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Introduction:

Welcome to the latest and most effective **PLR Training Guide** designed to take you by the hand and walk you through the process of getting the most out of Private Label Right's content in behalf of your offline or online business success. I'm so excited to have you here, and I know this will be very helpful for you.

My name is Sajan Elanthoor, I and my team are committed to providing supreme quality PLR products that will enhance the success of your business.

This complete and high-quality training guide will surely help you to learn exactly what you need to know about PLR and why it is such an amazing shortcut for any offline and online business, including yours, in order for its product or services to stand out from the crowd.

You will be able to learn amazing ways PLR can be used by offline marketers and online marketers, as well as for businesses. You will be amazed at all of the high quality marketing activities you can achieve with PLR content.

I will even give you access to my 7 Steps Secret Formula to PLR Success, using one of the most effective methods to make great money over the Web with PLR content. In these steps I will cover in detail all about researching a hot topic, collecting high quality PLR material, how to properly rewrite PLR content, as well as how to make your product a lot more unique.

I will even show you how to set up a Killer Sales Funnel with PLR Content, the exact same sales funnel that even the gurus are using. You will even know how

to advertise your product and find out the huge benefits that come with tracking your success. I know you will love this training guide very much.

To Your Success,

Sajan Elanthoor
PLRSalesFunnels.com

Chapter I: What is PLR?

Definition

I don't want to get too techy here, so, I will just state what Wikipedia says:

Private Label Rights (PLR): ... *is a concept used in Internet marketing and derived from private labeling. It's a license where the author sells most or all of the intellectual property rights to their work.* [Taken from Wikipedia](#)

In other words, it's when you buy the rights to content from the author and can customize or change it in any way. Such as if I wrote a series of articles, and then sold them, and the person to whom I sold them could alter them and use them however they wish.

For example, if Writer A creates content, they may sell the Private Label Rights to Writer B and allow Writer B to make certain allowable changes, add their name and company, etc. and then resell the content.

In the PLR process, the original writer creates the content and then sells it for a one-time fee, while keeping the copyright. The buyer is then free to use, alter, and distribute it in accordance with the PLR agreement. This agreement is set by the original writer, and might include rebranding, modifying, or adding one's name to the product.

Private Label Rights can vary from writer to writer, as it is the original content owner who decides how the content can be used and altered. In other words, it is not as simple as just buying content and doing whatever you want with it. The original writer usually has certain restrictions.

Rights Explained

There are several categories of content rights, and it is important to understand the differences so that you can make the most of your business and content without having to worry about legal or plagiarism problems.

1. Resell Rights: Normal resell rights allow the buyer of the original content to resell that content. Usually, the content must be sold in its original state, and it contains a PUO (personal use only) disclaimer. Sometimes there are restrictions, such as a certain price requirement, which are given by the original writer. In this form, the original buyer can sell the product, but the subsequent buyers cannot.

2. Master Resell Rights: In this category, the buyer can sell both the content and the resell rights. This means that not only can the original buyer sell the content, subsequent buyers can sell it as well.

3. Rebranding: With rebranding, the original buyer of the content can replace the writer's links with their own. However, the buyer cannot alter the content of the writing. Rebranding is normally offered along with Normal Resell Rights, so that only the original buyer can resell the content.

4. Private Label Rights: As stated above, when the buyer purchases Private Label Rights, they may alter or edit content and resell it. This type of rights gives the buyer the most freedom with the original content. However, the original creator may still include certain restrictions, which must be followed.

5. Giveaway Rights: Giveaway rights allow the purchaser of the content to give it away. The purchaser may not claim ownership of the content or charge for the content. In most cases, the content cannot be significantly altered.

Chapter II: Why PLR?

Right before I tell you why you should use PLR content in your business, let me ask you a very important question.

What makes people buy a product or a service?

- A high converting sales invitation
- A step-by-step, easy to follow system or easy to use service
- The latest information on the subject
- The great benefits people may receive
- The testimonials from people that are already getting results
- Killer graphics
- Great bonuses
- Low price
- High Quality Support
- And of course the Money-Back Guarantee

And right there with that Money-Back Guarantee is where buyers find the coveted back door to get their money back if they are not satisfied. And do you know why people get refunds?

A lot of people get refunds for the sad truth that “Marketers just flat out lied in just one of the components stated above,” and guess what people think of marketers that promote those kinds of low quality products? You don’t want to know the answer to that.

I certainly know there are dishonest people that like to get a refund no matter what, but there is a really low amount of them. Anyway, you have to convince

even those kinds of people that your product is so good that they will not ask for a refund just for fun.

The above components will surely help you to get great results. You may have the greatest product or service in the world, but if you don't use the right tools to market it, then you are lost.

And here is where PLR Content comes into play. If you own the perfect product or service, you have in your hands a really powerful profit making machine that you can turn on whenever you want, and make money from it as many times as you want from the same audience that is passionate about it. But remember, you have to use the best marketing tools to achieve this.

If you seriously want to get the results you want and deserve, pay attention to what I'm about to tell you here in this training.

Now that you know what makes people buy a product or service, let me tell you why PLR content is the greatest solution for you and your business.

Low Costs!

Do you have \$2,000+ to outsource all of this? It can be very expensive to hire a content creator just for you and your business. In writing, unless you are lucky enough to happen upon someone who is new, you tend to get what you pay for.

A content creator of quality who knows their way around the block is going to charge anywhere from \$20 to \$50 per hour. That can get expensive quickly. What about graphic designers and software developers? The costs are a lot more!

PLR products are the greatest solution to cut all investment in half. You don't have to spend all that money creating a product because PLR sellers have already done so. If you opt to find and use quality PLR content, your cost will be a small fraction of that. And because you are granted the right to alter the content, you can still make it your own for much less than hiring a writer.

Time Saving!

Do you have the countless hours that it takes to “create” the perfect product or service, or the awesome content needed to “sell” your product or service like a PRO? Let me tell you that it takes a lot of hours and weeks to create a high quality product or service, and marketing material that can stand out from the crowd. In addition to the organizing and writing of the content, you must research the topics.

PLR products let you to build your own product and saves you a lot of time and effort on niche research, writing, video creating, sales page creation, graphic creation, etc., because everything is already created, but that also will depend on the quality of those PLR products you are planning to use to create your product.

When you use PLR content, then instead of spending hours researching, outlining, writing, editing, and proofing your own writing, you buy a ready-to-use product. This makes PLR ideal if you have a variety of business ventures in which you are involved.

“Time is money” so let me shock with the following fact: The average person, when starting from scratch creating content on a particular content, spends about 1.5 to two hours per page.

The typical page contains roughly 700 words. So if you create from scratch an 8,000-word document, you will spend around 20 hours writing. Since the typical writer makes around \$20 – \$50 dollars an hour, you have just spent between \$400 and \$1,000 in time. When you consider the low cost of most PLR Products (\$30 to \$50 approx.), you know how much more cost-effective and time-saving it can be.

Guaranteed Talent!

Are you a really good content creator? I ask you that because there are a lot of really talented people that know how things work on product and content creation, so you really need to face strong competition on this.

I love the Internet, because you may pick as many talented people as you want, with the greatest talent to do anything you want, but do you have the money to pay them what they charge? It is really expensive dough.

I do know that creating a truly high quality product is not easy at all:

- ✓ You need to be extremely good at writing content, mastering a step-by-step proven system that can bring attractive results to the buyer.
- ✓ You need to be able to create a great and extremely high converting sales page
- ✓ You need to be able to record live videos and have the ability to talk on the microphone with a nice voice.
- ✓ And of course you need to be really good at creating graphics. Let me tell you there is a lot of competition in all of this.

Let's face it, not everyone can write well. We all have different talents, and even the shrewdest businessman may not necessarily have the ability to write smoothly and intelligently.

Add to that the fact that we are now a global market. A man in Germany or Chile or Quebec may want to sell content to customers residing in the US or England.

If you've ever used Google Translate or Alta Vista, you know that just because something can be translated does not always mean it flows well. If your content sounds stilted or awkward, it will not sell well, so you need top-quality content.

A trained and proficient content creator can create something that is engaging, easy to read, and articulate. When you purchase ready-to-use High Quality PLR content, you are purchasing well-written content, from highly talented people in the language of your choice. There is not a better solution than that.

Millions of Businesses and Marketers need it badly!

The average business owner has a calendar and schedule full of responsibilities, from human resource management, to promotion, to planning and more. Most of these business owners simply do not have the time to create their own content from scratch as well. That is where PLR content can be a profitable opportunity.

We already have people who specialize in creating websites, blogging, creating apps, and crafting graphics. PLR content is the logical next step in helping businesses streamline what they do. No one has time to re-invent the wheel, so have your own PLR "wheel" ready to sell to them!

The great thing about PLR is that it's just the same as hiring a highly talented freelancer that is able to create awesome marketing tools and sell it to a lot of more people, but you having the opportunity to edit it, improve it and make it unique.

Every business and marketer needs to cut expenses, save time, use high quality material and use the latest buzz in their niche, and HIGH QUALITY PLR will bring them exactly that.

A business can buy content, modify it, add their own links and logo, and then sell that content as their own. And it is much more cost-effective than selling a book or course and having to sacrifice most of the profits or royalties to a publisher.

Extremely Hot Topic!

With the advent of e-publishing and online training materials and modules, PLR content has become an extremely popular way for businesses to offer information.

Millions of dollars is constantly invested in PLR material, dozens of High quality PLR Providers launch new products very often and millions of websites have been proud to write about it for several years.

It really has come to stay in the market forever.

Chapter III: Different Ways to Use PLR Content

There are all sorts of ways to make use of great PLR content. You may automatically think of the most familiar ways, such as eBooks or guides or Web content. However, there are many ways that PLR content can be incorporated into marketing, services, and products for your business.

12 Awesome uses for Offline Marketers

1. **Brochures** – Use the PLR content, graphics, or adaptable logos in your own business' brochures and flyers
2. **Newsletters** – Adapt and use content in your newsletters
3. **Trade Shows** – Videos, audio, presentations, and content can all be used when you attend trade shows or conventions
4. **Promotional Items** – Use or adapt logos, graphics, quotes, and other PLR content on promotional items such as magnets, mugs, shirts, etc.
5. **Radio** – Adapt PLR content for radio spots or for use in interviews.
6. **Articles** – PLR content can be a great source for business-related and topical articles.
7. **Ads** – PLR content and graphics can be used in print advertisements
8. **Logos** – When you buy a logo and add your name, you are – in a sense – using PLR content.

9. Cards and Correspondence – Want to send all of your customers a holiday card? Find some great PLR content or graphics to make it unique.

10. Templates – From presentation templates to manual and book templates, there's no need to reinvent material when someone else has already created it.

11. Training – Training material, handouts, guides, and notebooks can be compiled using great PLR content.

12. Presentations – Don't have time to create an informative and sleek PowerPoint presentation about SEO? There's probably a PLR version somewhere.

12 Awesome uses for Online Marketers

1. Niche-related Product Bundles – When you buy or create PLR content that is niche-specific, you can then offer this content as a bundle. Instead of one article or manual, your customers get a group of materials at a discounted price.

2. Online Memberships – Once you have a good “stock” of PLR materials, you can offer them online via subscription or membership. Your customers can pay a one-time or monthly fee to have PLR content regularly sent to them. This gives you a regular income as well.

3. List-building – By creating lists of PLR material, especially niche-specific lists, you are not only categorizing your content, you are also saving your customers time. They will be more likely to come to your for their content because they can find what they need in one place.

4. Creating a Marketplace – This is similar to list-building or memberships, but it can be set up more as a storefront online, and your customers can simply shop for the content they want.

5. Selling RR and MRR Products – When you sell content that allows your customers to resell it, especially if their customers can also resell it, you are giving them something to purchase and a way to make a profit, which will make them even more interested in your content.

6. Rebranding – We have talked about rebranding already, but this is a great way to tailor content. This allows you or your customers to have ownership of the content, using your/their name and links.

7. ELearning and online training – online learning is becoming a bigger and bigger business. Individuals are taking advantage of the opportunity to take classes online, and businesses are using self-paced training online for their employees. You can be the one to supply them with great content.

8. Web Content – Let's face it, there are only so many ways to tell your customers that you sell insulation or roofing. Great PLR content will save you time when constructing content for your website. You just edit and alter the details so that they are specific to your company.

9. Websites – Web templates have been around for years. The natural next step is content-rich websites that can be altered and adapted for an individual business or organization. We already have the capability to take a site template and make it our own through changing the colors, graphics, and fonts. Having ready-to-alter content saves even more time and money.

10. Videos – If you sell DIY products, chances are your customers would like to be able to access how-to videos. Instead of spending the money to have a “How to Put up Drywall” video yourself, you can make use of one that is already out there. Or, if you create the video, you can sell it with PLR rights that will allow

the customer to edit the lead in and lead out to include their business information.

11. Graphics – If you go to a site like www.vistaprint.com to create a logo for your business, what you are really doing, in a sense, is buying the PLR rights to a graphic and font that is specific to your business. You can do this with your own graphics as well. Create a logo to go along with your content, and make it editable.

12. Ads – If you create a great ad as PLR content, then you can sell that add to a variety of businesses who can then profit from the advertisement. Some engaging information and a great graphic can be coupled with the right to edit and insert individual information, and your customer is ready to go.

5 Awesome uses for Businesses

1. Logos and Graphics – With programs like Paint, Photoshop, and Silverlight, it is easy to edit and create your own graphics. If you have the rights to stock images, you can even use free online editors such as www.picmonkey.com and www.gimp.org, to manipulate images and overlay text. This is a great tool for creating graphics and logos for your own business or to sell to others. You can offer logo creation services along with your PLR content for an extra fee.

