to do the keyword research for you. Many don’t know how. And you can give them the titles of the articles if you want to.

This is often a good idea if you’re dealing with someone less experienced because writers are NOT marketers in most cases. They aren’t looking out for SEO. They’re concerned about being interesting, so here’s what could happen…

You need an article written about dog training, right? You tell the freelancer this and she doesn’t know the words need to stay together or be in that order. So while you may need a title like this:

- What’s the Best Form of Dog Training?

She might deliver something like this:

- A Human Training a Dog Can Set Tails Wagging All Around Town!

They don’t get it – to her, she has the word dog and the word training in there – but she’s changed your whole keyword phrase and tried to create a title that might be found in Reader’s Digest, not on a niche marketing website.

Do yourself a favor and don’t get into the marketing lingo with a writer. Don’t tell them you need it search engine optimized for a niche squeeze page freebie because in most cases, you’re going to confuse and intimidate them.

Just say, “I need an article that’s 400 words minimum. I want the phrase dog training – in that order, with no words between it – to be in the title, first sentence, middle of the article and last paragraph.”

That’s it. Keep it simple.
If you’re hiring for a PLR eBook, consider doing a bit of research and gathering some ideas for an outline for the ghostwriter – or at LEAST giving them some notes you’ve gathered about some of the topics that need to go in there. This makes it very easy for your ghostwriter to quickly get to work.

Tell them exactly how you want the eBook created like this:

“I need a 50-page eBook on Dog Training - single spaced, Times New Roman 12 point font, so each page should have approximately 400+ words. I want it delivered in Word format, with chapters and subtitles included. Please cover the following topics: clicker training, training puppies versus older dogs, difference in training breeds – Chihuahua versus German Shepherd, for example. I need delivery in three weeks from today and will pay 50% up front with the remainder held in escrow until completion. I will own 100% of the rights upon completion. Note: I WILL be running this through Copyscape so make sure you don’t plagiarize the content.”

Don’t differentiate for the ghostwriter if you need articles, blog posts, or email autoresponders – it’s all the same pretty much, and you can have them write the article and deliver it quickly so that you can then tailor it to however you do your packs and put it up for sale.

**What to Look For and What to Watch Out For**

Look for a freelance writer who has good feedback. If they have NO feedback, that’s better than having poor feedback because at least they’re going to (hopefully) work hard to make their first client happy.

If they have faltering feedback and you see complaints and then see their response and it always seems to blame the customer, it’d be wise not to use that person.

Look for someone who has plenty of portfolio samples – preferably from a wide variety of niche markets and types of writing (ie: dog training, marketing, weight loss, etc. and articles, eBooks, autoresponders).

You want someone who has realistic turnaround times. Five pages should take no more than 3 days max. A 50-page eBook should take no more than 3-4 weeks, tops.

If you need a good ghostwriter, you might check out [http://www.gregscottwrites.com/](http://www.gregscottwrites.com/) - he comes highly recommended to me, and even though I haven’t personally used him, I respect the person who recommended him.
What You Need to Do Once You Have Content in Hand

First thing you want to do is run it through Copyscape as is – before you touch it. If it fails, don’t pay the ghostwriter! It means he or she plagiarized. If you can’t afford Copyscape (I think it’s like 5 cents per search), then take a few random sentences from the work and plug them into Google to see if it comes back copied from elsewhere.

Assuming all is well there, it’s time to check it for quality. Hopefully you found someone whose work was good – or decent enough for you to tweak into something good.

It’s YOUR name that will be on this PLR brand, so don’t release anything and then try to point fingers at your ghostwriter. Quality control is your burden, not your buyers’.

Check for spelling errors. Grammar isn’t as much of an issue with online marketing, but obviously you don’t want anything horrible, so fix what needs to be fixed.

Make sure the content of the article reflects what the title says. I have seen so many articles like this: “Five Tips to Losing Weight” where the content isn’t even about five tips – it’s about one particular weight loss method.

Lastly, you need to make sure you have a uniform voice in your PLR content. If you’re working with 10 different ghostwriters, and each one has a different style of writing, your repeat buyers won’t ever know what style they’re going to get, and this can be frustrating.

It’s up to you to maintain a voice in the writing, so either work with the same writer continually, or edit the content yourself to make it sound like one person is doing all of the writing.

Do It Yourself PLR Content Creation

You may have the ability to write your PLR yourself – even if it takes you awhile. Even if you release one pack per week because you could only do 1 article per day, that’s okay. This business snowballs.

How to Write Articles and Blog Posts

You have your keyword phrase sitting in front of you looking so daunting. It’s really no big deal to work it in three times for a full page article. Start with your title.
Sometimes the keyword phrase itself can be your entire title. Earlier in the course I showed you how I dig for the keyword phrases and did the research for the PLR pack on Depression. So I’m going to write a sample article here – the real one that will go in my PLR pack – but I’ll make notes to you in red as I write it, too:

**Help for Depression** (in this case the keyword phrase can stand alone just fine but if I wanted to, I could make it “Get help for depression” or “finding help for depression.”)

When you’re feeling distraught enough that you can recognize you need help for depression (got my keyword phrase into the 1st sentence), there are many options for you to choose from. This can be a blessing for those who like choice, or it can be overwhelming at a time when you have no energy or motivation.

The first paragraph just gave a short introduction to identify with the reader. Remember that example I showed you in the video of someone who wrote, “Depression is like ice cream?” Make sure you think before you write something like that which could make people immediately get turned off by what you have to say.

Sometimes it can be embarrassing to admit that you’ve fallen into a funk, so thankfully, there are some discreet products and services that can help you cut through the fog of depression and see the light again. (You want to relate to how they’re feeling and give them hope that there’s a fix for it).

Depression doesn’t discriminate. You can be a child or a senior citizen, man or woman and suffer from depression. Because of the wide range of people who suffer from this, there have emerged many forms of treatment. (This gives the PLR buyer a shot at promoting many things – from digital items to tangibles).

