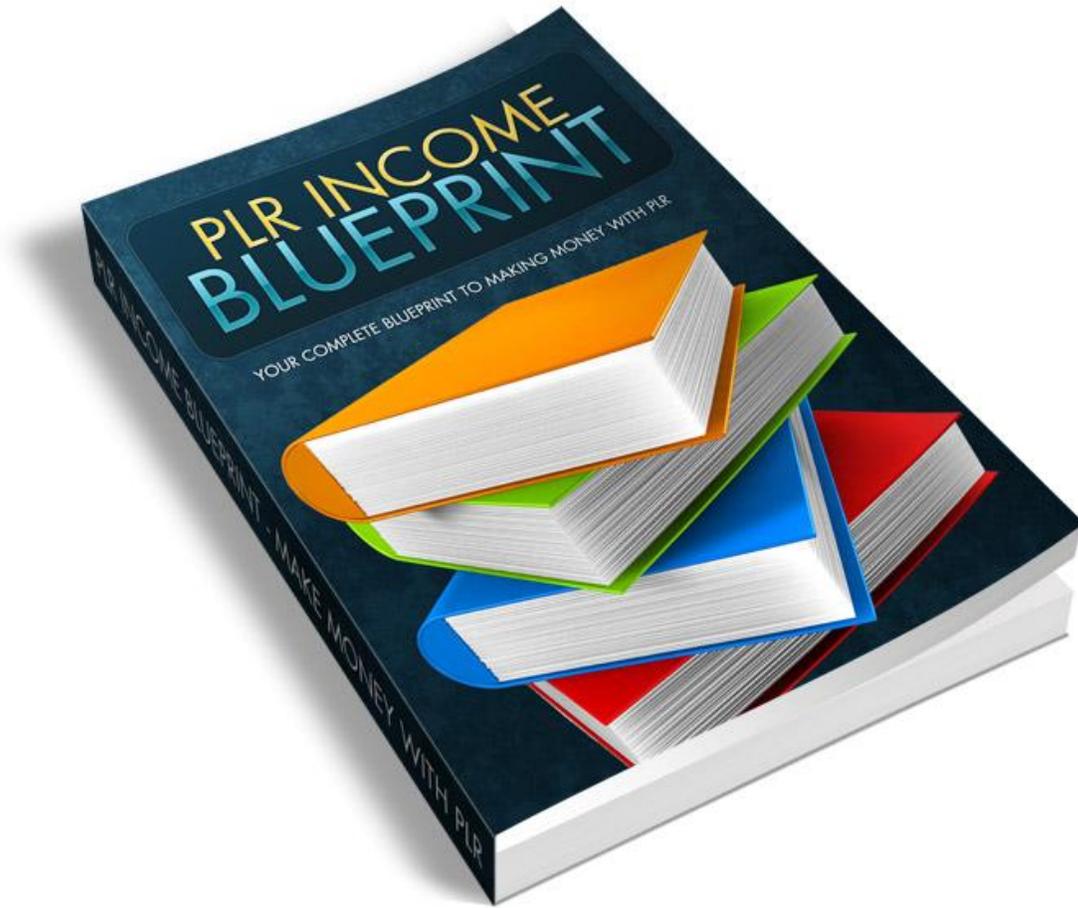


# PLR Income Blueprint

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### **Private Label Profit Plan**

When it comes to making money online, we're always looking for shortcuts and ways to do things faster and easier.

Not only because we have limited time in which to build our online business, but because we're always competing with other marketers and developers online, and in many cases, the first in – gets the majority of market share.

So, what do we do if we don't have unlimited budgets in which to outsource projects and content to qualified freelancers, and where do we turn if we're forced into taking a grassroutes approach to building our online business from the ground floor up?

### ***Private Label Content!***

The Private Label Profit Plan is all about buying PLR content at a lower cost, and selling at much higher cost (in a variety of formats). You can modify the PLR however you wish, spend time improving the quality, or if you focus on purchasing premium PLR, you will be able to use it straight "out of the box"!

There are many different ways that you can quickly monetize private label and resale rights content, even if you have little

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experience in information marketing.

One of the easiest ways is to repackage content into new compilations, and then sell it on the open market under your own brand.