2. Create your own – Once you begin reading and buying a lot of PLR content, you will get an idea of how it is organized. And if you have decent grammar and writing skills or a good proofreader, you will be able to create your own PLR content. Then you can sell that content to others without having to pay for the content first. It's easy to begin with things like step-by-step instructions and then move on to more complex content.

3. Sales Funnel – If you decide to go niche-specific, this is an especially good idea. Instead of offering a business only a part of what they need for sales, you can offer the entire process in content. That way your customer has everything they need, for example, to sell printing services, from initial announcements to email blasts to marketing content.

4. Product Bundles – Bundling products always makes the customer feel as if they are getting a great bargain. When we go to the grocery store and see “Buy One Get One Free,” or “5 for \$10,” we often buy the extra or all five whether we need them or not, simply because it is a great deal. When you bundle products, you can sell more and make even more money.

5. Marketing Packages – When a business decides to launch a marketing campaign, they want the whole package – ads, web content, graphics, emails, promotional items, you name it. When you offer all of this as a marketing package, you are giving your customers one-stop shopping, and they will love the convenience.

PLR Content Checklist

If you are going to be using or creating PLR content, it is important to make sure that what you will be buying and selling can actually make money. You don’t want to get stuck with content that won’t move or that is not going to interest businesses. Here are some tips to make sure that your content has the best chance of bringing you success.

1. Read the content objectively – This is important whether you are buying the content or creating it yourself. Sit down and read it as if you are an objective potential customer. How does it flow? Read it aloud and gauge the rhythm and

structure. Even if content is technically grammatically correct, if it sounds stilted, awkward, or does not flow naturally, it will not engage the reader. Sentences should not be too lengthy, but neither should they be too short and choppy.

2. Check for errors – No matter how carefully someone has proofed content, there is always the possibility that an error has been missed. Even best-selling novels sometimes have an error or two. Read the content carefully. One good strategy for catching errors is to read from the last sentence to the first sentence. This way your mind does not automatically read it the way it is “supposed” to be.

3. Read the PLR agreements and restrictions carefully – Most PLR agreements are not a free-for-all. In other words, there are usually a few things you cannot do with the content. Remember, the PLR agreement is a binding agreement, so be sure to follow the guidelines carefully to protect yourself and your profits.

4. Always plan to alter – Even if the content is amazing, you want it to have the personality of your business. Plan to make a few changes to every piece of content you purchase to make it have a feeling of originality.

5. Use graphics, logos, etc. to make the content yours – Sometimes content will have spaces for you to place your logo. However, even if it does not, if the content is in an editable format, you will probably be able to insert graphics and a logo. If the PLR allows it, replace logos, banners, and graphics with your own to promote your business throughout the document.

6. Chose content with the audience in mind – If you are selling technology content to a highly competent audience, the content will need to be intelligent and well-crafted. If you are selling a training manual to a novice, the content will

need to be more simply worded. If you are located in Michigan in the USA, but will be selling content to French-speaking customers in Quebec, have someone who speaks French read the content to make sure it flows well in that language. This is one of those times you do not want the text to sound like it came from Google Translate.

7. Always keep content flexibility in mind – Your content will probably be specific to a topic. However, if the content itself is broad enough, then you can alter the same content in several different ways to make it specific. For example, if you are buying or creating PLR content on blogging, general blogging content can then be altered to cater to photography bloggers, creative writing bloggers, business bloggers, and others, all using the same general content with some alterations. This gives you more for your money.

If you keep these seven things in mind as a checklist every time you create or consider buying PLR content, you will end up with a quality product that will be more likely to generate business and make a profit.

Chapter IV: My 7 Steps Secret Formula to PLR Success

The following steps will show you one of the most profitable ways to generate great profits by using PLR content. That method is creating and selling your own product.

There are 2 methods for creating the perfect product.

1. You can create your own product from scratch (How High Quality PLR Memberships do it): Really Expensive & with a lot of hours of hard work and extremely high talent.
2. Use High Quality PLR Products: I will discuss in detail how to create a great & useful product using PLR content. This is a lot less expensive and you can set up a killer product in days, not months or weeks.

Step 1: Research for a Highly Profitable Niche.

Something extremely Important before you start looking for PLR Products is to do some research in order to get some great ideas about highly profitable online or offline niches.

You don't have to limit yourself to the online audience, however, we recommend you do so because you will be targeting the whole world, but it is possible that you may find better results if you target offline businesses. It all depends on the topic you choose to work with.

The research we are going to apply here will be for the online audience, because we will be using websites to look for a highly profitable topic over the Web. The

greatest way for you to target offline businesses, if that's your choice, is by you base your research using tools that will show you data from your country and even from your city. The cool thing is that there are online tools to do that as well.

The 3 keys that will help you to find a Highly Profitable Niche will be **Demand**, **Commerciality** and **Accessibility**.

For **demand** we mean the amount of people interested in the topic. We can use the [Google Keyword Planner](#), which is a keyword tool provided by Google that tells us how interested people are on any particular topic. Other similar tools are the [Bing Keyword Tool](#) and the [WordTracker Keyword Tool](#)

For **commerciality** we mean if people are spending money on that topic. We can use online retailers such as [eBay](#), [Amazon](#), [ClickBank](#), [JVzoo](#), etc., in which we may find bestselling products that will tell us how commercial the topic is over the Web.

For **accessibility** we mean if you have a chance to access that niche with your product. We just need to take a look to see if there are too many products related to the topic we are trying to market. This will help us determine what angle we can target on that same hot topic we have already identified as being highly demanded and highly commercial.

In order to know a little more about your audience, we advise you to do the following:

- Search for Demographics: some really cool places that will show you this type of data are [Alexa.com](#), [Quantcast.com](#), etc.
- Research on Forums: check out several forums and blogs and see how people talk about the topic

- **Watch Videos:** watching videos about the topic will show you stuff that you didn't know before. You can use YouTube. An important bit of advice is to view videos ordered by date.

Step 2: Collect High Quality PLR Material

This is an extremely important thing because this part will define the quality of the product or service you are going to deliver to your future clients. Your intention is to create a complete and high converting sales funnel, and you will need to get access to high quality PLR content in order to do so.

There are very important principles to be considered in picking PLR products so you may create a unique, high quality and extremely hot offer that will convert way better than your competitors' offers.

Here you have the 12 Keys-formula to High Quality PLR Content:

1. **New:** the product has to be new, not the same old information that the search engines have indexed for years. It has to be accurate; it has to show the latest updates, the latest screen shots, the latest information on the subject, and the latest videos.
2. **Unique:** the information has to be unique; it has to be created and not just copied from the Web. People want unique content; if something is new it has to be unique. You can easily find unique PLR content by applying the first key (New).
3. **Hot and evergreen topic:** the topic must be the latest buzz, and a topic that never will fail or disappear. The topic has to focus on stuff that people are investing millions of dollars in and that will stay in the market forever.

4. **Proven step-by-step system:** it needs to present an easy to apply, step-by-step proven system, which can bring results in the shortest time possible.
5. **Complete High-Converting Sales funnel:** it needs to provide all of the necessary sales copies, and they have to be unique and high converting. It needs to have the complete sales funnel, not just a simple index.html page.
6. **Wide variety of marketing tools:** it has to contain an affiliate's area, swipes emails, a squeeze page, videos, PowerPoint presentations, etc. all of it being of great quality.
7. **Killer graphics:** the graphics must be using the latest techniques on graphic creation, not the old graphics that still are used over the Web. Header, footer, e-book covers, video covers, product covers, animated banners, etc.
8. **Attractive bonuses:** bonuses are key for getting a really low refund rate if there are people that are overly demanding. People get really excited about bonuses, and also about new surprise bonuses that you may include inside the download area.
9. **Edit it however you want:** you will need to have even the word files, or the PSD files so you may change them however you want, specially changing all of the affiliate links and putting your name on all of the material.
10. **Accessible cost:** this is important, you know that this part of creating a product can be really expensive. Normally a high quality PLR Product like the one I'm describing can easily cost you around \$100 (I told you PLR Products are cheap compared to the great quality they offer). You will easily make that back in a few hours of advertising your product if you know how to do it. But, there are still a lot of really hot and limited time

offers you can get access to on PLR Products, and I will show you the best ones.

11. **Limited Access:** not everyone should have access to the PLR product. It has to have a limitation where not a lot of people will get access to it. There are many limitations that PLR marketers may apply to their products:

- ✓ **Monthly membership:** not a lot of people will have money to pay every month to have access to the PLR Products, and also there are many monthly memberships giving access to PLR products, not every marketer will be part of all those memberships, so that will give you a lot more chances to find PLR products that not a lot of people have access to.
- ✓ **High price:** the price will limit the access, making that not a lot of people may have the chance to pay the price and then you having even less competitors to face.
- ✓ **Limited copies:** this is a really cool one. This will tell you exactly how many competitors you are going to face having the exact same product as you.

12. **Excellent support:** it is really disappointing when you buy something and you are left in the darkness, to do everything on your own. You really need someone to show you how to install everything, how to edit it, and how to make money with it as well.

If you get access to a service like this you will have in your hands something of an absolutely great quality, so you may create the perfect product for you to sell as your own. The higher the quality you find, the less money and effort you have to invest in it.

A really secret trick I want to share with you is that getting access to multiple PLR memberships is something that not a lot of people can afford and it is also we recommend because you are guarantying a high quality and unique sales funnel that no other PLR Internet Marketer is creating or promoting.

It is important that you get access to the paid membership area. Remember that the rest of the PLR marketers get access to the FREE area, but a considerably lower numbers of serious PLR marketers are paying for the privileged areas.

That is exactly the intention of these memberships that have different levels of access. The higher the access, the less competitors you will have to face.

You may think this is kind of expensive to do, but remember, we are creating the perfect product here, a 5 figures product. This will definitely save you more than \$2,000 of that cost of creating one high quality product without PLR.

Here you have a few awesome memberships where you will be able to get access to absolutely awesome PLR Products.

<http://hqplrstore.com/>

<http://bestqualityplr.com/>

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

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

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

<http://plrassassin.com/>

My advice is for you to get access to 5 to 10 PLR products, all centered on the same topic. Because you will use all of them to set up a killer sales funnel.

Step 3: Rewrite some key places inside the material

This step right here will make your product 50% more unique from every one of your competitors. Regardless of the quality of the PLR product you may have, this step will make you create a unique and high quality product, but remember that the higher the quality of the PLR product you get, the less money and effort you will have to invest in it.

Here I'm not talking about changing the whole thing or creating the product again, what's the point in doing that? Here what I'm talking about is changing some very important parts that can make your product more unique.

Let me explain to you 6 important sections you should care the most about in the re-writing process:

✓ Product Name:

Change the name of the products, especially the name of the first product you will use as a freebie for the first part of the sales funnel, which is the squeeze page, as well as the name of the main product. Try to make it short and easy to remember, so you can easily register a domain name with it.

Other people have had access to the same product as you. Many of them will leave the name of the PLR product the same. You will see that those products may be listed to be sold for \$1 (which is not honest) but if you change the name that will make you unique.

✓ **Introduction:**

It is very important for you to create a unique introduction talking about you and your product. You can completely rewrite the content that is already there too and update it accordingly to the body's content of the product if you decide to add more or update something there.

✓ **Body Content:**

The content is what matters most, if it's a proven system that works then it will work for everyone else at any time. An extremely important part here is that you need to read everything, and you have to apply and test the process for yourself. That's very important because you will dominate the topic and you will know how to help your customers once they start asking you stuff about your product.

You need to make sure that the content may fit into the actual application in the Internet marketing world. Make sure all of the links to sources used on the content are still available; and make sure images are updated if necessary.

Update the content if necessary, include new images as well, and change the font and layout if you want. The great thing about signing up for PLR memberships is that they deliver brand new and unique content every single month, so you don't have to update too much the information because it is the latest stuff about that topic, but you should still make sure everything is accurate

Remember, you are not creating a new product. You are editing an already proven product to make it a lot better and unique. While creating a product takes several weeks and even months, rewriting a high quality PLR product can take you a few days, usually no more than a week.

✓ **Affiliate links:**

If you forget this part, you will be leaving a lot of money on the table, or you might be working hard so other people make money with your marketing efforts.

Go and sign up on every single affiliate program that every tool explained in the body's content may have. You will make a lot of money that way, because you are inviting people to use something that works and that it is proven in the guide that it is trusted.

✓ **Conclusion:**

The Conclusion section should be unique as well. This is your product, so enjoy this part, thank and congratulate them for applying the system and invite them to contact you for any questions. Treat them well, they are the future of your business.

Remember to apply these same ideas to all of the PLR products you have found.

✓ **Sales Page:**

Something very important as well is to rewrite the sales page which will make your visitors to buy your product. The first thing your prospects will see about your product will surely be your sales page.

Sales pages are critical for your online success. With a good sales copy, it can increase your profit margin almost instantly.

It is a good thing that you changed the name of the product and also you changed many parts of the training, but if you don't change more than the name of your product on the sales page, it will hurt your conversions as well.

This is something will make your product 75% more unique and help it to stand out from the crowd. Change the Header Content, and change all of the subtitles. Change what people will surely read from the sales page.

You don't have to redo the whole sales copy. Just try to make it different than others. A very important bit of advice here is to change all of the graphics as well. Or at least change the colors.

Step 4: Add more content into the product

This is something that will surely skyrocket the uniqueness of your product to 100%.

You may research a little bit about the subject. Maybe you will find that some of the tools mentioned here have been upgraded or may present new features that your clients may get an advantage from. That happens a lot with topics related to Social Media.

You may include additional chapters as well if needed. You may include additional tools and steps in the process if necessary. Remember, you have to deliver more value, and more helpful tips.

If takes a lot to research to create a proven step-by-step system, and you have already got it with the PLR products you bought. You just need to add more value and more power into it.