It’s up to you to decide which ones you want to try based on your personal medical history, beliefs, and preferences. Some are rooted in the medical field while others come from a certain ideology.

If you need help for depression (got the keyword into the middle) that’s so severe, you’re having suicidal thoughts, then it’s vital that you contact your trusted physician immediately to seek treatment. He or she can provide a prescription solution or other form of help quickly.

If it’s not to that point yet, then you may want to consider some of the other forms of treatment for depression, which include: (Bullet points in articles work very well!)

- Natural Remedies – These are generally herbal, over the counter solutions that help alleviate stress factors that lead to depression. They may include St. John’s Wort, Gingko Biloba, or Ginseng to name a few.
• Neuro Linguistic Programming – This is a cognitive therapy that helps change the way you look at life, and at stressful situations that result in a depressive state.

• Hypnosis – This can be done by another person, such as a therapist, or you can learn self-hypnosis to discover a new way of handling your sadness and anxiety.

• Stress Relief – Basics stress relief techniques that alleviate depression can range from something as simple as stress balls that you squeeze in your hand to acupuncture treatments.

• Endorphin Boosters – There are many ways to release endorphins and it can be something as easy as working exercise into your daily routine.

You may have to try more than one form of treatment to find one that works for you, or perhaps do several things together such as exercise, take an herbal supplement, and do self hypnosis, but the end result will be a happier you. (I've given the PLR buyer a chance to sell a few things to each individual buyer).

Whenever you need help for depression (got my keyword phrase into the last paragraph), it’s important that you not let it get out of control. Not only is depression emotionally draining, but it can do damage to your body over time.

The article wound up being 441 words (never include the title in your word count). Here are some more tips to writing articles for your PLR packs:

• If you run out of things to write, make sure you’ve talked about the Who, What, Where, When, and Why (or How) in your article. For example, if I wanted to expand on my article above, if I was lacking on word count, I could talk about what region has the highest number of depression cases. I could talk about who is more prone to depression, or I could detail how to do one of the methods I mentioned, like self-hypnosis.

• Use one of the most common forms of article strategies, which include: Ask a question in your title and answer it in your article, Write a shocking news-type title and then explain it further, or use a number like “7 tips for…”

• Your introduction is the most important paragraph. It’s the first impression, so spend more time on your title and first paragraph than anything else.
• **Remember old school essay rules.** Give an introduction with a main idea, then write one paragraph for each of your three supporting reasons, and end it with a conclusion.

**How to Write Email Autoresponders**

I personally write my email autoresponders the same way I do my articles – just like I’m talking to the reader. You may have a different method but there’s one thing I do NOT do – I don’t write my own personal experiences in the emails.

For instance, if I’m writing a parenting article (and I’m a mom), I won’t talk about my son once did such-and-such because my PLR buyer might be a man with no children!

How is he supposed to use my PLR with my personal stories? And some will anyway – and that’s unethical to me because then they’re misleading the customer, so don’t let that happen.

The only main thing you may want to change is the width of your content (remember how I showed you how to wrap lines in Aweber? It needs to be fairly thin. And you may want to go ahead and do the code for your customer with the greeting and closing, like “Hi {firstname_fix}!”

I don’t personally do this because I’d prefer them to set up whatever greeting and closing that best represents the way they usually communicate with their customers.

Remember that an email autoresponder is invading someone’s personal space online – at least to many people it feels that way. So you want to provide something of value, something not too hyped up and spammy, but something that makes them consider the subject enough that they may want to learn more (from a paid product).

**How to Write eBooks**

An eBook will probably be sold by your PLR buyer, so it needs to be thorough and correct. Some PLR buyers will use it as an opt in freebie or as a giveaway, but most will sell it so you don’t want them to risk refunds because of poor quality.

My process for writing an eBook is to first dig around and see what the masses want to know about it. Let’s use depression as an example again. It’s a broad subject.
I want to make sure I cover all of the major points, so of course we'll have the what it is, causes, symptoms and treatment advice in there – but what else needs to be covered?

From looking at keyword phrases like “teenage depression” I can see that I need to talk about who is vulnerable to depression (according to age and gender). I can also talk about depression in special circumstances, like SAD (Seasonal Affective Disorder) and depression during pregnancy.

I need to cover the difference between clinical and non-clinical depression and cover the types of depression, such as manic or chronic depression. Keywords can give you some information – and then you can also go to Amazon or Barnes and Noble and see what’s in those books to ensure you cover everything necessary.

Organize the content in an outline and make little notes to yourself under each chapter heading as you do your research so you’ll know what to include. And then just start writing!

Here’s a partial sample of the beginning of an outline I might make for a depression PLR eBook:

What Is Depression?
Differing Types of Depression
  - manic
  - chronic
  - bipolar
Signs and Symptoms That You May Be Depressed
What Causes Depression?
Depression in Special Circumstances
  - pregnancy/postpartum
  - Seasonal Affective Disorder – winter weather
  - Holiday
Who Suffers From Depression?
  - seniors
  - children
  - teens
  - men
  - women
Organic Do It Yourself Treatments for Depression
  - herbs
  - hypnosis
  - NLP
  - Exercise
When It’s Time to Seek Medical Help for Depression
  - prescription options
Once you map out a crude outline, you can start filling in the content – and you can always change things around and delete or add to your outline as you go. Don’t feel like this has to be a strict process.

**How to Write Reports**

Reports are even easier the shorter they are because you’re just touching on a few points. Generally, reports are used to build a list and the marketer doesn’t WANT to give away all the information in a report because they plan to sell a solution to them later, once they’re on their list.

So with a report, be a bit broad. Keep it shorter – I go with a 5-page minimum to around 30 pages usually. You would do the same thing for a report outline that you’d do with an eBook, only you wouldn’t need to detail everything out so much.

**How to Write Product Reviews**

I did a great article on Andrew Hansen’s blog detailing how you can write product reviews with a simple formula so I want to share that with you here, but I’ll also cover some other important things.