Let's begin.

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### Monetizing Private Label Content

The thing you should keep in mind is that even with content that is already in circulation, you can still make money by selling this material if you create new compilations that offer something different than the basic packages being offered.

For example, a few months ago I spent a couple of hours browsing through resale rights and private label content directories, looking for as much information on affiliate marketing as I could find.

From within a few resource centers I managed to come up with 7 ebooks, 4 reports and 2 video series, all offering private label rights to the material.

Rather than selling these components individually as other resellers were, I decided to create an extensive training program, by packaging up as much content as possible that would provide buyers with a full, comprehensive course.

I priced the package at \$37, and sold over 100 copies in the first few days. And the greatest part, is that it was **100% profit!**

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Apart from the small costs of acquiring the PLR license, there were no other charges involved.

Compilations need to contain a variety of PLR and resale products that form a collective training program, so make sure that when you begin selecting products for your collection, that each one serves as a "module" that covers a specific area, and that together, you're able to deliver a complete training program.

For example, if you are interested in creating a compilation for the weight loss market, you could include a few reports on weight loss tips, and perhaps an ebook on dieting, healthy eating and even PLR work out videos.

Then, create a new product from a series of high quality releases, give it a new name and start making money with it!

But compilations aren't the only way to monetize resale rights and private label content. Another effective strategy is to create membership sites around new content releases.

Continuity websites are extremely profitable because rather than acquiring a customer once, you develop a community where subscribers pay for access every single month.

Resale right content makes setting up and managing a

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membership site extremely easy, because there's no limit to the amount of fresh, quality content you can get your hands on!

I put this strategy to the test in a few different ways, including by creating a PLR membership site that simply featured new PLR and RR products every week.

I simply subscribed to a few different PLR developers and community sites where I was able to gain instant access to new releases, and then I added that material to my own PLR membership site.

It took only a few days to create a full selection of PLR products, and I priced entry at only \$15 per month.

Since people are interested in receiving private label and resale right packages, by joining my site they are able to grab dozens of new releases for one low price, rather than paying for content on an individual (per license) basis.

The one thing you want to keep in mind however is that not all PLR and RR content comes with the option of including it within membership sites, so be sure to read over your license carefully to ensure that you are complying with the original developers restrictions or guidelines.

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You never want to jeopardize your reputation by distributing content without authorization.

Successful marketers use private label and resale rights content in many other ways as well, including as bonus items for their paid products.

For example, if you were to develop your very own unique information product, you could find high quality PLR and resale right products to use as bonuses, instantly maximizing perceived value while giving your customers even more bang for their buck.

You'll want to make sure that your bonus items serve as auxiliary components to your primary product, so that they either extend or enhance the information found in your original release.

You want your customers to be able to use the bonus products to expand their knowledge or better understand your topic, and you can do this by simply purchasing PLR or RR licenses to similar products in the marketplace.

For example, I've used PLR as bonus items with nearly every release I've put out on the marketplace. In one example, I had developed a unique niche blogging ebook that taught people how to develop quality niche blogs in some of the hottest markets.

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As a bonus item, I included Niche Wordpress templates so that my customers could take my training, and use the bonus package to save time creating their niche blogs.

So, always make sure that your bonus items compliment your primary product, and offer real value to customers.

### **List Building With PLR**

One of the most valuable assets you could ever have is a mailing list, but one of the toughest things to do is come up with fresh, relevant content that your subscribers will be interested in.

Plus, in order to build a list you need to offer an incentive to those who land on your squeeze page.

Incentives are used to motivate visitors into taking action and subscribing to your newsletter so that they can become part of your community, and so you not only need a high quality incentive product, but one that is relevant to your newsletter or mailing lists' theme.

This is where resale rights and private label are often most valuable.

The objective of every newsletter is to be able to push and funnel traffic throughout our many campaigns and websites.

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For example, if you were involved in affiliate marketing you would build a list primarily to promote affiliate based products, or if you were a product developer, you would grow a mailing list of targeted prospects who are ultimately interested in the same topic that your product was designed around.