You don't have to create a proven system from scratch, which takes a lot of time, you don't have to re-invent the wheel; you are just polishing it to make it different than other wheels.

Check on your competitors, especially the ones that are in the top of the search engines with the actual name of the product (the original name of the PLR

product). Pay attention to what they are offering. Make sure to offer something better than what they are offering.

Let me give you a secret technique I do as well. There are a lot of great proven systems out there that bring awesome results, but are things that the owner doesn't sell as PLR. You can buy it, master it, and make it work for you, get positive results, apply your personal touch to it, create your own proven system and add it to your product.

Everybody does that. A lot of marketers sell affiliate marketing training. A very popular way to make money with affiliate marketing is by blogging, many of those marketers use that in their training, and while every marketer does it with a personal touch, all of them apply the same pattern. You can do yours too.

You can buy several products, apply them and create a system that provides better results than the original creator of the product and there you have your own system with your own proofs and your own testimonials from people.

Step 5: Organize the Sales Funnel

For the Most profit, you need a Killer sales funnel. It will maximize your profit like you have never seen before. So, the first step is to Plan a Sales funnel.

Without a sales funnel you will be losing 95% of your hard work. With a proper sales funnel you will skyrocket your benefits to 300% more revenue + 7 times more leads.

In different niches different sales funnels work, but we tested a lot & this is the best funnel that we use for ourselves to sell stuff in the Internet Marketing niche.

This is an extremely important part, because this is what makes you a lot of money. This will really get you the making money machine you really want and deserve. If you don't do this right, it will impact the number of sales and the money you make significantly.

Let me describe to you a simple, yet powerful way used by successful product launchers to set up a high converting Sales Funnel.

What is a Sales Funnel? A Sales Funnel is the inter-connected sale stages that a visitor will go through once they get to your domain name. The buying process will work like this:



The First Stage: the first stage is the **Squeeze Page**. Here you will be delivering a high quality **Free Product** directly related to the main product.

A lot of people that will come to the “Front End Offer” won’t buy from you right away. They will need to feel a lot more trust before buying. And the only way they will have the chance to see your sales page again is if you contact them and invite them to it again. But how will you do that?

Here is where the “Squeeze Page” comes into play. If you send traffic directly to your squeeze page, and then give them a “Free Product,” that will build trust and confidence in your future customers about you, and then they will be more than ready to buy your “Main Product, because they already know it is of great quality after giving a look at the “Free Product” they are already enjoying.

A “Squeeze Page” has the purpose of collecting the contact information of as many people as possible, thus creating what is called a “List,” so the administrator of the “Squeeze Page” may contact everyone in the “List” by email using an email auto-responder service. This is what is called Email Marketing.

A high quality PLR product will come with a High Converting Squeeze Page that already has built in a “Free Product” directly related to the “Main Product” you will be selling in the “Front End Offer.”

The Second Stage: after people leave their contact details on your “Squeeze Page,” they will automatically be redirected to the **Front End Offer**. Here the visitors will have access to a ONE TIME OFFER which will be your **Main Product**. That sales page has to be really good so you can get as many sales as possible from it.

Another vital component that a high quality PLR product will deliver to you is a set of pre-written emails that you can plug into your autoresponder series to advertise your “Main Product” to the subscribers that have decided to opt in for the Free Product but didn’t buy the “Main Product.”

The Third Stage: the people that bought your “Main Product” are highly interested in your subject; they are in what is called a “buying mood.” So the greatest way to take the most advantage of that mood before they get to download their purchase is to offer more stuff that will help them even more to satisfy their needs. Here is where the **Upsell Offer** Advertising the **Upgraded Product** comes into play.

The “Upgraded Product” is usually is an upgraded version of your “Main Product.” This product may be a different, but directly related product as well. But the most important thing to be aware here is that it can’t replace the trust of the buyer in what he has just bought.

The new offer should not give the appearance that the product that the buyer has already bought is not worth anything anymore because of the new offer.

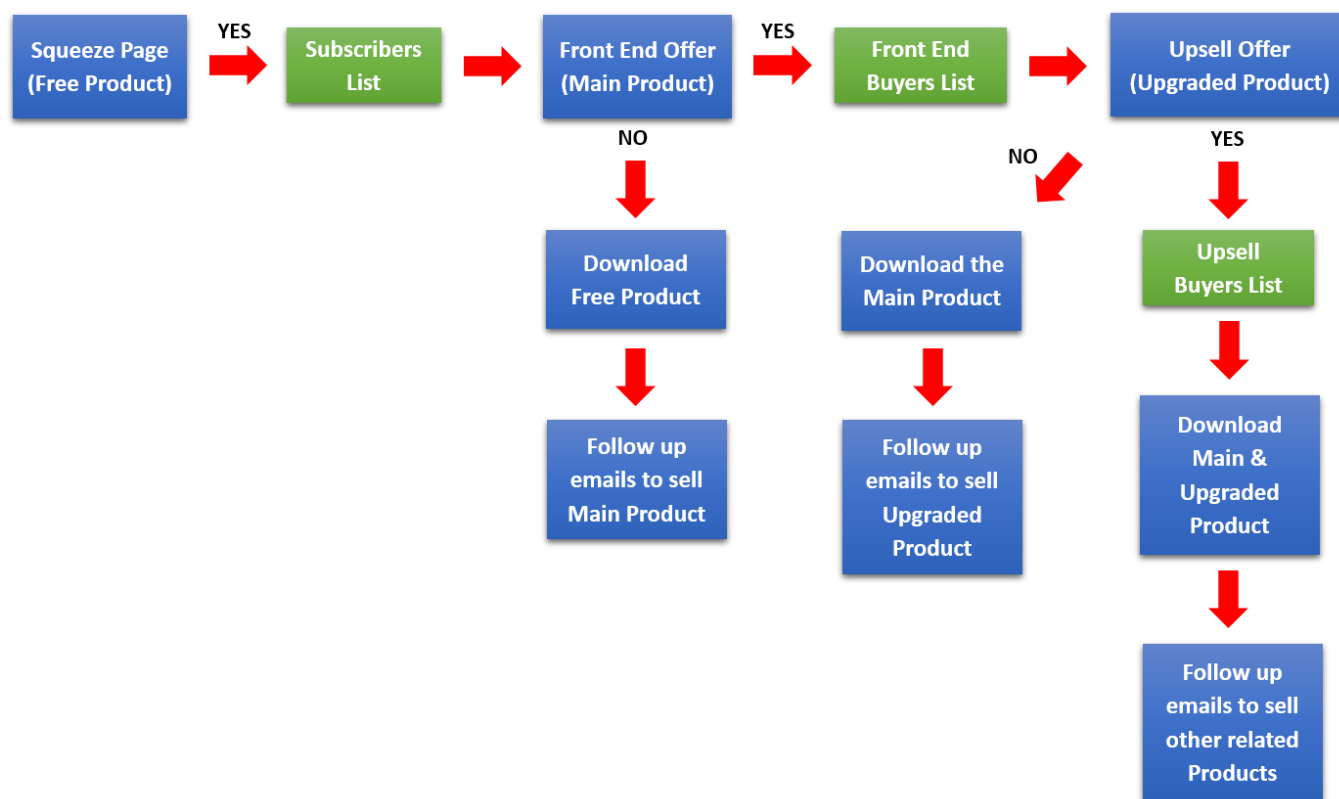
You have to give the buyer the feeling that with the upgraded version they will get access to a lot more benefits, or they can get the same great results that your main product will bring, but a lot faster and with less effort, or they will be able to make a lot more money with it than with the basic version.

A really cool trick that we as marketers do is that right before we deliver the purchase to the people who bought the “Main Product” we ask them to register their name and email into a different registration form, and then after they leave their name and email they will be directed to the “Main Product” download page.

We store the details of those **Front End Buyers** into a different “list,” a “buyers list.” In that list we will set up a different set of pre-written emails that are ready to advertise the “Upsell Offer” selling the “Upgraded Product” that they didn’t buy previously. This will dramatically increase your upsell sales as well.

We do the same thing with the **Upsell Buyers**; we redirect them to another registration form in order to build a 3rd list, so we can advertise different products to them and not the 2 products they have just bought from us.

Let me show you a graph for an easy understanding of the complete process.



And this is how high converting Sales Funnels work. Now let me show you how to upload everything to your server and get ready with the money making machine before the last step of the process.

Step 6: Set up the Sales Funnel

In this step I will show you in detail how to set up a killer sales funnel. There are a lot of activities to be aware of in this part, I will cover the main ones: Domain & Hosting, Uploading your Squeeze Page, Uploading your Front End Offer, Uploading your Upsell Offer and Setting Up your Autoresponder.

As an example, I will be using a PLR product provided by HQPLRStore.com, which is the LinkedIn Business in a Box.

✓ Domain & Hosting:

First of all, we need to register a domain name and hosting account.

A **domain name** will be the address of your website. It will be the place where all the URLs of your website will be attached to.

There are 2 different scenarios you must be aware of when picking the right domain name for your product or service. The first scenario is by registering a Single Domain for a Single Product and the second scenario is by registering a single domain for several products.

If you decide to use the first scenario that will be just fine, you just need to buy a domain that might be directly related to your product. Your domain name should be your product's name if you decide to do it like this.

Just try to make it easy for people to remember, so just in case they remember your topic they can easily go there and check your offer again and even decide to purchase it.

For the Second scenario you will need to target a more general topic because you will be targeting several products at the same time.

The second scenario is a lot more flexible for many things. If you want to install a product centered on a topic based on a Trade Mark, you always have to make sure that Trade Mark allows you to register a domain name using their Trade Mark.

For example, LinkedIn does not allow you to register the LinkedIn Trade Marks as domain names or as any part of a domain name. The same will apply to other Trade Marks, that's for sure. Maybe you could use a different word trying to say you are offering training about that specific trade mark, an example for this may be Facebook.

A lot of people use the word or characters FB as a representation of Facebook. That could be a great idea, but a lot of other people that are not in the Internet marketing world would never have thought the same way.

So that's why, in order to avoid this, you could use the second scenario in your domain registration and simply create a folder for every product you create. Trade Marks won't be a problem because that will be a URL from your website talking about a Trade Mark. There are millions of URLs like that which have the trade mark on it and that doesn't mean they are using it in the domain itself.

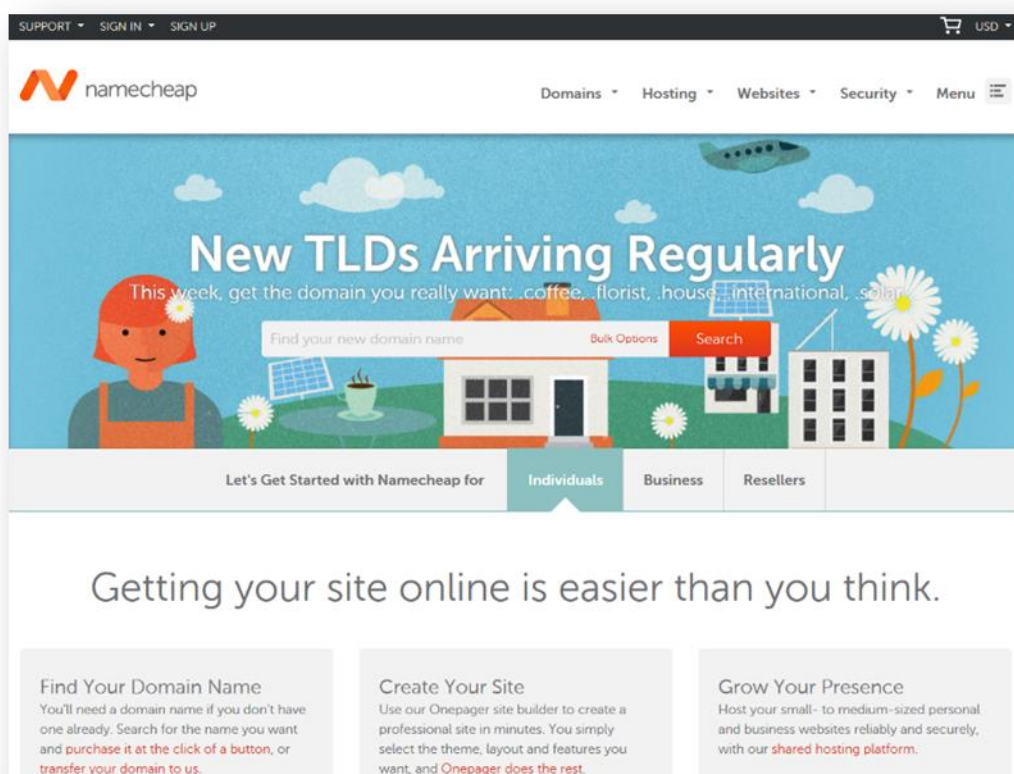
If you have only one product to sell, use the first scenario, but if you plan on creating several products on the same market, then use the second scenario.

I'm planning to create several products based on the same market. For that reason I will use the second scenario.

I'm planning to create a membership centered on social training for businesses, so I will register the following domain name: SocialMarketingEliteTraining.com, which sounds just great, and just in case you don't find a .com available for your

desired domain, you can always use .net or .org as well, which are well known over the Web too.

In order to register a domain I use my favorite domain name provider NameCheap.com. I have been using Namecheap.com for years and I have not faced a single problem with any of my domain names. They have great offers as well on some occasions.



Just follow the steps shown to you in the buying process and you are done.

Now that we have the address to our “virtual home,” it’s time to get the land where it will be built. That virtual land where we will store all of the files for our websites is called Hosting.

Being more technical, a **web hosting service** is an Internet Service that allows individuals and organizations to make their website accessible via the World Wide Web. Web hosts are companies that provide space on a server owned or leased for use by clients, as well as providing Internet connectivity, typically in a data center.

In simple words they are the guys that store your website and are able to make it live to the entire world using your domain name as the address to get there.