There are two ways you may have to write products reviews – as an actual owner of the product, and as someone who hasn’t used the product. I have started doing affiliate product reviews for both tangible and digital products on my PLR store and they sell well because it gives the PLR buyer a springboard.

If they themselves own the product, they can ADD their personal insight to my basic review. I never put personal details in there, like, “My daughter loves this toy” because again, the PLR buyer may not have a daughter.

With PLR product reviews, you’re going to go off of two things – the sales copy and real consumer reviews. Whether it’s tangible or digital, you can find feedback online about a product in most cases.

Amazon has review options and star ratings. You want to assume that the PLR buyer is going to want to promote the product, so leave out the negative stuff. If you have to say something negative, downplay it like this: “While the course did have complaints about excessive fluff, the meat is in there – and the proof of sales in his video proves that the system works.”

With a product review I like to talk about the customer first. Why they might be seeking a treadmill or a course that teaches them how to blog. That’s my
introduction – because in the last sentence of paragraph 1, I'll say something to the effect of, “I've found the perfect solution for you.”

Notice I used the first person (I). That’s the way a product review should be written. Then I’ll detail everything else – what the product is, how it works, why it’s the best option, who it’s good for, and finally end it with when they should try it out (now!). I just go through the who, what, when, where and why (or how) for these types of articles.

**How to Write Sales Copy**

Sales copy may intimidate many PLR providers, but it doesn’t have to. In fact, now that I’ve let go of the hype mentality, it comes much easier for me. You can map out your sales copy like this:

- Main headline
- Sub headline
- Introduction to problem
- Story
- Solution introduction
- Benefits
- Call to Action
- Guarantee
- Order
- Two PS’s

Each of these sections should have its own headline starting with the Story. So you’ll want to give your first headlines, introduce the problem so that your reader is instantly relating to you, and then convey a story.

Again, you can’t give something personal about your life. You can talk about situations in general – hypotheticals – and let the PLR buyer put his or her own story into the mix.

Introduce the solution (the general eBook) by naming it like this: {insert eBook name} – because the PLR owner can alter the name of the course and this will help him or her go through and find the right places in the sales copy to plug in the name of the product.
Give the benefits in bullet point form. Bullets are a staple to sales copy, and you can either have one long list or split it up with storyline in between.

Then urge them to take action, list a generic guarantee like the one ClickBank forces marketers to give, and end it by asking for the order and using P.S. and P.P.S. (the first one will usually remind them what all they get – including bonuses, and the second will give an indicator of timeliness or urgency).

If it helps, go to ClickBank and scout through some info product sites to see how professional marketers do it. It's really just a sales formula and you plug in the content!

Now we’ve gone through the content creation but I want to alleviate YOUR stress in all of this, because I know it's intimidating to people.

You’re not a ghostwriter right now. They’re not paying you $30 per page. So don’t sweat it. Yes, the quality needs to be decent. But it’s also dirt cheap. It’s not the end of the world if someone emails you and tells you it needs work.

You can ALWAYS open that zip file and tweak your content, re-zip it and keep selling it – new and improved.

You just need to get started so you’re not paralyzed with fear!

Watch the plr3 video and then move on to the next step.
Step #4: Set Up Your PLR Site With Automated Delivery & Protection

When you downloaded the course, you received a video bonus on the technical details of site setup. I'm going to walk you through the steps before and after that particular step, so I'll tell you when to watch that tutorial video in this chapter.

There are two ways you can run your site – manually or automated. When I started out, I didn't have the one time $147 fee for Download Guard (DLG) that I needed to set up protection for my files and automated delivery to my customers.

So I did everything manually. I even started selling PLR from a Squidoo lens before I had my own site because I didn't have hosting or domain money.

It sucked for the customers having to wait if I was asleep or running errands, and it sucked for me having to attach and send it all by hand. I'm a big fan of less work 😊

So IF you can, I suggest you do it all automatically from the get go. If you can't, don't sweat it – get the business rolling and then as soon as you can, automate it – because then you'll have less conversion work to do than if you wait until your site is so big it'll be a monster to convert into an automated system.

I’m going to start with the free option and then cover the tools that can help you with your store, and you can choose to use whichever ones you can afford – so if you can afford a domain and hosting, but not DLG yet, do that.

Membership Versus Non Membership

Before you get set up, you have to decide whether you want a membership or non membership based PLR site. I personally run a non membership based site because I myself don't like memberships for PLR.

As a PLR buyer, I like to decide on each pack whether or not I'm going to buy it – I don't like being forced to pay each month for stuff I may not buy. However, some marketers prefer a membership site because they get a regularly scheduled delivery of PLR content.

If you go with a membership, I suggest you narrow your topic down to just one niche (remember you can launch multiple niche PLR membership sites, too). So instead of a monthly fee for ANY private label rights topic, the subscriber knows
he or she will be getting something in their niche, and their money won’t be wasted.

With a membership site, you MUST adhere to a schedule of deliveries. You can’t flake out and be late because these people have paid for specific terms ahead of time.

Membership PLR sites usually go above and beyond with delivery, too – they don’t just deliver articles – they deliver entire “business in a box” type packages that include stuff like: an eBook, squeeze page copy with free opt in report, sales copy, email autoresponders, viral articles, blog posts, and sometimes graphics to go with it.

That doesn’t mean you HAVE to do yours that way – I’m just letting you know what your competitors will be doing. And you may even find people who appreciate a membership site that just does blog posts or articles or whatever – because they may prefer to do their own graphics and sales copy for uniqueness.

With a non membership site, you can work in many different niche markets, you can go at your own pace, and you can lift the burden of over-delivering without having to put together monster packs – a 5 pack of pages will suffice.

And with a membership site, most buyers will expect limitations to be set on the number of people who can join. So you won’t have unlimited sales potential.

IF you decide to go with a membership site, you can use Download Guard. Sam has perfect step-by-step instructions for his customers, so it’s repetitive for me to go through them here.

Jimmy Brown also sells a really neat membership course called Membernaire (I’ve bought it myself) that shows you how to set it all up via email with static download pages, so you don’t have to have some complex membership login area.