However, regardless of the fact that our newsletters are created with the objective of monetizing them, in order to build a responsive mailing list we first need to CATER to our subscribers, warm them up, develop a relationship with them so that they acknowledge that we are a credible source for quality content - and of course, that our focus is in helping them in some way.

We do this by providing a consistent flow of quality material that appeals to our subscriber base.

In turn, we are able to balance our broadcast schedule so that we are sending out a mixture of free content based emails as well as promotional based emails that are designed to trigger subscribers into taking action (joining an alternative list, clicking on an affiliate link, downloading a product, purchasing a service, and so on).

Private label content is incredibly helpful in minimizing our workload as we build and grow an active subscriber base. We

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can easily purchase quality PLR and integrate it into our existing newsletter broadcasts including follow-up campaigns and future mailings.

Not only will you be able to offer powerful incentive products on your squeeze page, but you can use private label content to fill your autoresponder sequence so that you are able to automatically send out new updates to your list without having to lift a finger!

Plus, you can even find private label squeeze page templates, so you don't have to do anything more than register a domain name, set up hosting and inject your opt-in form directly into the template and start collecting leads!

One of the most important elements of building an active list is by standing in close communication with your subscriber base. You never want a lot of time to pass before you make contact, otherwise your list will grow "cold".

When this happens, you lose that connection, and you'll need to re-develop your relationship with subscribers.

So by powering up your mailing list sequence with hot, high quality private label content, you never have to worry about gaps in your broadcast cycle.

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You can simply add additional PLR and RR content into your sequence at any time, ensuring that your subscriber receives consistent emails from you!

*But, why do you want to build a mailing list?*

It's the easiest way to make money online!

Think about it. Rather than having to set up marketing campaigns to acquire customers, you have direct access to an existing subscriber base, right at your fingertips.

If you offer your audience fresh content, relevant material and quality releases, you'll be able to convert those subscribers into customers, and once you do, you'll be able to consistently monetize your list by sending out additional offers and even promoting your own original products!

The more you offer your subscribers for free, the less resistance you'll have with emails designed around promotions.

Apart from article content, you can also use private label reports and ebooks to fill in the gaps between newsletter cycles, and to offer extended value to your list.

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Depending on the theme and focus of your newsletter, you could also use private label material of various types and formats including:

- Scripts or Software that enhance productivity
- Video Tutorials & Training
- Special Reports & Ebooks
- Workbooks & Action Plans
- Training & Tutorials (Presentations, Slideshows, etc)

All you need in order to start building your own targeted list is an autoresponder account, domain name and squeeze page.

So the first thing you should do, is sign up for an autoresponder service. You could host your own email marketing script, but I don't recommend this. It's much easier to let a service handle spam complaints and such. (And you will have them even if you run a double opt-in.)

With autoresponder services, you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box.

By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics.

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Additionally, autoresponder services are often whitelisted by many of the major ISPs, so your emails will reach more inboxes and bypass more spam boxes than if you mail from your own domain.

There are many good autoresponder services. Many of them will let you start out for \$15 per month or less, paying more only as your list grows. (The majority of autoresponder services base their price structure around the SIZE of your list, not how many times you mail out, so you pay more only as your list grows in size).

Here are a few autoresponder services worth considering:

### **Autoresponder Providers**

>>> <http://www.aweber.com>

Aweber.com is one of the most popular services for internet marketers. They are relatively inexpensive, and they are highly reliable.

>>> <http://www.getresponse.com>

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GetResponse.com is very similar to Aweber in features and pricing, but their servers can be a little slow sending messages out sometimes.

>>> <http://www.icontact.com>

iContact.com is used by many major corporations including Electrolux, Frigidaire, and Coleman. Their pricing is extremely reasonable, and they are quite reliable.

>>> <http://www.constantcontact.com>

Although ConstantContact.com is not used as often as other autoresponders in the internet marketing field, it is very reasonably priced and packed with features. They also have a free trial, so you can test them for 60 days to find out if you like their service before you make any commitments.

>>> <http://www.mailchimp.com>

MailChimp.com is free for the first 2,000 subscribers. (It's been doubled from the original 1,000.) However, they don't allow affiliate marketing, work-at-home, "get rich quick", and other internet marketing subjects, so you should avoid this one.