I like to separate domain from hosting because if I don't like the hosting I can just cancel it and still have my domain separated to plug it in with another hosting company. Domain transfers are really long and complicated. And sometimes hosting services offer really expensive domain name registrations and transfers.



The image shows a promotional banner for HostGator's Unlimited Web Hosting. At the top left is the HostGator logo featuring a blue cartoon alligator and the tagline "we eat up the competition". To the right of the logo, contact information is provided: "Toll Free: 1.866.96.GATOR" and "Local: 1.713.574.5287", along with the claim "Now hosting over 9,000,000 domains!". A "HOSTGATOR BILLING LOGIN" button and a "LIVE CHAT" icon with a woman's face are also present. Below the header is a navigation menu with links: WEB HOSTING, RESELLER HOSTING, VPS HOSTING, DEDICATED SERVERS, DOMAINS, SUPPORT, and AFFILIATES. The main section features a large heading "Unlimited Web Hosting" with the subtext "Web Hosting made EASY and AFFORDABLE!". A list of features includes: UNLIMITED Disk Space, UNLIMITED Bandwidth, EASY Control Panel (with a "Try Demo" link), 1-CLICK Script Installs, \$100 Google AdWords Offer, 4,500 Free Website Templates, 99.9% Uptime Guarantee, 45 Day Money Back Guarantee, and 24/7/365 Technical Support. A prominent offer states "Get 20% OFF now!" and "Starting at only \$3.96 /mo". A large yellow button says "View Web Hosting Plans". At the bottom left, a circular logo indicates "POWERED BY 100% WIND ENERGY". The footer contains three sections: "Reseller Hosting" (Make money with your own web...), "VPS Hosting" (Get dedicated functionality without...), and "Dedicated Servers" (Feel the power and flexibility of a...).

Hostgator.com takes really seriously the statement of a 99.9% uptime guarantee.

I have been using it for years and I still remember one day years ago when my site was down for some technical issues and it lasted only a few minutes until it was online again after calling them; something that with other hosting services I just sat down and cried, waiting for them to resolve my issue. (Not actually crying, but being really angry).

Get Started with HostGator Web Hosting Today!

Hatchling Plan	Baby Plan	Business Plan
<ul style="list-style-type: none">• Single Domain• UNLIMITED Disk Space• UNLIMITED Bandwidth• Shared SSL Certificate	<ul style="list-style-type: none">• UNLIMITED Domains• UNLIMITED Disk Space• UNLIMITED Bandwidth• Shared SSL Certificate	<ul style="list-style-type: none">• UNLIMITED Domains• UNLIMITED Disk Space• UNLIMITED Bandwidth• FREE Private SSL & IP• FREE Toll Free Number
Starting at \$3.96/mo*	Starting at \$6.36/mo*	Starting at \$10.36/mo*
Compare All Hosting Plans	Compare All Hosting Plans	Compare All Hosting Plans
Order Now	Order Now	Order Now

*Price reflects 20% off first invoice

HostGator Control Panel
cPanel is the #1 used control panel in the world. If it was not the best we wouldn't be using it.

[Try cPanel Demo](#)

Easy SiteBuilder
Our **FREE** Weebly SiteBuilder allows you to easily create a professional website within minutes.

If your intention is to create a business in a box only you can use the Hatchling Plan, but if what you want is to set as many businesses in a box as you want (to make a lot of money online) what I suggest you to do is to get the Baby Plan option.

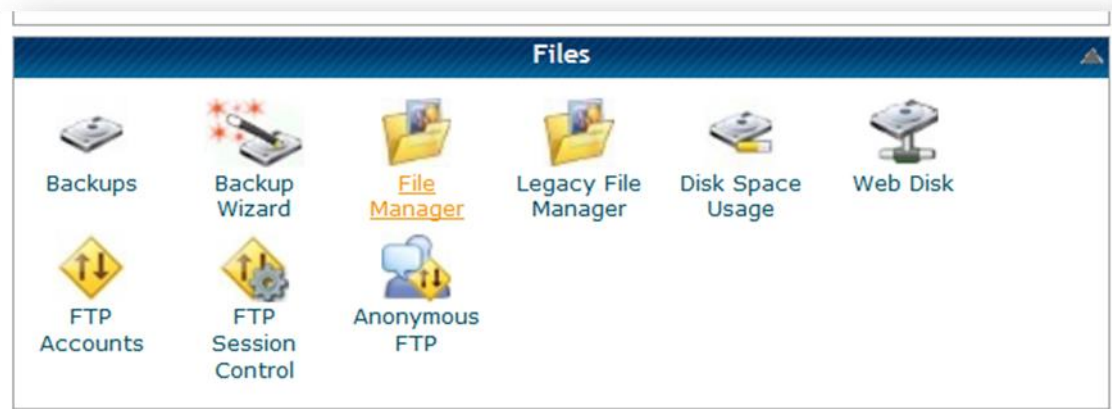
During the registration process remember to let them know that you already own a domain name.

✓ Uploading your Squeeze Page:

There are two basic ways for uploading files to your hosting: using [FTP Software](#) or using the Hosting's File Manager. I myself like to use the Hosting's File Manager to upload my stuff because it's a lot safer, and I will explain you why in a minute.

Ok cool. So let's go over the Hosting's Control Panel again.

You will click onto the file manager

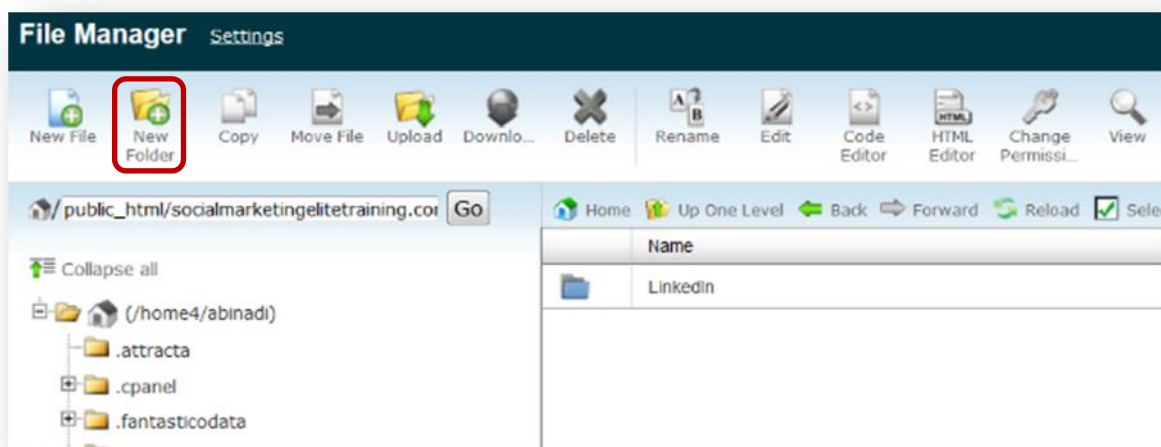


Double click on public_html

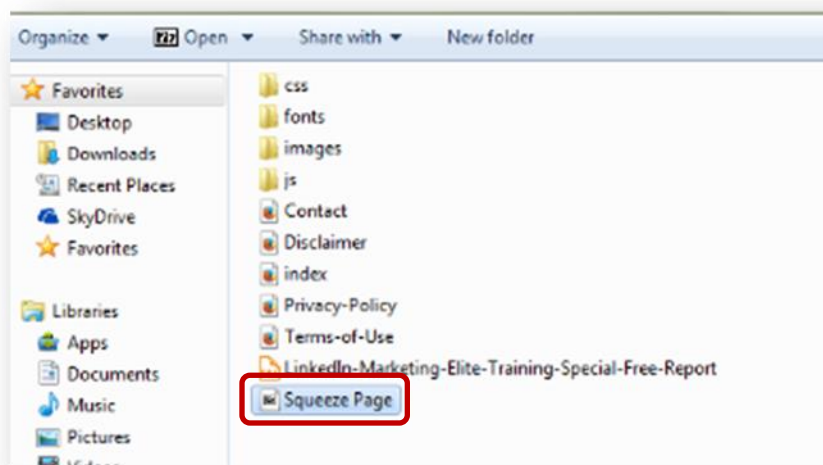
name	Size	Last
.pki	4 KB	Jun 1
.squirrelmailattach	4 KB	Sep 1
.squirrelmaildata	4 KB	Sep 1
.trash	4 KB	Jul 6
etc	4 KB	Apr 1
fantastico_backups	4 KB	Dec 1
logs	4 KB	Jul 6
mail	4 KB	Yest
perl5	4 KB	Jul 2
public_ftp	4 KB	Jan 2
public_html	4 KB	Apr 1
tmp	4 KB	Apr 1 PM
.bash_history	278 bytes	Jan 5
.bash_logout	33 bytes	Jul 6

Now you will double click on the domain name

And here I have created a folder named “LinkedIn.” That’s because I will upload a LinkedIn Product I have already edited.



Here, you see all of the material for my Squeeze Page, you see the images folders, codes folders, html files, and the Special Free Report. Select everything, right click over a selected one, zip it and then called it “Squeeze Page.” You can use a free zipper software called [7zip](#) .

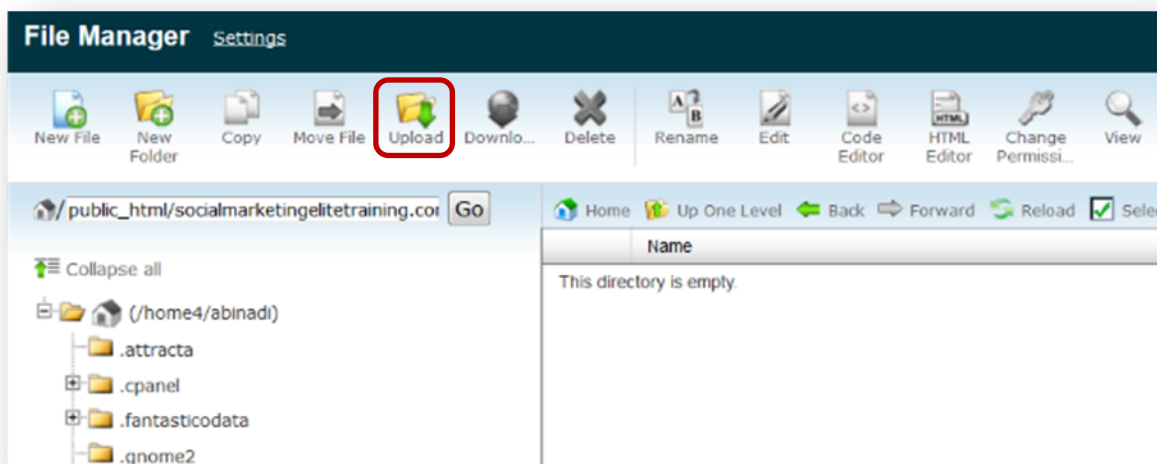


And the “Squeeze Page” zipped file is the one you will upload to your hosting.

Now go back again to the file manager in your hosting.

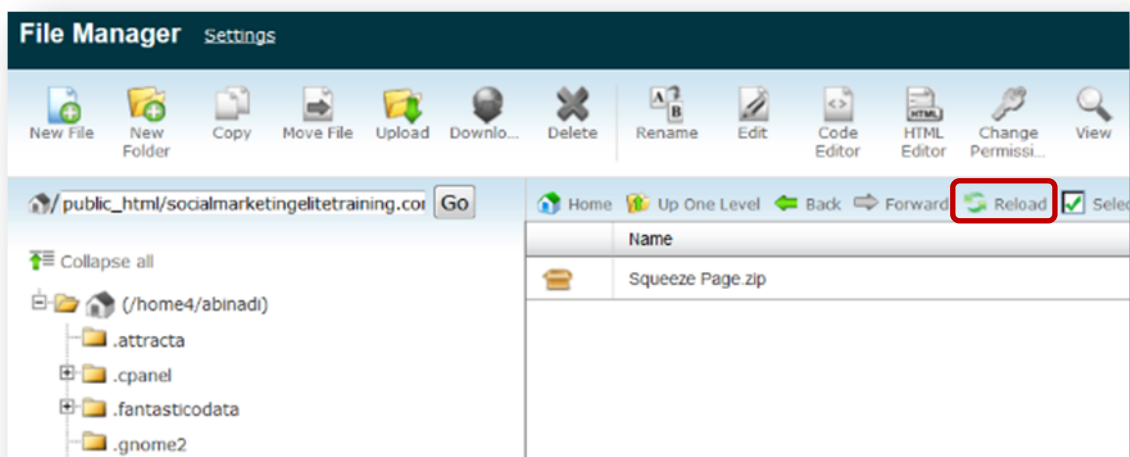
Double click on the LinkedIn folder.

Click upload, browse, and double click the “Squeeze Page” zipped file.



Wait until the upload is completed.

Go back to the file manager, click on reload.