**How to Sell PLR If You Can’t Afford ANY Tools**

For a Membership PLR site, if you can’t afford DLG, then here’s how you do it:

1. Log into PayPal and click Merchant Services at the top.
2. Click the Buy Now Button.
3. Choose Subscriptions from the drop down menu.
4. Give it an item name and customize your button however you want it to look.
5. Enter the billing amount for each cycle, and choose what a “cycle” is (1 week, 1 month, etc.).

6. Skip the Track Inventory Feature and enter any checkout page specifics you want for your subscribers and then create your button!

PayPal will handle your subscriptions, but you’ll be responsible for manually delivering via email the monthly deliverables to each PLR buyer – and make sure you do it with a BCC (Blind Carbon Copy) so that you’re not showing every buyer’s email address to the group.

If you don’t have a website, consider using Squidoo or some other web 2.0 portal – even a free blog (although I caution you that with free sites, you don’t own the page – and it can get deleted in the blink of an eye without warning, so only use it as long as you HAVE to).

You can set up your Squidoo lens with the introduction as your short sales copy, and then use Link Lists or whatever type of module (text, etc) that you want to showcase the pack names and article titles with word counts.

Here’s an example of one of mine:
http://www.squidoo.com/internet-marketing-plr

Now on this one, I’m linking to my own PLR site, but you can simply tell them something like, “To buy this PLR pack, send $5 via PayPal to myemail at gmail dot com and be sure to put a note about which PLR pack you want to buy.”

It’s crude and not as professional as those who have a whole automated system down, but as I said – it’s how I did business right out of the gate and sometimes you have to make do with what you can afford.

Another good free tool for PLR sellers on a “no budget” budget is MailChimp – if you want to build a list of PLR buyers. I personally recommend you go ahead and sign up with Aweber, but if you don’t have the $19.95 or so per month, this is a good free option – until you hit 500 subscribers and then you’re going to have to pay.

Regardless of whether you START out the way I’ve just taught you, you eventually NEED to move on to the methods I’m about to teach - sooner rather than later.

If you’re doing it the paid way, then the first thing you need to do is buy a hosting account. I prefer, use and recommend HostGator for a few reasons – they’re cheap, reliable, have 24/7/365 day wonderful customer service, and they’re EASY to use!
You can start out with a Hatchling Plan, but it only allows one site. It’s $8.95/month. I like to use the Baby Plan for $9.95/month because it allows unlimited sites.

Go ahead and sign up for that and then we’ll get a domain and load it up onto the hosting server. I’ll show you all of this in the video for this lesson, but let’s go through it in the PDF first.

**Register a Good PLR Domain**

You can choose a domain a few different ways. First, I recommend a dot com for this only because most buyers will automatically type in dot com, and you want something easy to remember.

I prefer no hyphens, but if you find a domain you really want and have to do hyphens, go for it.

You can register a domain that’s broad like allnicheplr.com or you can use an adjective to describe it like cheapnicheplr.com. You can also make it niche specific like dogplr.com if you want to.

Go to your keyword tool and go down the list according to what you want your site to be like. See what’s available on a site like GoDaddy or some other domain registrar that you want to use. I ONLY buy the domains from GoDaddy – don’t tack on all the other stuff they try to push on you.

You MAY want to get the .net and .org versions of your domain too – I never do, but that’s up to you. Sometimes competitors will snag those if they’re not taken and siphon some of your traffic to themselves.

**Set Up Your PLR Domain in Your Hosting Account**

When you log into Hostgator, scroll to the domains area and click Add-On Domains. You’ll enter the domain name without the http://www part – just domain.com and then hit your Tab button – it will automatically fill in the rest before you choose a password and click Add Domain.
Install WordPress

Now that the domain is purchased and added to your hosting account, you need to install WordPress. Click the Fantastico button in your hosting account. In the upper left corner, under blogs, click WordPress.

Then click New Installation. Pick the domain from the drop down menu and go to the Admin Access Data section and give yourself a username and password. Under base configuration, add the nickname you want your posts to be listed under (I’d use admin) and give an email contact for your site as well as the site name like this: plrinfo.info. (No http://www part).

Bookmark the link given after you click Finish installation and jot down your username and password.

THIS is where you’ll be referring to the bonus video to set up the PLR categories and sections on your new domain and customize your blog, so watch that video now or return to it later.

Use Download Guard to Protect Files and Automate Delivery

If you’re lucky enough to be able to buy Download Guard right from the beginning, then you’ll know what great service and support Sam offers with your purchase.

You only need ONE license to run many sites (the wording is confusing on that sometimes). Again, Sam has perfect screen shot step-by-step installation instructions so I won’t repeat his work. I WILL show you how to use it, though!

First you need to upload the zip file of your PLR to your hosting server. Log into Hostgator and click the Legacy File Manager so that you can find your domain’s
folder. Go into the folder and you will not see many files from where you installed WordPress.

Click the Add a Folder link and give your folder a name like plrproducts – some people like to add random numbers like 87h to it to throw off scammers who try to hack into your system.

Once you’re inside that product folder, click Create New File and in the right corner, type index.html and choose HTML from the drop down menu before clicking the Create button.

To upload a file of PLR, select the Upload File link. Find the zip file on your hard drive and upload it to that folder. Then click on the file and on the right side, copy the hyperlink to the file.

We’re going to open Download Guard now and add a new product to the system so that when a customer buys it, it will have an expiring download link delivered to the customer. It expires because that way they can’t post the link in a forum and let everyone and his brother download (aka: steal it) for free.

So open DLG and click Add New Product. Fill in the items in red only – give the product a name, paste the URL, and set the time limit for the download link to expire (I use 24 hours).

Choose what payment processor you’ll be using (I use PayPal) and fill in any required information for it. Then if you have Aweber, enter the name of your list near the bottom where it asks for your autoresponder email.

This will automatically send an opt in request to your customers and if they WANT to opt in, it lets them, but it’s not forced.