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Once you have an email list, you need to build a squeeze page. This can be as simple or as complex as you want it to be. You can find free templates out there that can be used, and you don't need to add any graphics to your squeeze page if you prefer not to.

You will need a domain name and hosting for this. It will cost you approximately \$20 to set this up (more on this in just a minute).

You can set up a hosting account for less than \$10 through HostGator.com or BlueHost.com. If you use the coupon code "wordpress" at HostGator.com when you sign up, you can get your first month for a penny.

A squeeze page houses your opt-in form and provides a place for your contacts to find you, evaluate what you are offering and make the decision to become an active subscriber of your list.

A squeeze page is very similar to a salespage in terms of its primary function is to pull in customers and motivate them to take action, in this case, subscribe to your list.

That call of action is essential in creating high performance squeeze pages, and you must place emphasis on ensuring that your visitors are directed to fill in the opt-in form, otherwise they will not be added to your list.

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You need to clearly direct visitors to enter in their name and email address as well as instruct them to confirm their request to join your list (if you are using double opt-in).

One thing to keep in mind when developing your squeeze page is that it should motivate visitors in the same way that a traditional sales page should, however, the actual structure of your squeeze page will be very different.

With sales pages, they are typically designed to offer as much information about a particular product or service as possible, since the main focus is on transforming a visitor into a customer.

With a squeeze page, you aren't asking your visitor to make a decision to purchase or committ to anything other than to subscribe to your mailing list where they are rewarded with a free product.

Keeping this offer or giveaway in mind, when you develop a squeeze page, you need to have a strong focus on your market, and design your offer around an existing problem, need or question.

A squeeze page should have the following elements at minimum:

- A killer headline that grabs attention

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- A few bullet points that let people know why they should subscribe
- An opt-in box, usually generated by your autoresponder system

You can use graphics on your squeeze page if you want, but it's not necessary. In fact, some people say plain CSS or HTML squeeze pages can be more effective than those with graphics, because sometimes the graphics can draw attention away from the headline and other elements.

You can also use video on your squeeze page to capture attention and increase opt-ins. Just make sure that your video presentation is short, direct and that it includes a call to action (Subscribe to our newsletter!, etc)

If you need help setting up your first autoresponder campaign and getting the code for the autoresponder box, you should contact your autoresponder provider. They will be able to give you specific instructions for your system.

You should set up your autoresponder to deliver a free gift after opt-in. It's a good idea to create a short report of 10-20 pages that is related to the subject of the launch.

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You can create this report in Word or in OpenOffice. OpenOffice is available for free through [OpenOffice.org](http://OpenOffice.org), and it has a built-in way to export a PDF file.

Your giveaway is essentially, the most important element on your squeeze page.

If your offer doesn't motivate visitors into subscribing, all of your marketing efforts will be lost. This means that you need your offer to be of interest to the majority of your target market, rather than to a small group of subscribers. The higher the quality of your giveaway as well as the more relevant your offer is to your market, the easier it will be to recruit new subscribers.

There are many different ways to ensure that the product you are giving away is of a high-perceived value by your subscriber base and likely to be successful in converting new subscribers.

To start, consider the different types of products that are being successfully sold in online marketplaces and create a shorter version of a hot selling product, and offer it for free to anyone who subscribes to your list.

If competitors are successful in selling a similar product and you are giving away a high quality product based on the same topic, imagine just how easy it will be to recruit visitors and subscribers

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to your site.

And better yet, what better way to begin building a relationship with an active subscriber base than by offering them something of equal value with no strings (or price tag) attached!

### **You could offer:**

- Free Reports
- Free Ebooks (full length of leaked chapters)
- Free Tutorial Guides
- Video Tutorials
- Free or Trial Access To a Membership Program
- Free Booklet with "Top Tips"
- Free Weekly Newsletter Subscription
- Free templates or graphics
- Free Audio Interviews, Lessons, Tutorials

The key to creating a successful giveaway product is in its overall relevancy and existing demand. You want to make sure that your target audience is actively searching for similar information, and that it is being sold successfully in the marketplace.

If you do that, you will have little difficulty building a massive list of targeted prospects who will be eager to receive your emails and broadcasts.