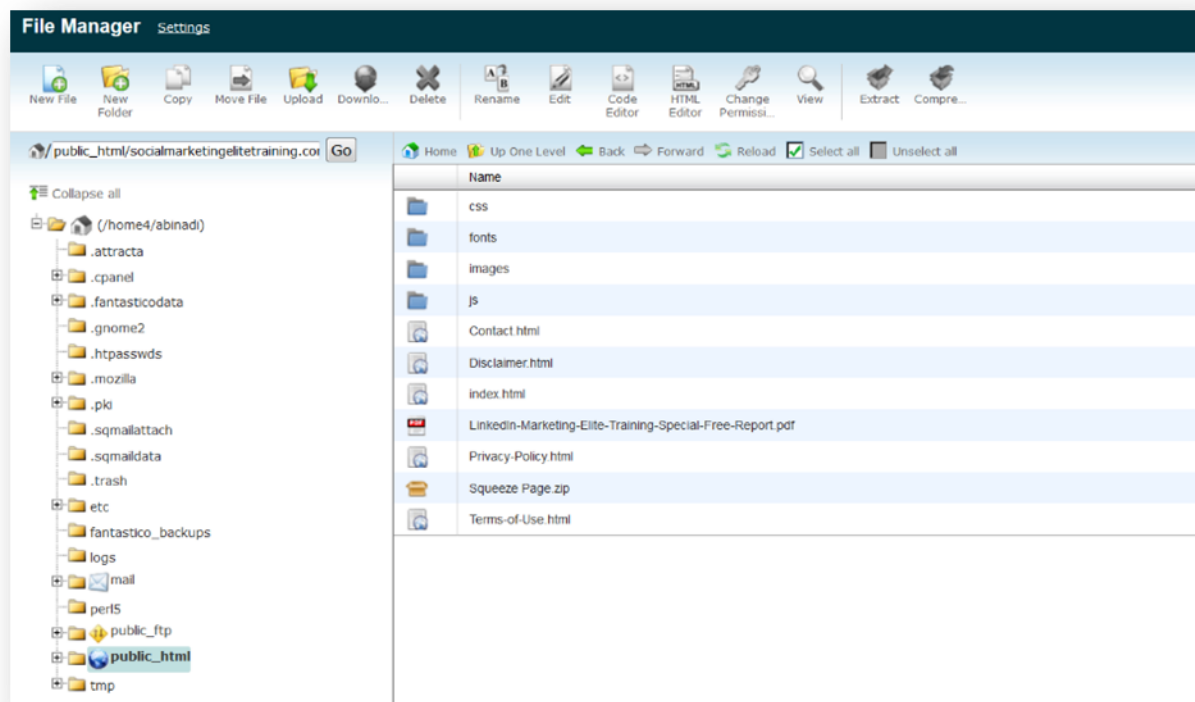


And there you have your zipped file.

Right click over it, click extract.

Extract files, click close. And click reload once again.

And there you have all your “Squeeze Page” files “Live.”



Just visit that specific folder, in my case it is:

<http://socialmarketingelitetraining.com/LinkedIn/>

In my opinion, this way is a lot more secure than using the FTP software.

Because if in the FTP software the upload gets interrupted then you will have a lot of troubles viewing the images and files that didn't upload correctly. So, this is the method I advise you to use. However, you can decide which one to use.

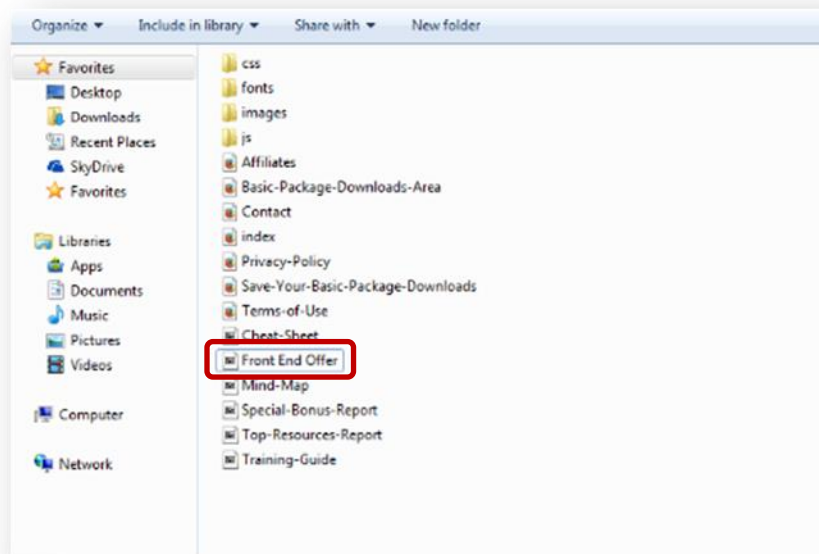
✓ Uploading your Front End Offer:

Let's go back to our computer. Now we will upload the Front End Offer.

I have organized all of the material for the Front End Offer, including the complete Minisite, Main product and even the Bonuses. I didn't use any other PLR membership to get all of this material, all of it comes from the HQPLRStore.com Membership, and even the Upsell comes from there.

You will select all of the folders, the html pages and the zipped files all together.

Then you will right click and zip them. Then Call it "Front End Offer."



And the "Front End Offer" zipped file is the one you will upload to your hosting.

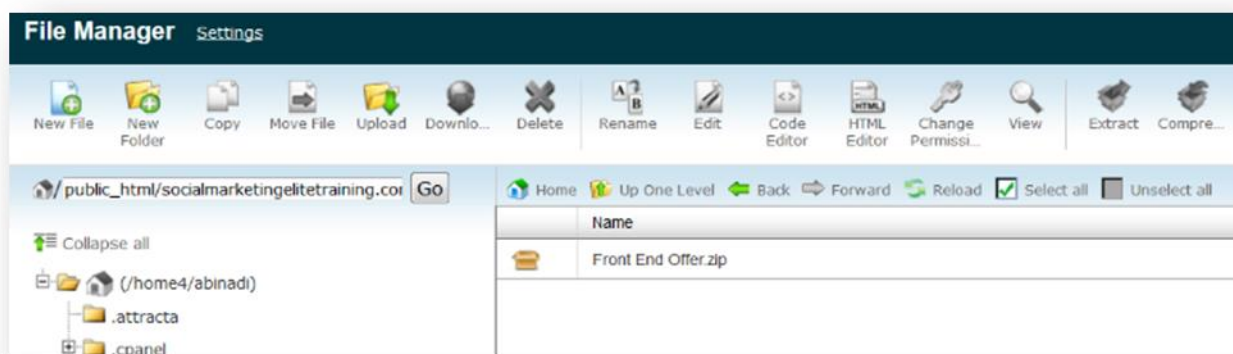
Go back to the File Manager.

Right there together with the Squeeze Page files you will create a folder you will name "Basic."

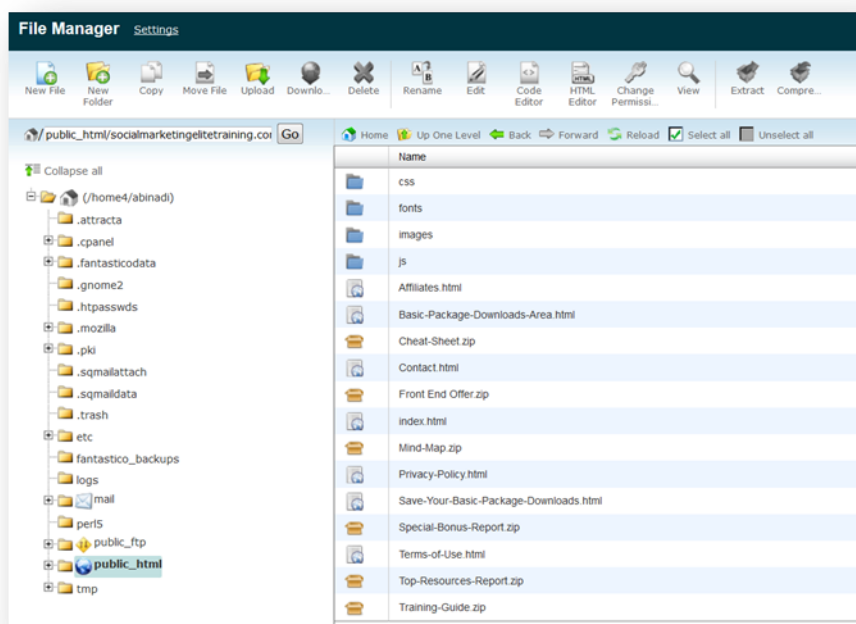
Double click onto the folder and you will upload the "Front End Offer" zipped file you just created.

Click upload, browse, and double click the zipped file. Wait until the upload is completed.

Go back to the file manager, click on reload, and there you have your zipped file.



Right click over it, click extract, extract files, click close and click reload once again. And there you have all your “Front End Offer” files “Live.”



Just visit that specific folder, in my case it is:

<http://socialmarketingelitetraining.com/LinkedIn/Basic>

Now I advise you to check to make sure that everything looks great.

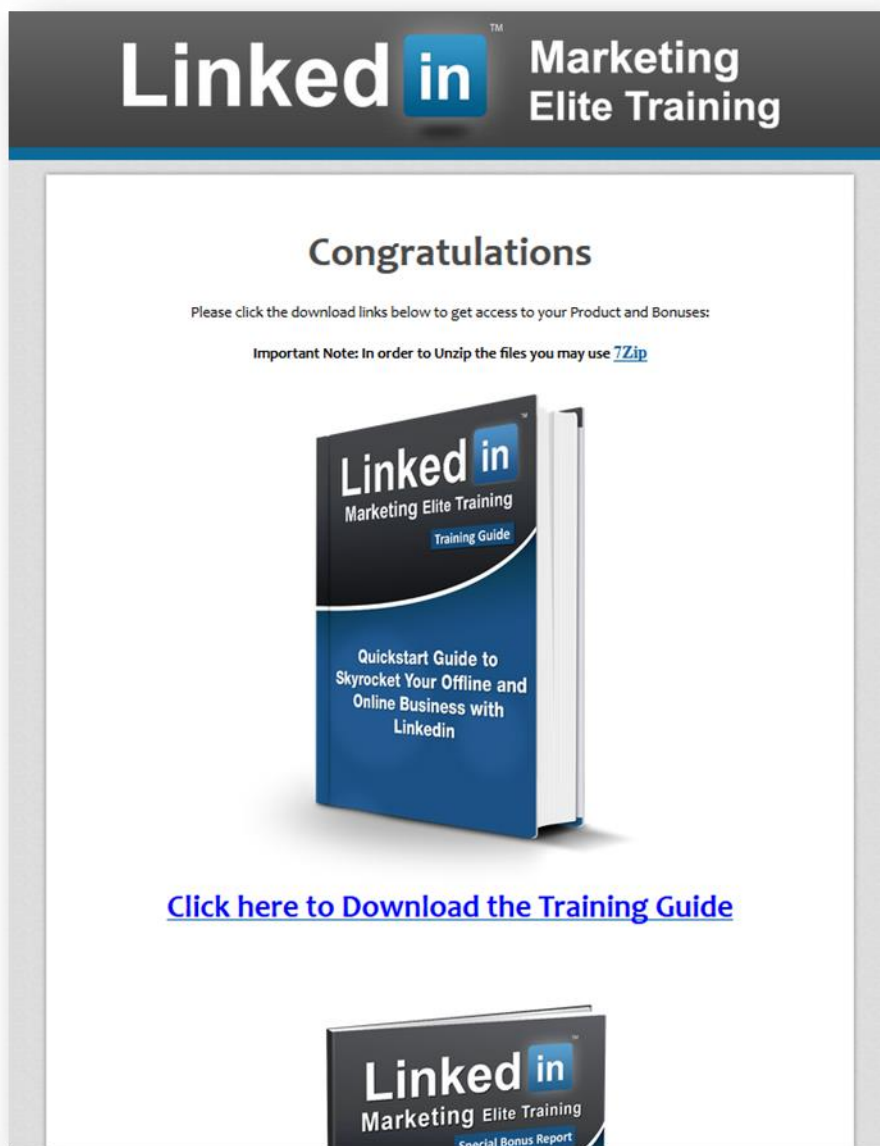
Ok. Wonderful. All is looking great with the Front End Offer too.

But we also need to check 2 more URLs. The [Save-Your-Basic-Package-Downloads.html](#) URL: which is the URL where people will be redirected to once they successfully purchase the Front End Offer.



Here we will insert the second sign up form as well. Once people put their name and email on this page, they will be redirected to the Upsell Offer, and they will get an email with the Basic-Package-Downloads-Area.html URL, as well to download their purchase.

And the other URL is the [Basic-Package-Downloads-Area.html](#) URL. This is where your buyers will download their Front End Offer Purchase.



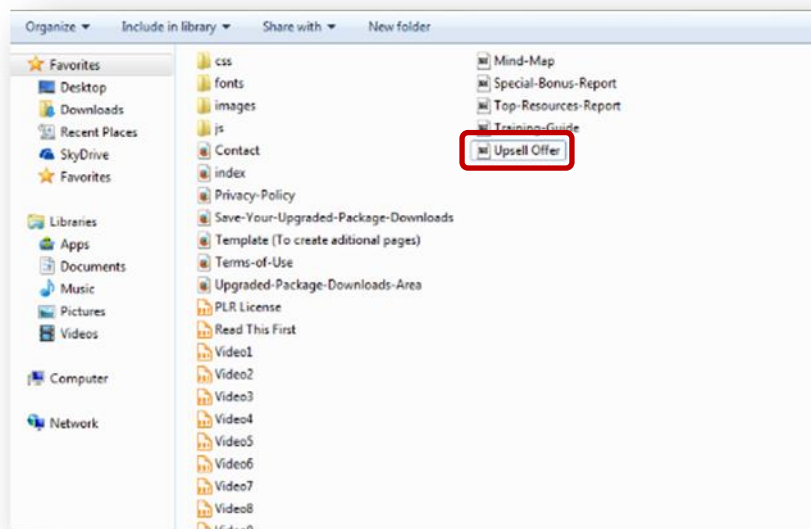
Check to make sure that everything looks great. Check the download links, which is the most important part of this page. And also check that the 3D Upsell Offer Graphic redirects to the Upsell Offer. Well, you won't see this page because we haven't uploaded the Upsell Offer yet.

✓ Uploading your Upsell Offer:

Let's go back to our computer. Now we will upload the Upsell Offer.

I have organized all of the material for the Upsell Offer, including the complete Minisite, main product, bonuses, videos, audios and PDFs. You will select everything.

Then you will right click and zip them. Then Call it “Front End Offer.”