After adding the product, click the Shopping Cart link at the very top. Scroll to your newly added product and click the Add button next to that product. It will let you choose which category to put it in, set the price again, and give a short and long description for it (I use the short description for the title of the pack and the long for all of the article titles and word counts.

Save it and then choose View Cart. Go to the category’s last page to find your newly added PLR pack. Click on the More Details link and it’s THAT page URL that you’ll be using when you create a hyperlink for your customers to buy on your website.

When you go to your PLR site, you want to use the right URL because if you accidentally use the URL that you grabbed in Hostgator for the SITE, it will allow everyone to download your PLR for free.
Build a List of PLR Buyers

To build a list, you'll need an autoresponder system. Aweber is the marketer's tool of choice, but you have many options. You'll need to set up a list for your PLR buyers and then make an opt in form that you can post on your site.

Open Aweber and click Create and Manage Lists at the top left corner. Follow through the Aweber wizard to set up your list name. Then create a web form. You will add one area to it and call it something like “Topic” so the subscriber knows to put his or her request there.

When it asks you if you're going to put the code on the site yourself, choose this option and choose the raw HTML version. Copy that code.

Then open your WordPress blog and under Appearances, choose Widgets. Add a Text widget to the top of the first sidebar. Paste the code in, save and close that widget.

Go to the site now and you should see it in your sidebar. Test the list by signing up for it yourself once it’s on the site. See if you get a confirmation email, and confirm your subscription so that you always see what your customers see.

If you dare launch your PLR site without an opt in form to build a list, I will make you stand in the corner with a dunce cap on! Don't say you'll do it later. Don't say you'll do it once traffic rolls around. Do it before you put up your first pack.

What Kind of Sales Copy Does a PLR Site Need?

Some PLR sellers use sales copy, and others don't. I really don't. I have a few things on my page – a headline, a couple of sentences, but not much more. The reason is this – PLR buyers know what they want, they know what content they're seeking – it's not like a product you're selling where you have to explain what's in it.

I want them to hurry up and shop and get what they want, not have to scroll trough lots of hype before going to the shopping cart.

However, you can do longer sales copy if you want (in the video I show you an example of that, too).

You can also add sample excerpts of your PLR so they can see your writing style, and maybe some tutorials on how to use PLR for those new to it.

You do NOT have to offer a guarantee for your PLR unless it's via ClickBank, where they force it.
Now on guarantees, I would refund someone who is a trusted client who I know accidentally bought the same pack twice, for example. But it’s not like other products where you get ripped off by download thieves who buy, download, and refund.

Be sure to watch the plr4 video because that’s where I show you all the steps as I do them on the screen for you! Then move on to discover what specials you can use to cash in on your PLR site.
Step #5: Use Specials That Can Help You Cash In Quick

People are going to come buy from a PLR store when they find what they need and the price is right. But you can sell even more PLR and gain new repeat customers by doing something special to get them hooked on your writing.

I frequently run specials – to my list and to Warrior Forum members. I have several different types, but it will depend on what you’re offering when it comes time for you to create a special.

In most cases, the cool thing about a PLR special is that it doesn’t result in more W-O-R-K (I hate that 4 letter word) for you. But in a few rare cases, it does – so you’d better make it worth it.

And the specials will generally need to be done manually, except in a few instances, which I’ll show you.

BOGOs

This is a simple special you can run – Buy 1, Get 1 Free. Buy a 5 for $5 pack, get a 5-pack free. No extra content creation work for you. But if you’re limiting the number of packs sold, then you have to keep track of it.

Here’s a special I’ve run using the B1G1F:

**Email title:** B1G1F Special at the PLR Mini Mart

**Email Body:**

Hi {firstname_fix}!

Today I have a special buy 1 get 1 free deal for you! For the next 48 hours only, any time you buy a pack from the PLR site, you can get another pack of equal or lesser value free! So let’s say you want the Twitter Traffic report and the Work at Home Truths report - what you’ll do is buy the WAH Truths report for $26 and you’d get the Twitter Traffic report (valued at $17) for nothing.

All you have to do is reply to this email once you get your order and say something like, "Hey Tiff I bought XYZ report - and I want ABC as my freebie!" Sound good? If so, order within the next 48 hours to get in on this deal!

Enjoy!
Tiff :) 

Now inevitably, you’re going to have people emailing you for clarification no matter how clear you think your instructions are, so keep tabs on your email inbox.

The reason I like these specials is because it lets budget PLR buyers (those who only have $5 to spare) get in on the action too.

I ran this one for a little over 48 hours (I always give a little leeway for those who didn’t check email or are rushing around). I made $2,839.

**Everything’s a Certain Price Point**

Pick a price point somewhere in the middle and let everyone buy ANYthing in your PLR store for that amount – let’s use $10 as our example. That means a $67 pack is just $10. It means the $17 packs are just $10.

Now you’ll have people saying, “What price are the $10 packs?” or “What if my pack is just $5?”

In those cases, I allow them to add on to their order and get a discount. “If you pick two 10-packs, I’ll give you one free,” or “You can get three five packs for just $10.”

Give them some sort of deal. It’s almost like having a table at a flea market and you get to haggle to your heart’s desire.

One example of one of my “Everything’s $10” specials I ran in the Warrior Forum listed everything at the PLR Mini Mart available for $10 for 48 hours.

**Buy a Big Quantity of PLR, Get Free Ghostwritten Pages**

I recently wanted to get my kids’ $16,000+ tuition (each) knocked out quickly, so I ran a Warrior Special Offer where they buy $100 worth of PLR and got 5 free ghostwritten pages.

You can see the post here:


Now you could do anything in return for the purchase – you could offer a free lens or blog or graphics or even virtual assistant hours. Whatever you have to offer.
I made $1,059 in three days on $100 or over orders BUT I actually made a lot more because just the post itself was advertising for my PLR store and I had tons of smaller sales.

Now when you ask people to spend more, you’ll have fewer sales in most cases.

**Buy a Set Dollar Amount, Get Lesser Amount Free**

This is an easy one – whenever someone spends $50 (for example), they get $10 worth of PLR free. Set whatever number you want.