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Squeeze pages should be designed to offer a clear navigation system, basic structure and template and a compelling offer.

To summarize, your list building funnel consists of three major parts:

***1: Squeeze Page With Opt-In Form***

***2: Compelling High Quality Offer or Incentive***

***3: Follow Up Emails And Broadcasts***

Set your autoresponder up so it provides a direct link to the free report (or other incentive) immediately after they sign up. This could be sent as an attachment if you don't have hosting, but not all autoresponder services support attachments.

I've successfully used private label content to build and power up my mailing lists for years. It not only saves an incredible amount of time but the costs of customer acquisition are reduced significantly as your only real cost will be in the autoresponder service itself as well as the initial purchase of enough private label material to fill your newsletter to the brim with content for a few months at a time!

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### **Building Profitable Blogs With PLR**

Blogging is a very profitable opportunity if you work towards creating targeted blogs that are focused on hungry, niche markets. People who are anxious to solve a problem or find relief are always on the prowl for quality information and resources.

You can use resale rights and private label content to create quality blogs quickly and easily. All you need to do is purchase a few packages of quality private label articles and blog posts and integrate them into your Wordpress administration panel.

Then, continue adding more content to your blog on a regular basis, until you're able to deliver enough content to satisfy the majority of your market.

Once your blog is established, you can then begin monetizing it with a combination of funnels, including AdSense advertisements and affiliate products that match your market segment.

And best of all, you can automate your content updates with private label content by submitting content ahead of time, and setting it to auto-publish in the future.

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When it comes to private label and resale rights content, you can find it in many different formats, including:

*Reports*

*Articles*

*Newsletters*

*Templates*

*Wordpress Themes*

*Videos*

*Ebooks*

And of course, blog posts! Spend some time exploring the resources in the next section and purchase a 'starter package' of quality RR and PLR products with a specific project in mind.

Never buy anything you won't use or don't need, so make sure that you have a good idea as to what your first project will be, and then purchase enough PLR to set it up.

Then, once you've experienced the true potential of what PLR and Resale Rights can do for your business, rinse and repeat!

Remember, you can leverage the power of PLR many different ways, so don't get stuck on just one project. Use PLR and Resale Rights to build lists, create new blogs, develop quality bonus offers and compilations and maximize your online income,

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instantly!

Here are the top plugins used by seasoned affiliate marketers:

### **All In One SEO Plugin**

This plugin makes it easy to optimize every page on your Wordpress blog for top search engine rankings! You can define meta tag information, add keywords & descriptions and customize your website right down to defining noindex for pages and archives!

Download >>> <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

### **Google XML Sitemaps**

This plugin will allow search engine spiders and crawlers to quickly index and archive your website pages, providing better positioning and overall tracking of new posts, pages and content!

Download >>> <http://wordpress.org/extend/plugins/google-sitemap-generator/>

### **Platinum SEO Plugin**

Similar to the All In One SEO plugin, Platinum SEO offers

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additional functionality, including defining follow, nofollow, and includes 301 redirect capability eliminating broken or missing pages.

Download >>> <http://wordpress.org/extend/plugins/platinum-seo-pack/>

### **SEO Booster Pro**

This is a paid plugin but provides exceptional tracking features for your website. You will be able to log all important search terms that help you identify what people are using to find your website, as well as what pages, posts and content is receiving the most exposure/visits.

Download >>> <http://cleverplugins.com/shop/seo-booster-pro/>

Once you have a domain and website up and running, it's time to work on plugging in quality, informative and relevant content that will help potential customers make the decision to purchase the product through your affiliate link.

### **Create Review Sites With PLR**

Reviews need to be written so that they demonstrate to potential customers that you have personally evaluated the products you

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are promoting, and have experience using the material. Potential customers don't want to read reviews from affiliates when they believe that the only reason you are recommending a product is because you will earn a commission from doing so.

While you always want to be transparent and comply with FTC regulations that stipulate that your visitors must be informed that you are compensated for any purchases made, you can still position yourself as an honest and reliable source of information by creating full featured reviews that highlight both the pros' and con's to purchasing and using the product.