And the “Upsell Offer” zipped file is the one you will upload to your hosting.

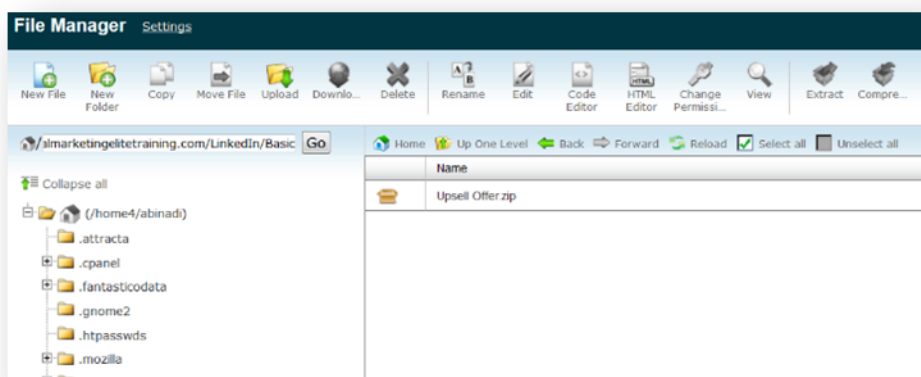
Go back to the File Manager.

Right there together with the Front End Offer files you will create a folder you will name “Upgrade.”

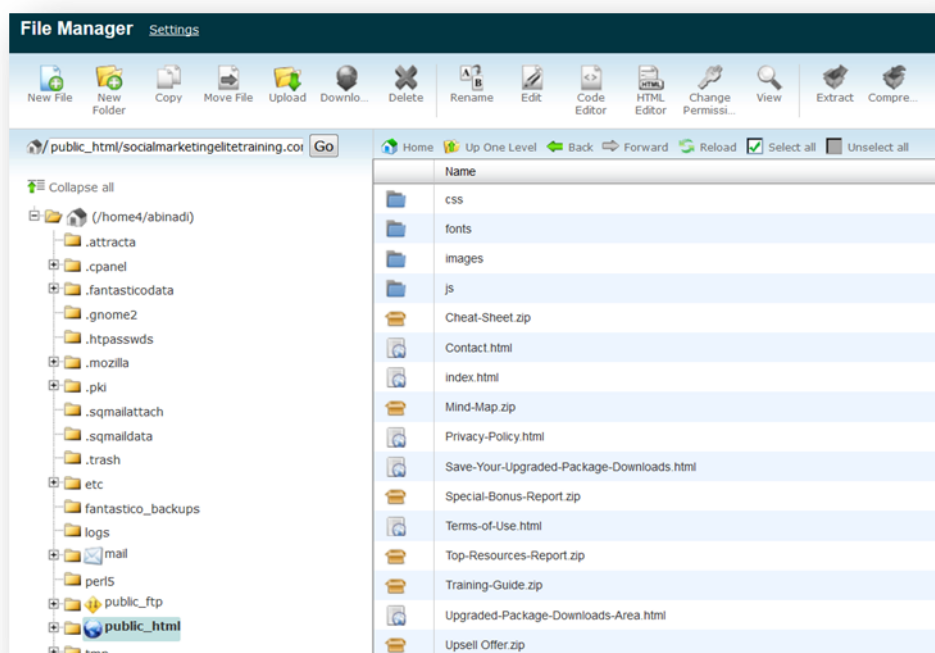
Double click onto the folder and you will upload the “Upsell Offer” zipped file you just created.

Click upload, browse, and double click the zipped file. Wait until the upload is completed.

Go back to the file manager, click on reload, and there you have your zipped file.



Right click over it, click extract, extract files, click close and click reload once again. And there you have all your “Upsell Offer” files “Live.”



Just visit that specific folder, in my case it is:

<http://socialmarketingelitetraining.com/LinkedIn/Basic/Upgrade>

Now I advise you to check to make sure that everything looks great.

Ok. Wonderful. All is looking great with the Upsell Offer too.

But we also need to check 2 more URLs. The [Save-Your-Upgraded-Package-Downloads.html](#) URL: which is the URL where people will be redirected to once they successfully purchase the Upsell Offer.



The image shows a screenshot of a web form for LinkedIn Marketing Elite Training. The header features the LinkedIn logo and the text 'Marketing Elite Training Video Series'. The main heading is 'Save Your Upgraded Package Downloads'. Below this, a paragraph explains that users will receive a LinkedIn Guide, Video Training, and bonuses in their inbox. There is a line for an 'Optin Code'. The form asks for the user's name and email, with a placeholder 'www.SocialMarketingEliteTraining.com'. A navigation bar at the bottom includes links for Home, Contact, Privacy, and Terms. The footer repeats the LinkedIn and Marketing Elite Training branding.

LinkedIn TM **Marketing Elite Training**
Video Series

Save Your Upgraded Package Downloads

In order to save your purchase please leave your name and email below to send your download directly to your inbox. You will instantly receive your LinkedIn Guide and Video Training + the Bonuses in your Inbox.

-Place your Optin Code Here-

To your Success,
Your First and Last Name
www.SocialMarketingEliteTraining.com

Home | Contact | Privacy | Terms

LinkedIn TM **Marketing Elite Training**
Video Series

Here we will insert the 3rd sign up form as well. Once people put their name and email onto this page, they will be redirected to the [Upgraded-Package-Downloads-Area.html](#) URL to download their purchase. They will also get an email with the Upgraded-Package-Downloads-Area.html URL again to download their purchase.

And the other URL is the [Upgraded-Package-Downloads-Area.html](#) URL. This is where your buyers will download their Upsell Offer Purchase.

Linked inTM**Marketing Elite Training**
Video Series

Congratulations

Please click the download links below to get access to your Product and Bonuses:

Important Note: In order to Unzip the files you may use [7Zip](#)

LinkedIn Marketing Elite Training Guide + Bonuses

Training Guide	Special Bonus Report	Cheat Sheet	Mind Map	Top Resources Report
				
Click here to Download	Click here to Download	Click here to Download	Click here to Download	Click here to Download

LinkedIn Marketing Elite Training "Video Series":



Check to make sure that everything looks great. Check the download links, which are the most important part of this page.

Wonderful, we are done uploading your product.

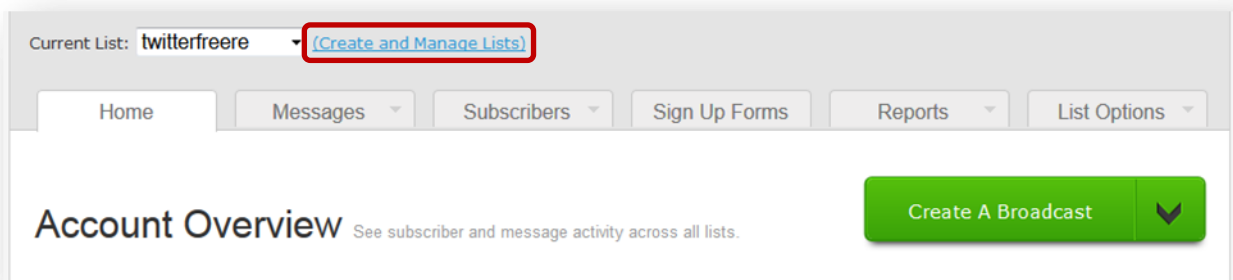
✓ Setting up your Autoresponder:

Finally you will set up your Autoresponder.

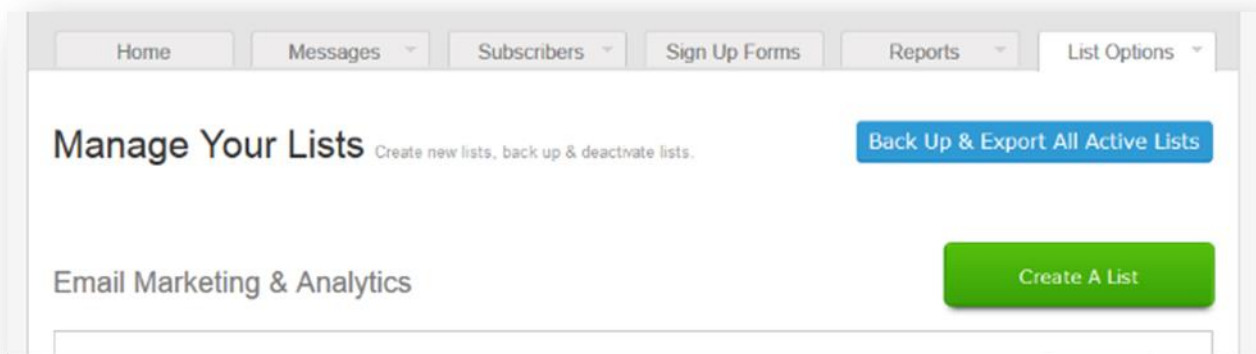
Here I will show you two very important parts. The first part will be setting up your auto-responder lists and sequences, and in the second part we will creating and the sign up forms. I will be using Aweber only.

■ Setting up your auto-responder lists and sequences

Login to Aweber and click where says create and manage lists.



Click on “Create list”...



Here we will be creating the list for the Free Report Subscribers.

Basic Settings
Name and describe your list, set up notifications.

2 Personalize Your List
Tell us about your company, set social media, etc.

3 Confirmed Opt-In
Personalize your confirmed opt-in message.

1 Basic Information

The bare essentials for your list.

List Name *
linked-in-free
✓ List name available!

List Description
Special Free Report

"From" Name **Address ***
LinkedIn Marketing Elite Tr support@socialmarketingelitetraining.com

Contact Address *
Your Address Here...

* required

The [CAN-SPAM Act](#) requires you to include a valid postal address in your messages. P.O Boxes for your business are permitted.

By default, the Contact Address appears at the end of your messages. You can place it somewhere else in your email using the {contact_address} variable.

1. Basic Information

List Name: here just type a name of your choice, this is for personal reference.

List Description: here just type a description, this is for personal reference too.

"From" Name: Here you have two options. You can put your name. This is important if you already have an importance personal presence among your list, and the other will be the name of the Product, so people may identify your emails right away once they start getting your emails.

Using your name is important, but in that way they won't know the topic right away. I like to use the topic because being new subscribers they will be interested in getting their report right away.

They can identify that in the email's subject as well, but the sender is in reality the first thing a reader looks at before deciding to open an email. All of this is just my personal point of view. You can decide what to put in there according to your subscriber's behavior.

Address: This is the email that will be shown to them as the sender. If they decide to reply anything to you, that message will be sent to this email.

Contact Address: Here is where you will type your physical mailing address, this is optional as well.

Click Save Settings.

2. Personalize your List

1 Basic Settings Name and describe your list, set up notifications. ... 2 Personalize Your List Tell us about your company, set social media, etc. ... 3 Confirmed Opt-In Personalize your confirmed opt-in message.

1 Company Branding Give your messages and pages a personal touch.

Company Name

Website URL

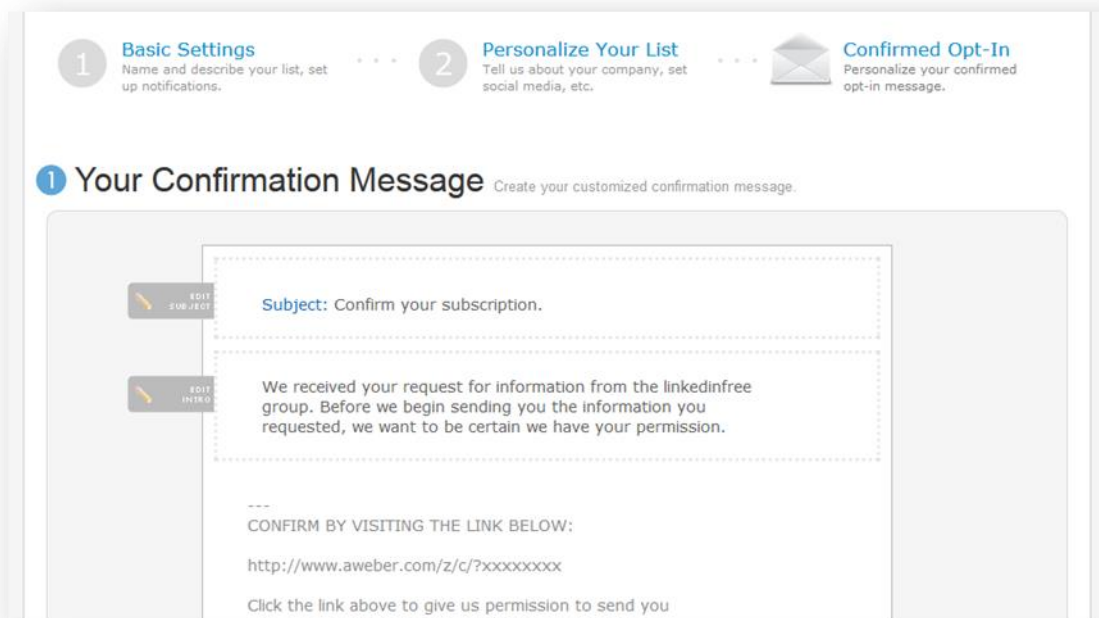
Email Signature

Please Upload Your Logo

UPLOAD YOUR LOGO

Here you will insert your Company Information, Social Information and snippets. I myself really don't use this area. You can go ahead and find out for yourself how to use it.

3. Confirmed Opt-in



And here is something I don't use either, but is up to you to use it or not.

This is used so you may confirm that the people in your list are real people with real emails. Once they sign up they must go to their email accounts and click on a confirmation link Aweber will send to them automatically in order to get access to their Free Report. This is what is called "Optin confirmation."

If you decide to use it this is the email your subscribers will get it right before they are part of your list and then they will start receiving your emails. I advise you to edit the name of the list right here and put something better, like the name of your Free Report, which is the same name as your product.