**Package Bundles**

This is one special that can be automated, thankfully! If you have a new PLR pack and something related to it that’s already on your site, consider launching the new pack and giving away the older one as a bonus for this bundle.

I did it here:


And I sold 72 of these bundles in a couple of days at $15 and made $1,080.

You can also do it this way – calling it a free gift with purchase:


I sold 43 of these packs in about 48 hours at $15 each, and made $645.

**Private Versus Public Sales**

If you have a list of buyers, which you will as time goes by, offer a special deal just for them.

Likewise, run Warrior Special Offers that are only for WarriorForum.com members.

Everyone likes to know they’re getting something special that a random visitor from a search engine won’t get.

**Full Package Sales**
Bought separately, this stuff added up together costs $X but together, you can buy the whole package for just $X.

I did that here:


I sold 21 of these bundle packages for a total of $1,407 but I also sold a lot of the individual packs because some people wanted the eBook, but not the rest, or they wanted the blog posts and the autoresponders, etc. It was great!

**Straight Discount**

Sometimes you just knock a few bucks off and sell it.

This (warning – the topic is of an adult nature):

…sold 53 copies and all they saved was $5 if they bought all three – so instead of paying $15, they paid $10 for $15 worth of PLR articles. So that made me $530 – but I also made more because I sold 39 additional $5 packs from people who didn’t happen to want all three of these topics. Another $195 added on.

This one:


…knocked off just $7 in savings and I sold 45 – at a price of $25 (for 32 articles) and made a nice $1,125.

Another one here:


Everyone wins!
**Time Limits**

In some, you may have already seen how I do time limits.

48-hour specials work well.

You could do 3-day, or 1-week. If you give them TOO long though, they’re going to tell themselves they’ll be back later (when dinner’s done, when they have more time on Wednesday, etc) and they’ll forget and you’ll lose a sale.

Make the window short – but if someone comes to you disappointed that they missed out because they weren’t home to get the email, etc., be nice and let them have it anyway. Builds good customer service.

**Best Special You Can Do to Build Your List**

You’re going to think I’m crazy but hear me out – give away your PLR. Not all of it, mind you – but something. Write up a free PLR report on a major niche topic like weight loss, dating, marketing, etc.

And then – pay $40 to run a WSO and give it away FREE.

Send the buyers to a download page and have them opt in to get the freebie. Some will argue “then it’s not free – I’m paying with my name and email address!” But this is marketing.

You could also do it without requiring the opt in and just put something in the folder they download telling them if they like the quality, please sign up at yourdomain.com to get notifications when more PLR is released.

Be sure to watch your plr5 video for a few added tips about specials!
Step #6: Promote Your PLR Packages

As I’ve been preparing this course and emailing back and forth with my blog followers and marketing lists, one of the most common questions has been, “Will this still work even if I don’t have your reputation for writing and I don’t have a list like you do?”

Yes.

I only have a very small PLR list (under 1,000) and from the feedback I get, I’d say 80-90% of my customers have never heard of me. They find me via search engines because when they’re sitting there saying, “I’m going to get into the dog agility niche,” my name doesn’t spring to mind as the go to PLR provider for this topic.

They go to Google and type in dog agility plr. And it’s THERE that they see my link somewhere in the top 10, click through (probably on some of my competitors, too) and buy it from me.

There are many ways I get targeted eyeballs to my PLR packs and you can use the same great methods. TRY each one at least once, please – you never know what will be a big hit and help you make more sales.

And don’t forget word of mouth. It’s extremely powerful and marketers are always asking, “Where can I find good PLR?” You want your site and name to be one of the ones consistently listed.

Put Articles Right on Your Domain

If you go to Scroogle (dot org – don’t go to dot com unless you want an “eye” full)! And type in golf plr – without quotes. A page of mine comes up about #5 or so – it’s titled “Golf PLR - PLR Articles: By Tiffany Dow.”

If you click on that link, you can see how I do this. Just write an article using the keyword phrase in the URL (in my case, I just made a page and called it golfplr.html – then uploaded it into my HostGator servers. I used the keyword phrase in the article, just talking about golf plr and how to use it.

I outsourced these articles to some ghostwriters to help me with SEO for awhile. Do one for each plr pack you launch – dietplr.html, dogtrainingplr.html, and so on.

Set Up a Separate Blog Just for SEO Purposes
This is so simple. I don’t care if you use a free blog for this or a domain of your own, but use WordPress just like I’ve shown you. Only this time, you won’t be selling PLR from this domain or blog – you’ll just be promoting the packs on your real PLR store domain and linking to your PLR shop.

This gives your PLR store some inbound links, which “they” say is beneficial in the eyes of Google. And it’s one more way for you to get a listing in the search engines.

I have a PLR blog here: http://www.plrminimart.com/blog/ I sometimes bother to use it and I bet I could increase my sales substantially if I didn’t suffer from shiny new object syndrome and got down to business to do some posts here! LOL

But for instance, I had several searches for acne best plr come up in my stats so I made a blog post for it here: http://www.plrminimart.com/blog/acne-best-plr.php. If you type that phrase (acne best plr) into Scroogle, I’m #2 for my simple, crude blog post.

Use Squidoo to Build Lenses About Your Packs and Store

Squidoo lenses are great for selling PLR packs and getting links back to your domain! I have a few – again, just me being lazy, but now that I’m sharing all these strategies, I’d better get on the ball so you guys don’t all squash me.

Here are a few of my Squidoo lenses for PLR Mini Mart. As you can see, I have some that are generic all topic promotions and some that are niche specific:

http://www.squidoo.com/plrminimart - this one was to brand the store as a whole. It gets decent search engine traffic and shows me what packs people are looking for – a good research tool!

http://best.plr-site.ever.com/ - this one tested out the “ever” project on Squidoo and it’s working pretty well – go to Scroogle and type in autoresponder plr for example and see where my best ever lens is at (#2)!

http://www.squidoo.com/whatisplr - this one was intended to educate new PLR users – and oh yeah, get them to start buying from Moi!

http://www.squidoo.com/internet-marketing-plr - this one was niche specific and it doesn’t get much traffic right now but it’s a backlink.