The best, most successful reviews are always written from a customer's perspective. They're designed to communicate directly with potential customers by getting into their frame of mind, and addressing the questions and concerns that they have. This means that you need to know your market!

- \* *What questions will they have about the product?*
- \* *What background or level of experience do they have?*
- \* *What are they looking for in the product?*
- \* *What problems do they have that the product could solve?*

When you understand your market, you will be able to create compelling reviews and information pages that clearly address any potential concerns, and when you do that, you lower the wall

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of resistance, and are able to create high converting affiliate campaigns.

When creating your website prior to launch, you'll want to evaluate the product so you can write detailed descriptions and reviews about the upcoming launch.

Give people a unique perspective on the product; let them know what you truly feel about the product and whether the brand promise is fulfilled. You never want to promote products that you haven't evaluated, or that you don't feel live up to buyer's expectations.

Remember, every product you promote reflects your brand ethic, and demonstrates to customers whether you have their best interests at heart, so be cautious when promoting high-ticket items.

You want to push people towards products that will ultimately help them achieve their goals so that they will purchase through your campaign again in the future. Set yourself apart by focusing on promoting products from honest, experienced and reputable sellers.

Your customers will thank you for it!

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### Creating Premium Bonuses With PLR Content

Looking to stand out from other affiliates and merchants online?

You need a hot, irresistible bonus offer that will motivate them to purchase through your affiliate link or offer!

Bonus offers need to tie in directly with what's being offered and offer CLEAR and DIRECT value. In fact, your bonus offer should always include a "value price" associated with it, so that potential customers know exactly what the bonus is worth, and how much money they are able to save by purchasing through your affiliate link.

For example, if you created a bonus consisting of multiple guides and training tools, you could set a value of "\$497" which would appear on your offer page as follows:

**Click Here To Purchase "Product Name" and Receive The  
"Bonus Title" Absolutely Free! This is a value of over \$400,  
FREE..!"**

Your bonus offer needs to be either exclusive, limited or both. In

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many cases, your bonus offer will be **THE** leading factor in whether a potential customer chooses to purchase the product through your affiliate link or someone else's, so you need to spend some time creating a compelling offer that is not only valuable, but irresistible!

With exclusive bonus offers, no other affiliate can replicate your offer because you own full rights to what is being offered. This might include unique reports, content or video tutorials that you either created yourself, or hired out to qualified freelancers.

Being able to offer exclusive bonuses will help set your offer apart from the competing offers in the market, and since you own full rights to the content, you'll also be able to use this package as a bonus in future offers, launches, or even as part of your own information package later on!

With limited bonuses, you are offering access to your offer only for a limited time, or to a limited number of customers. This employs the 'scarcity' tactic, which motivates people into taking quick action because they don't want to miss out on a great deal.

It's very important to use '*motivators*' with every bonus offer. If people feel that there's no rush, or no exclusivity to the bonus, chances are they'll continue looking around for a better or bigger bonus, offered by another affiliate, so take your time when

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creating your bonus and make certain that it's relevant, and extends the value of their main purchase.

For example, your bonus offers should serve as ***auxiliary components*** to the main product. If you were promoting BloggingToTheBank.com, you could offer bonus items that included Wordpress themes, Wordpress video tutorials, or maybe content packs that new bloggers could use to jumpstart their websites.

Analyze the product you are promoting and determine what is missing or lacking in the main product. Then, create your bonus product around that unfilled need or demand.

When creating your bonus product, you don't have to develop it yourself. You can minimize costs by using high quality private label content, or other types of content that allows for distribution.

You can then create compilations from existing material, or develop extensive bundles, collections and packages that fit with the product you are promoting.

Here are a few private label developer sites that I strongly recommend:

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>>> <http://www.Resell-Rights-Weekly.com> (free to join)

>>> <http://www.PrivateLabelReleases.com>

>>> <http://www.WhiteLabelReports.com>

>>> <http://www.CompleteStartups.com>

>>> <http://www.PLRTutor.com>

Note: Remember if you are using bonuses to promote affiliate products, ask the product owner if you can offer a bonus before you do! You definitely don't want to hurt your reputation or get banned by a product owner from promoting their products in the future.