Besides that you must provide a "Confirmation Success Page URL." This is the URL your subscribers will be lead to, once they click onto the confirmation link.

2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.

☒ ON ☐ OFF All subscribe methods require Confirmed Opt-In to ensure only recipients who have specifically requested to be on the list are subscribed. This means you have proof someone opted-in, fewer unsubscribe requests and far fewer spam complaints.

3 Success Page What page of your website do you want to send people when they confirm?

Confirmation Success Page URL

☐ Pass subscriber info for [personalizing](#) this page. (Not recommended for WordPress users)

[Save Settings](#)

If you decide not to use all of this confirmation process and want to make sure that every subscriber gets directly into your list and starts receiving your emails, you can just turn it off. Click save settings and you are good to go.

Now let's start inserting the emails into this list.

You will go to messages and select Follow up series and click “create your first follow up”...

Home Messages Subscribers Sign Up Forms Reports List Options

Follow Up Series

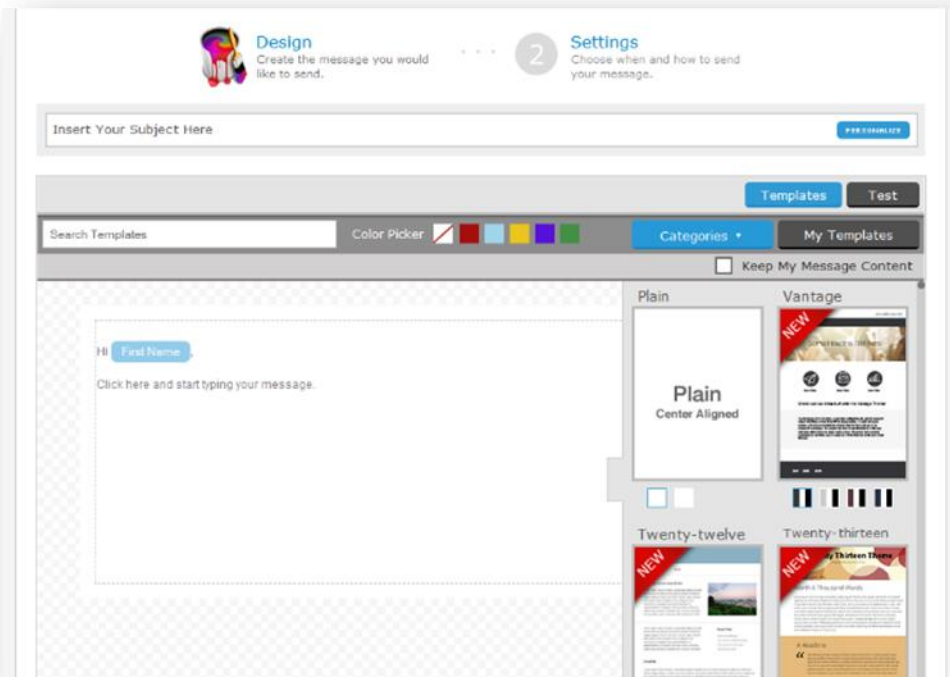
Broadcasts
Blog Broadcasts
Email Template Manager

Follow Up

Automatically deliver a series of emails to new subscribers.

[Create Your First Follow Up](#)

What's New? Section 1 Title
Contact Us
Company Name
Street Address
City, State Zip
123-123-1234



Here is where you will create all emails promoting your Front End Offer to your Special Free Report Subscribers.

The first email will be used to thank your subscribers for being interested in your Special Free Report. You will give them the URL to download the Special Free Report and also you will invite them again to check out and buy your Product.

The rest of the emails will be used to invite them again to check out and buy your Product.

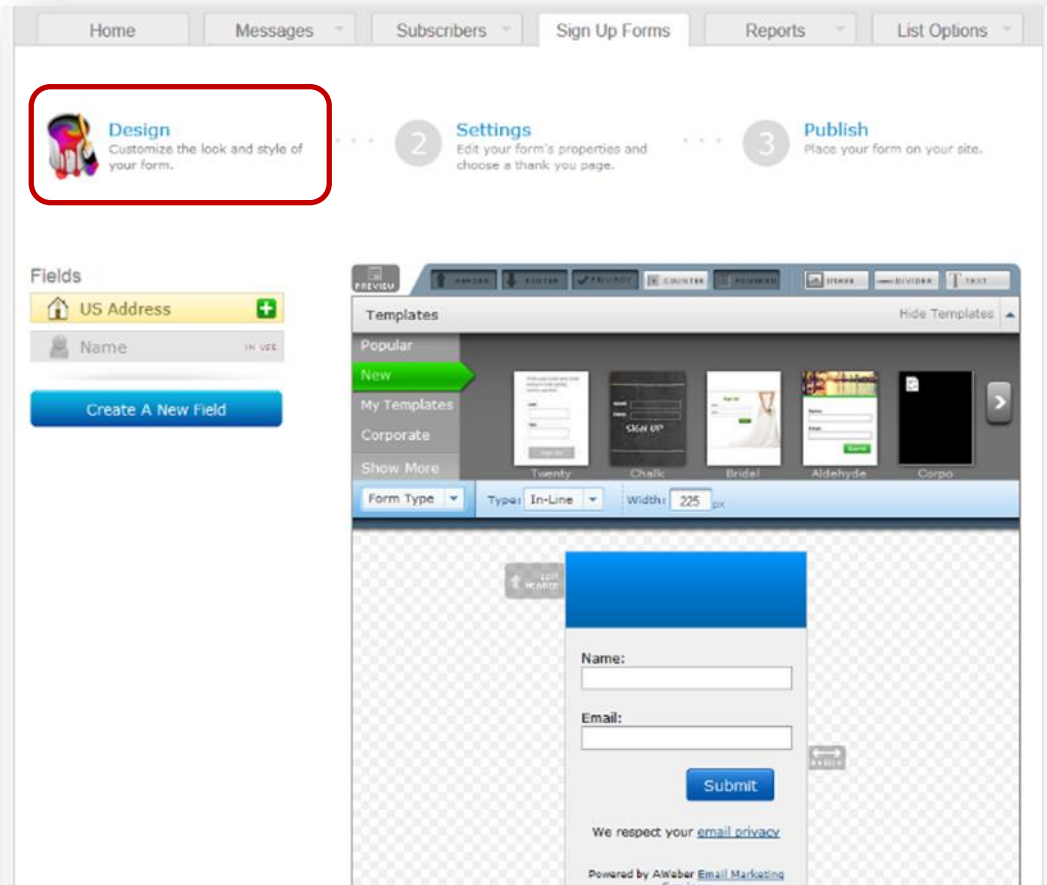
You will have the chance to put when you want to send these emails. I recommend you do not send them every day, send them every 2 days.

Ok cool, now that you know how to create a list and set up follow up emails, repeat the process for the other 2 lists, the one for the Front End Buyers and the one for the Upsell Buyers.

- **Creating the sign up forms for the 3 lists.**

Now select the Special Free Report Subscribers' list. Click on signup forms and click on "create your first sign up form."

1. Design



Here you will have the chance to edit the signup form however you want. You can even pick among the different templates that are already there. Just design it in a way that may be nicely fitted within the layout of the squeeze page.

We advise you to add an image to the Submit Button so it doesn't look too simple and then it will be more attractive to the visitor.

2. Settings

The screenshot shows a web form builder interface with a top navigation bar containing 'Home', 'Messages', 'Subscribers', 'Sign Up Forms', 'Reports', and 'List Options'. Below this is a progress bar with three steps: '1 Design', '2 Settings' (highlighted with a red box), and '3 Publish'. The 'Settings' step is titled 'Basic Settings' and includes the following fields:

- Form Name*:** A text input field containing 'My Web Form'.
- Facebook Integration:** A section with a checkbox labeled 'Enable Facebook registration form.' and a note 'Form must be at least 300px wide.'
- Thank You Page:** A dropdown menu set to 'Custom Page' with a 'Preview' button, followed by a text input field containing the URL 'http://socialmarketingelitetraining.com/LinkedIn/Basic/'. Below this is a checkbox labeled 'Open this in a new window'.
- Already Subscribed Page:** A dropdown menu set to 'Basic Version'.

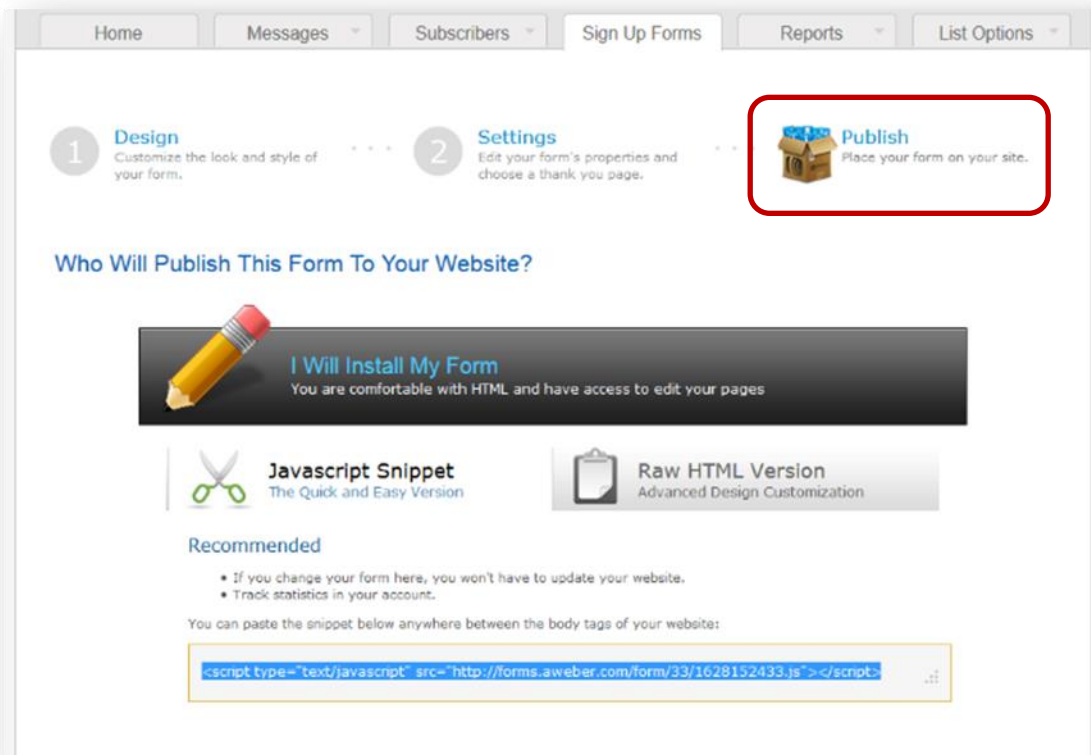
At the bottom of the settings panel is a 'Show Advanced Settings' link with a gear icon. Below the settings panel are two buttons: 'Save Your Form' (green) and 'Go To Step 3' (blue).

Right here you have to be very careful. You can put a name to the sign up form for you to identify it, then you can insert the URL where your free subscribers will be redirected once they enter their name and email. The test will be to place the Front End Offer URL.

Don't worry about delivering the Free Report. Once they put their name and email they will instantly receive that report into their email accounts, as well as get another chance to buy your Front End Offer just in case they don't do it at the time of signing up for your free report.

Click on "Save your Form" and click on "Go to Step 3."

3. Publish



This is the code you will embed into the HTML code of the Squeeze Page.

I advise you to test it out. Put in your name and a test email. Check if it redirects to the Front End offer URL and also goes to your inbox and see if in a few minutes you get the First Email of the autoresponder series. Check the links you will get there just to make sure everything is working great.

Cool, now you can go ahead and do the same with the other 2 optin forms.

Awesome, we are now done setting up the autoresponder. Now let's go over to the final step of applying one of the most known ways to generate great profits by using PLR content.

Step 7: Advertise your Product

Something extremely important for you to get success promoting any offer is the quality of that traffic you send to that offer.

You could be promoting the greatest product ever, but if you send 1 million horrible quality visitors to your offer you will be wasting all of your money, time and effort. Do not let other people deceive you.

Below you will see a really nice list of 20 traffic getting methods you can use, as well as where to get those type of services.

1. Pay per Click: Pay per click (PPC) is a form of Internet advertising that directs traffic to a website, and the advertiser then pays the website owner when someone clicks onto the add. So, instead of bidding on keywords relevant to their target audience, the PPC displays, which are usually some sort of banner ad, are placed onto either search engine results or some sort of website that has content that is related to the item for sale in the ad.

[Pay Per Click Networks](#)

2. Pay per view: Pay-per-view (PPV) is a form of paid television service where someone who subscribes to it can buy the rights to watch a certain program. The program will appear as soon as the person buys it. These programs can be bought by browsing on screen program guides to choose the show, and then paying through either the online venue, by phone or by talking to a representative of the television service provider.

[Pay Per View Networks](#)

3. Pay per Call: Pay-per-call is a type of performance based advertising somewhat similar to Pay per Click. The difference is that instead of there being a fee for each click, the business must pay their service provide a fee for each call when the customer calls the connected phone number.

[Pay Per Call Networks](#)

4. Email Newsletter: Email newsletters are updates that a business sends out to customers who have signed up to receive various notices from that business. They are sent out on a regular basis and could include tips, facts, savings, and special offers. Some include HTML hyperlinks to go to the business website for more information. The content is written by a copywriter and the newsletter is designed by a graphic designer.

<http://buysellads.com/buy/allsites/by/email>

5. Solo Ads: Solo Ads are an email centered advertising method that works through a system two marketers have agreed upon that is used to reach the subscribers to the program. The Internet marketer sends out emails to the subscribers on the behalf of the other marketer in order to show their offers or ads. It usually has between eight and 10 lines of text.