When you build a Squidoo lens, use the introduction to do some short sales copy. I don’t mean hyped up spammy stuff. Just say who you are, what you sell, and why they should buy from you.

Then use some modules to create your lens. I like:
• Link List for each individual pack. Use the keyword phrase (acne plr) for example, for your title. List each article and word count. You can hyperlink right to the Add to Cart page or to your PLR store as a whole.

• YouTube video tutorial on how to use PLR or where to use it.

• RSS Module, which lets you put in the RSS feed URL into your lens so the visitor gets constant updates.

• Guestbook because they will post requests or glowing testimonials about your work.

Use Hub Pages the same way – create an account, create your Hubs. But be careful because the rules constantly change for both of these sites. Make sure you know at the time you build it how many outbound links they allow.

**Tap Into Other Areas of the Warrior Forum**

I already taught you about Warrior Special Offers, but I wanted to mention one more thing – they’re great for SEO purposes! Go to Scroogle again and type in gluten free plr. My WSO post is about #8. Just more opportunities for sales!

Still, there are two more ways you can use the Warrior Forum to promote your PLR. I have to insert here that you never want to try to join the Warrior Forum and then start selling immediately.

You have to participate. Go to the main discussions section and start learning and helping and asking and sharing. Don’t overdo it so that you’re posting 20+ times a day, but get involved as part of the community and build trust and good will with the members.

If you have a small pack that you don’t really want to discount, then you’ll want to run a Classified Ad on the Warrior Forum. It works basically the same way a WSO works – except you don’t have to provide a special offer.

There’s a lot less competition in this section of the forum, but also not as many eyeballs. Still, it works as a nice SEO page for you. So look up rocket piano plr on Scroogle. I’m #1 with a Warrior Classified Ad.

Rocket products sell well on their own, so I got many requests for affiliate reviews for this brand. Now I’m ranked #1 whenever someone goes looking for the PLR to help them sell it.
A Sig File in your Warrior forum profile will help you get interested traffic and it’s an incentive for you to participate in the forum as a VALUED member. If you’re posting nonsense or being spammy, no one will click on your link.

If they like how you interact, they’ll want to learn more, and see what the links in your sig file have to offer. I’ll show you how to do this in the video.

**Get a Twitter Account for Your PLR Product Announcements**

Tweet me! That’s what your new PLR pack is screaming at you. Whenever I email my list about a new PLR pack, I have it set to automatically Tweet it to my followers, too.

I also just go on and manually Tweet it. Now go to Scroogle and type in Vibram 5 Finger Shoes plr. On about #3, you should see an aweber.com link. That goes to my built in autoresponder blog that gets crawled every time I Tweet. The links on the page are live too, so the person searching for Vibram 5 finger shoe plr is going to be able to click through and buy my pack.

**Make a YouTube Video for Your PLR Packs**

YouTube deleted my whole YouTube account because of one video that talked about how to make money on Squidoo, so I had to remove the links in here that showed you how I do this.

I hit page 1 (I’m #2 on Google) very quickly – just a few days – for the keyword phrase, “how to use plr” (without quotes) – go find it on Scroogle. Another backlink and more opportunities for traffic. And if you can’t afford Camtasia, use the open source Camstudio version!

All I do is put a template on and a few bullet points. Talk about how they can use the PLR, what things they can promote, and end it with what your site has to offer and why they should buy from you. I posted the examples above so you can swipe some ideas on how to do this for your own PLR.

Be sure to watch your plr6 video now and then move on to the last step!
Step #7: Know All of the Perks to Running a PLR Site

When you have your own PLR store, you have something more than a potential ATM machine for when you need money. You have PRODUCT and OPPORTUNITY at your disposal.

There are a few things you can do to make even more money, and I’ll show you a few examples.

Use It as a Bartering Tool

Because content is usually something that scares most marketers (either because they fear they can’t write or they don’t have the money for ghostwriting), when you have content to trade, it makes for a great bartering tool.

You can trade PLR content for graphics and other things like services or maybe even an email promotion to the other marketer’s list.

I have been approached many times by people who needed content and offered something to me in exchange. Sometimes they’ll say something like, “I really need some articles to load up into my autoresponder system because I can’t write – but I can do graphics very well. Would you by any chance agree to give me (and then they’ll list the PLR packs they want) in exchange for me making you five ecovers?”

Promote Other Things to the List

Here’s one cool thing about building a PLR list – it’s full of marketers! That gives you the opportunity to promote other things to your list, but don’t spam them constantly with affiliate links or else they’ll get off your list.

Think of things that would be relevant to your PLR subscribers. They’re using content, so maybe a blogging guide? A list building course? An article spinner so they can spin the PLR they buy from you and get more mileage out of it?

Go to ClickBank or PayDotCom and grab links ONLY for products you feel are worthy. Respect your subscribers. I never EVER promote anything I haven’t personally reviewed. I treat them as if they’re my own Mom and I always ask, “Would I want my mom spending money on that?”

Use Your PLR Yourself
If you’re not yet a seasoned marketer, now’s the time to become one. You’re going to have a stash of product sitting there to take advantage of!

What all could you do with it? Well if it’s an eBook, compile it into a PDF file, register a domain, and sell it with some sales copy! (Not the PLR version, the PDF version).

Use blog posts and articles to post on a blog you launch and do affiliate marketing. Get an affiliate ID at ClickBank or PayDotCom and start promoting other people’s products.

I did a neat little free online course for my list awhile back called Cheap Campaigns” – why not use your PLR and do something like this:

http://www.tiffanydow.com/cheapcampaigns.html

The possibilities are endless.

It’s a great idea to join the Warrior Forum if you haven’t already and start learning everything about Internet Marketing as a whole. In time, you may want to have your own product created that’s unique to you, but using PLR as a stepping stone to that day can help boost your profits.