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

<http://safe-swaps.com/>

6. Podcasting: Podcasting is a method of sending out audio files via RSS. It is done just like any other RSS feed except that the feed subscribed to is an audio one instead of a text one. The resulting podcast can be listed on a website by a clickable link.

<http://mashable.com/2008/10/03/audio-ad-networks/>

7. Traffic Agencies: Traffic agencies are services that create, plan and manage advertising and other promotions for their patrons. They can also handle marketing and branding plans for their clients.

<http://trafficadv.com/>

<http://trafficagency.biz/>

8. SEO/Organic: search engine optimization (SEO) is the process of affecting the visibility of a website or a webpage in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

<http://moz.com/beginners-guide-to-seo>

<http://searchengineland.com/guide/what-is-seo>

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

9. Affiliate Networks: An affiliate network is a kind of middleman between the affiliate and the affiliate program merchant. It lets the website owner find affiliate programs to join to put the items for sale on their websites. The affiliate network lets the merchants give the website owners a share of the profits generated by the sale of the affiliate products.

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

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

<http://jvzoo.com/>

10. Banner Media: Bash banners that employ images, text, sound and video. Sometimes they are also interactive between the customer and the advertiser, i.e. asking the customer to play a game, go to certain pages, etc. It uses technology like flash, java, JavaScript and DHTML.

<http://buysellads.com/buy/allsites>

11. CPA Media: Cost Per Action or CPA is a type of Internet advertising pricing model in which the advertiser must pay for every stated act, such as submitting a form, signing up for a newsletter, making a sale, etc. The advantage is that the advertiser only has to pay for the ad if the requested act happens.

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

<http://maxbounty.com/>

<https://peerfly.com/>

12. Social Media: Social media is a type of interaction between people where they generate, share or exchange data, pictures, etc. via sites such as Facebook, Twitter, Pinterest, Google Plus, etc.

<https://www.facebook.com/>

<https://twitter.com/>

<https://plus.google.com/>

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

<https://www.linkedin.com/>

<http://buysellads.com/buy/allsites/by/tweets>

13. Mobile: Mobile marketing is a type of marketing where the advertiser sends out the ads to a person's mobile device, i.e. a smart phone or other Internet capable device. Mobile marketing provides patrons with all kinds of information on the advertiser's goods, services, coupons, etc. It has become a very popular advertising media since many people own mobile phones.

<http://www.hongkiat.com/blog/mobile-app-monetizing-networks/>

14. Content Syndication: Content syndication is a type of form of syndication where the content is available for other users and websites to access. This may be done via web feeds, forums, etc. It is also a kind of licensing for website content to allow other websites to use the same material.

<http://searchenginewatch.com/article/2049167/Content-Syndication-How-to-Get-Started>

<http://contentsyndicationservices.com/>

15. Retargeting: Retargeting is a type of cookie-based technology using JavaScript code to secretly 'follow' your customers browsing habits on the Internet. The website puts a "cookie" or "pixel," on the website, which is a piece of coding, and when a new visitor to your site goes onto the website it

activates the cookie. This shows you what type of places they go to so you can generate specific ads towards them.

<http://moz.com/blog/comparing-the-top-4-retargeting-companies>

<http://retargeting-companies.findthebest.com/>

<https://retargeter.com/>

16. Video: Video is a type of advertising where short video content is compiled to send out either on the web or to mobile devices. The nature of these advertisements comes in several different forms and can be used for information, entertainment, how to, or sales opportunities.

<http://easyvideosuite.com/launch/>

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

17. Offline Media: Offline media is the traditional forms of advertising such as newspaper, flyers, or any type of advertising that is not going out over the Internet or over any sort of broadcast media like TV or radio.

<http://www.vishwamart.com/OfflineMedia.html>

<http://advertising.about.com/library/weekly/aa111300a.htm>

18. Traffic Exchanges: A traffic exchange is a website that provides website owners with some type of service in exchange for them getting traffic. The website gets transmissions from website owners when they join traffic exchange networks. Then, the one who submitted the website must browse other member's sites listed on the network to get credits, and those credits allow their websites to get seen by other network members. This in turn helps all of the signed up sites get more traffic, and thus possibly more profits.

<http://www.traffic-exchange-monitoring.com/traffic-exchanges-top10.html>

<http://advsites.net/top+10+traffic+exchanges>

19. RSS Directories: RSS directories are comparable to website directories, however, they have lists of RSS feeds instead of lists of various websites. An RSS feed contains full text or a summary, as well as metadata such as a publishing date and the name of the writer. Subscribing to one makes it so the user is informed of any updates to the list of articles.

<http://www.rss-specifications.com/rss-directory.htm>

http://www.feedzilla.com/gallery?cc=en_us

<http://buysellads.com/buy/allsites/by/rss>

20. JV Traffic: JV traffic is a way to improve a website's overall analytics through the use of GEO targeting from traffic exchanges. It gives advertisers the ability to target their ads based on a user's location such as their country, state or city.

<http://v3.jvnotifypro.com/account/>

<http://www.warriorforum.com/warrior-joint-ventures/>

I just can't finish this section without telling where you can find all kinds of services. It's just crazy, but here you can find almost anything you may be looking for online, and only for \$5. Yeap, I'm talking about [Fiverr.com](https://www.fiverr.com).

Chapter V: Track your Success

What is tracking?

Tracking is a system of keeping tabs on something, in the case of a business it means keeping track of things like sales, customers and leads. It means monitoring all of the things that go on in your business, as well as trying to use it to predict trends for the future.

Tracking is essentially the process involved in keeping all of your business sales data up to date and current. It stores all of the gathered information regarding your customers, actual sales, leads for potential sales, etc. It also may keep track of other things such as profits, percentages, inventory, etc. It all depends on what the company wants or needs to track.

Tracking has become a very important process for all companies because it tells a company everything there is to know about what is going on in their business. It makes it possible to pinpoint exact information on how their sales are going and how their customer service department is satisfying or not satisfying its customers.

All of these things are vital for any type of business big or small.

Tracking is developing more every day and its importance is understood in many of today's companies. This is true because tracking is a vital tool that can help a business in resource management, as well as forecasting future sales, and managing clients so that a company can be competitive and increase its profits.

The main focus of Tracking is to improve your funnel & traffic campaign to maximize profit from same efforts.

Why is Tracking Important?

The majority of businesses own some sort of tracking system so they can monitor their customers, sales, and leads. This helps them to stay organized, and be better able to conduct customer analyses. It provides for less errors and better customer relations for many reasons.

Tracking can help businesses to avoid wasting money on traffic that doesn't convert into leads and sales. The tracking tools will do this by collecting data only on the traffic that ends up creating a lead or sales, as it can be programmed to track any sales conversions and brings the business the best results.

Tracking helps the businesses to access pertinent customer information without having to go back to their offices, because they can do it online. It can also help to automate their sales tasks because they can do things like import leads, send email, etc. in just a few seconds instead of it taking hours.

Businesses being able to track customers, sales, and leads will help them to see any previous data collected that could influence future dealings and use it as a guide. Businesses can also see the things trending on the market compared with previous deals and can use this info to garner even more new customers.

Customer tracking makes it simpler for a company to run at its most optimal level. With the advances in today's technology, there is no need to do this vital task with mere pen and paper, as it can easily and efficiently be done with tracking software. In order for your business to stay competitive, it must embrace these changes and use software tracking tools to assist it in running efficiently in today's modern world.

The bottom line is that tracking is a vital part of any business and in order to do their job properly, every business should have some sort of viable tracking tool.

Tracking tools

✓ [InfusionSoft](#)

InfusionSoft is a tracking program that automates several sales and marketing tasks, as well as tracking sales, leads and customers so you know what is going on in your business. It is an all in one program that integrates all of your tasks into one system to make things easier for small or large businesses.



- **Automated Marketing:** Saves time by giving you a way to do drag-and-drop email campaigns and target them to a particular segment of your clients. You can also help build up your brand and get more customer loyalty.
- **Attract Customers:** You can also use it to help build awareness and interest in your business, get new lead data, and track their activity.
- **Sell Online:** Helps you to create and design a business website with a storefront, customize your sales cart, as well as automate fulfillment and billing.
- **One on One Personalized Services:** The InfusionSoft people provide businesses with personalized services to help them to better use the program. InfusionSoft offers free, unlimited technical support as long as you own the program. The support by phone support is reachable during regular working hours and the chat option is accessible 24 hours/day during the week, as well as 6-10 hours on the weekends. If you need 24/7 support, it can be purchased for a fee on a month-to-month basis.

✓ [Instant Customer Tracker](#)

Instant Customer Tracker is a great answer to all of a business' customer tracking needs. It provides a way to track revenues, customers, prospects, group list members, programs, etc. It also works well for email campaigns and opt in tracking.



Instant Customer Tracker is also designed to track shipping data and send out package tracking e-mails, which will help you customers to keep track of their orders and gain kudos for your company. You can even track commissions for your sales personnel. Plus, the program offers a way to print out address labels and return labels using either Dymo or Avery products.

✓ [ProBusinessTools](#)

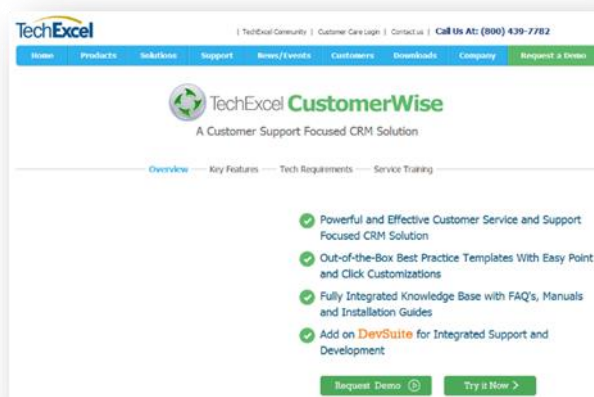
ProBusinessTools helps companies track their sales data and accounts by using job numbers, ticket IDs, date ranges, status, or location. It helps prevent problems and errors when dealing with customers. It is a web-based business management software, which means there is nothing to have to download or install, which makes it much easier to use.



At the click of a mouse you can send out an email to your customer about their order, find out where their payment is, edit any changes in the order, etc. You can also customize various types of reports to keep track of this and more collected data.

✓ [CustomerWise](#)

CustomerWise is a program with great customer support for businesses who need to use tracking software to handle their business needs. They can help your company with the following things:



- **Managing your Sales Force:** CustomerWise Sales provides salespeople access to marketing collateral, news of your product development, information on customer support issues and any survey results you have sent out, as well as their website download behavior, customer's assets and maintenance plans, and info on your competitor you need to use to manage work out any appropriate opportunities.
- **Automated Marketing:** Customer Wise Marketing provides ways to do web analytics, as well as email campaign tracking, lead source tracking, and bulk list imports so you can track leads and lead conversion rates for marketing campaigns.
- **Integrated CRM:** You can also integrate CustomerWise with other applications by using the LinkPlus web services API.

✓ [Ad Trackz Gold](#)

Ad Trackz Gold is a tracking program that allows the website owner to see exactly where all of their website traffic originates from.

Some of the specific features of Ad Trackz Gold are:



- Informs website owners of the number of visitors to their website and what the traffic source is to allow them to know what advertising schemes are working.
- Tracks all the sales, downloaded material, newsletter subscriptions, etc. from each traffic source, as well as tracking the conversions.
- Tracks sales and activities on your remote and affiliate websites
- Computes all of your cost per click, cost per sale, and cost per action for every source of traffic so you can check your ROI
- Tracks keywords and phrases to see which ones generated a sale in Google AdWords, etc.
- Analyzes and marks down all click to sale or click to action conversion ratios
- Computes ROI, which allows website owners to know what traffic sources are making them a profit and what ones don't
- Protects affiliate sales from commissions being stolen by encrypting the html redirect pages, and it works with any affiliate program such as ClickBank.
- Automatically makes your tracking URLs shorter

- Shows all traffic sources in real time in one location so you don't have to go to multiple pages to get all of your vital statistics
- Allows customization of statistics reports so users need only press a single button to check all of them
- Groups ad campaigns by website, kind of ad, purpose, etc.

Conclusion:

PLR content is extremely easy to manage and it can bring outstanding results to your business at the same time. It happens the same way as with every single thing in life: things are not difficult. You just need to know where everything is and how you can properly use it.

Now that you know what you really need to know about PLR, you just need to apply it and do it for yourself, so you can get some shocking results.

Thanks so much for the time you have dedicated to learning how to get the most advantage out of PLR Content for you and your business. PLR has come to stay in the market forever.

A lot of money is invested in PLR Material, and all of it is for both of us. Let's use it and reach our most precious business goals.

To Your Success,

Sajan Elanthoor

PLRSalesFunnels.com

Resources

PLR Videos

- ✓ <http://www.youtube.com/watch?v=Y4LweqxVw7M>
- ✓ <http://www.youtube.com/watch?v=YfTFB9b6v6o>

PLR Tools

- ✓ <http://plr-power-tools.com/>
- ✓ <http://plrtoolkit.com/>

PLR Training

- ✓ <http://www.nowsell.com/plr-private-label-rights/>
- ✓ <http://sassylikes.com/plr-providers-training-using-plr/>

PLR Blogs

- ✓ <http://becoming-a-plr-pro.com/>
- ✓ <http://privatelabelrightsart.blog.com/>

PLR Forums

- ✓ <http://www.plrforums.com/forums/>
- ✓ <http://www.plrinternetmarketing.com/forum>

PLR Affiliate Programs

- ✓ <http://www.easyplr.com/affiliates/>
- ✓ <http://www.plr-content.com/affiliates/>

PLR Demographics

- ✓ <http://www.alexa.com/siteinfo/plr.uk.com>
- ✓ <http://www.alexa.com/siteinfo/idplr.com>