There’s no video for this lesson because it’s all about opportunities, but move on to the last step and watch the final video there.
Step #8: Get Organized Before You Get Going

When I was writing this with a guinea pig going through every step, she made some great suggestions that I want to add to this bonus step.

She said you may want to know, like she does, “how to keep all of this organized on the computer - everything dealing with the business...the topics, how many packs were sold, what/when to write about - scheduling what has to be done with the business...you seem to be very organized but some of us fall way short of that.”

So let’s cover that because she’s right, I’d forgotten to add it! (This is why it’s good to go through the creation process with a total newbie guinea pig).

How to Keep It All Organized on Your Computer

I have a folder called PLR Mini Mart and it has all of my zip files in it. It’s growing into a monster. A good idea is to have a flash drive that you ALSO keep a copy of your files on.

From time to time I’ll realize I’m missing one of my PLR files, and when this happens, you can just log into your hosting account (if you’ve gone the paid route) and download a copy to your hard drive.

Make sure you name the files what you’re going to call them on your PLR site so that they’re easy to find, because every once in awhile you’ll have someone who missed the download time and they’ll ask for a link.

You never want to give them a link – just email the file as an attachment instead. With a link that doesn’t expire, they could post it in a forum or something and let everyone steal from you.

Keep a Running Tab of Request Topics

I use Excel for this but you can use a simple NotePad file. What I do is just paste the topic requests in order from oldest to newest, so when a new request comes in, it goes to the back of the line.

I did try to organize it all once – into general topics – but I get so many requests that it got confusing to keep tabs on.
I also had a column for knock off requests. I’ll explain this more in the video and show you how I do it.

**Knowing How Many Packs Were Sold**

One of the perks of not limiting the packs sold is that you don’t have to worry about how many were sold. But you might do your PLR site differently.

Download Guard will help you with this task because you can log in at any time and see how many were sold.

But there’s one problem. If you run a special where you manually send the packs to your customers and have them PayPal you direct, then you won’t have DLG keeping track of the number sold.

In those cases, you have to watch out for it and track it yourself, and you may want to do that in Excel, too – using columns (or a simple text document if that’s what you prefer).

**Scheduling Your Content Creation**

There are two types of scheduling you need to think about – basic and trendy. Basic scheduling is going to vary from seller to seller. While I can bang out 40 pages in a day, you might only be able to get 5 pages finished in a week because you’re working another job.

Everyone’s different, so make a realistic goal for yourself. My recommendation if you don’t have a membership site is to promise nothing. Don’t go put on your sales page that every Thursday they’ll get a new pack if they won’t.

Been there. Done that. Wish I hadn’t.

Now I just deliver what I can, when I can – and it’s no pressure – just the way I like it.

Trend based scheduling is a bit different. You need to be aware of holidays and trends in general so that you can capitalize on this stuff!

For example, obviously marketers will be buying Halloween PLR starting in August, Valentine PLR beginning in December, Christmas PLR as early as September.

What kind of PLR will they want? General articles about the holidays as well as product PLR. With products, I think about tangibles (like treadmills before New Years’ Resolutions) and digital downloads (like weight loss eBooks before the same date).
Always start releasing PLR for a holiday trend about 2 months out. People need time to buy it, set up their pages, and get indexed by Google so they can start seeing some good traffic.

Also keep an eye on your local newspaper and women’s magazines. If you see some new product that’s all over the news, make a PLR pack about it. Someone’s going to be wanting content for their site about it.

My favorite magazines are Woman’s World Weekly and First for Women. They have tons of PLR ideas in there.

**Scheduling Promotion Tasks**

For those with limited time, you’re going to need to work the tasks into your schedule however you can. For those who plan to make this a fulltime business, here’s what I would if I had nothing BUT a PLR store to run:

First, I would work five days a week and have two days to enjoy the fruits of my labor. If you set this up like a job, you’ll follow through on tasks better than if you just do it on a whim.

You’re going to need time to:

- Write
- Set it up on DLG and on your site
- Promote it

There are many ways to do it – you can use one or two days to get your writing done and then complete the other tasks later.

Or you can do a little each day – write a small pack, set it up, release it. Once you go through the process with at least one pack, you’ll see what kind of time it takes you (and it gets faster once you’ve gone through it a few times and you can set it up without looking back at the video or PDF).

The time it takes for you to complete your tasks will vary from person to person. But basically, here’s the way I do it:

- I write my content first.
- Then I set it up the same day (or the next if it’s really late) on DLG and on my store.
• Once it’s set up, if it’s WSO-worthy, (aka: not just a little 5 pack), then I launch a WSO.

• While the WSO is awaiting approval, I blast my list. (And remember this goes out as a Tweet, too).

• When I’m not lazy (hey at least I admit it), I go in and add it to my Squidoo lens somewhere in the link list.

• I outsource an article for the blog and one for my website (again, when I think about it). When those come back, I post them up on my site.

Then I move on to the next niche. I do research on autopilot. I guess I’ve trained myself to have an eye out for things. Plus, my customers are wonderful. One guy emailed me saying he’d heard about Five Finger shoes being really big now. I did a 5-page pack (10 half page blog posts) in one hour and sold 37 copies right away to pocket $185.

You could write a 5 pack and set it up and do that too! Alright here’s what you do now that we’re finished with the lessons.

• Sign up at the Warrior Forum and introduce yourself in the main forum and post at least once per day somewhere where you’re either helpful to others or learning something you don’t understand. Feel free to find me and friend me on there.

• Open up your bonus that lists all of the topics my customers have asked me for.

• Pick one that appeals to you.

• Write at least a 5-pack of articles on it.

• Set it up for sale.

• Make a Squidoo lens on it.

• Make a blog entry about it on a separate blog.

• Tweet about it.

• Start a new pack.

If you’re using Hostgator, keep tabs on your stats to see if Googlebots have come to pay a visit and check Scroogle to see where you’re ranking for your PLR pack name. Watch your “plr7and8” video now and then start building your business!