

Learn How to Create A Profitable PLR Membership Site In 31 Days

Welcome to the *31 Day Startup Guide for a Profitable Membership Site!*

Just as the name promises, you're about to discover what to do for each of the next 31 days in order to get a PLR membership site up and running. You'll go from "scratch" to "ready to take orders" during this time-frame, and you'll do it all in a series of bite-size steps so you won't get overwhelmed.

So, with that in mind, let's get started...

Day 1: Select a Niche and Profitable Topic

First things first: you need to decide which niche you'll cater to and what topic. Let's start with the niche...

The key here is that you need to select a big, profitable niche market. The bigger the market is overall, the more marketers there will be in the niche – and that means more people for you to sell your PLR to.

You'll want to look for niches inside the bigger, evergreen markets such as:

- Weight loss.
- Health and fitness.
- Relationships/dating/marriage.
- Jobs/career.
- Pets.
- Business and marketing.
- Make money online.
- Finance/investing.
- Travel.
- Hobbies (e.g., golf, car restoration, hunting, etc.).

And similar profitable and large markets.

Then what you'll want to do is pick a smaller niche within this market. For example, you might pick health and fitness, and then focus on bodybuilding. If you've never dabbled in your chosen niche before, then be sure to do your market research to confirm it's going to be profitable. (This means checking that people are already buying plenty of products in the niche.)

NOTE: At this point you don't want to narrow down too much further, because you want to appeal to a relatively larger market. If you construct your materials the right way, then your buyers will be able to "niche-ify" your content to suit their needs. For example, your buyers could turn a report on bodybuilding into a report for women who want to lift weights.

Once you pick the niche, then you need to pick the topic. To do this, find out what topics are already really popular in your niche. If end users (aka consumers) are buying infoproducts like crazy on a specific topic, then you can bet marketers will want to get their hands-on PLR content on the same topic!

To that end, go to marketplaces like Amazon.com, ClickBank.com and JVZoo.com to see what topics in your niche are bestsellers. You do this by running a search for your niche keywords (such as "bodybuilding" or "dog training"). You'll also want to check to see which topics have multiple competitors, as that's a sign that the topic is popular and profitable.

The second step is to check out what other PLR sellers in your niche have on offer. You may find that there are a lot of competing PLR vendors on a topic. This isn't a bad thing, as it shows the topic is indeed profitable. The key is that you need to separate yourself from these others sellers (which you'll learn how to do later in this guide).

Alternatively, you may find that you don't have much competition on a particular topic. If end users are buying a topic like crazy but there are few to none PLR vendors creating products on that same topic, that's a potential unexploited niche for you to pursue. Be the first to enter the market with that particular topic, and you'll dominate it!

Depending on what sort of site you're setting up, you may select multiple popular topics around which you'll create PLR content. For example, if you're setting up a traffic generation site, you may select topics such as Facebook marketing, SEO for Google, guest blogging, JV marketing, and more. You'd then create reports or other PLR content on these topics to deliver to your members over time.

TODAY'S TASK: Your task for today is to brainstorm markets, pick a profitable niche within that overall market, and then pick a popular topic within the niche. The more research you do at this step, the more confident you'll be in your decisions! (But don't overdo it and go into analysis paralysis – do your research and make your decision in one day, and then move on.)

Day 2: Decide Which Membership Model You'll Use

You've got your niche and topic. Now you need to decide what sort of membership model you'll use to sell your PLR content. Here are the three main models we'll be looking at:

- The Monthly Membership Site
- The Fixed-Term Membership Site
- The Vault Membership Site

Let's take a closer look...

The Monthly Membership Site

This is an ongoing membership with no defined end. Every month your customers pay their membership fee, and every month you provide them with fresh PLR content.

The Fixed-Term Membership Site

This is a PLR membership that only goes for a set of amount of time, such as six months, twelve months or more. When the fixed-term ends, your customers don't need to pay any more fees, and you don't need to offer any

more content. This type of site is easy to run with an autoresponder – once it's all set up, the autoresponder takes care of everything.

NOTE: This model tends to have a higher retention rate than a monthly membership site, simply because members can see an end in sight. Most people don't like to quit something early, so members tend to stick around until the end.

Next...

The Vault Membership Site

This is a type of membership site where you put all your materials into the site at once, and your members need only pay one large fee in order to gain access to these materials.

e.g., create PLR content indefinitely? Sell it for a fixed term? Sell access to a vault of PLR content?

Which membership model should you choose? Ask yourself these questions:

- How much material do you expect to be able to create? If you have an almost unlimited amount, then a monthly membership is a good option. A fixed-term is a good option if you have a limited amount (e.g., such as 12 pieces). A vault-style site works no matter how much you have, but generally is geared for a lot of content.
- What is your backend income plan? A monthly site and a fixed-term site give you monthly opportunities to promote new offers when you deliver new content.
- How passionate are you about the topic? It's best to pick topics that rev your engine so you stay enthused about the work. However, if you're only moderately passionate, then a fixed-term site or vault site are good options, because you'll do the work once and be done with it.

- What is your plan for member retention? Take note that fixed-term sites tend to naturally have lower churn rates.
- What are your customers used to? In other words, what are your competitors doing?
- How much money do you want to make from your site? For this, you'll need to crunch numbers based on number of members and both your frontend income (monthly fees) and income from backend offers.
- How much time do you have to devote to your site each month? Again, the vault site and fixed-term site are "set it and forget it" sites – once the content is done, you don't have to worry about content any longer.
- What other factors influence your decision? Brainstorm to decide which model is a good fit for you.

If you take the time to really think through the answers to these questions, then it will become clear to you which model is a good fit.

Now it's your turn...

TODAY'S TASK: Your task is to pick the membership model that best suits your needs. If you're not sure, then do a fixed-term membership site. This lets you create a profitable membership site with plenty of opportunities for backend income, yet you won't be strapped to your computer indefinitely running your site (as you would for a monthly membership site).

Day 3: Create an Awesome Name for Your Site

Your next step is to create a descriptive yet memorable name for your membership site. Ideally, you'll want to have these two things in your name:

- PLR
- Some indication of the niche/topic.

For example, "Dog Training PLR" meets the qualifications of letting prospects know the niche and know that they'll get PLR inside the membership site. However, the name isn't very exciting. So, we might make it more compelling by combining the word "dog" with the word "fantastic" to create "Dogtastic PLR." This name still tells people what the site is about, yet it's also a more memorable and brandable name. (Which helps you stand out from the competition.)

Here's another example from my own business: I combined the word "earn" and "income" to create the site name "Earncome." It's memorable, brandable, and very unique.

Likewise, I developed "Membercome," which is a combination of the words "Member" and "Income."

One more: I took the word "Member" and tacked "naire" on the end (like millionaire) to create the brandable name "Membernaire."

Now it's time for you to create something similar. What I suggest you do is start brainstorming your niche words alongside other words that you can combine with it to create something memorable.

Here are a few general words that will work across a variety of niches:

- Awesome. E.G., Dogsome.
- Fantastic. E.G., Dogtastic.
- Amazing. E.G., Dogmazing.

You can combine words academic-sounding endings and other words, like so:

- -osophy. E.G., Dogosophy.
- -ology. E.G., Dogology.

- -ster. E.G., Dogster (which is a popular site, by the way).

You can then brainstorm words specific to your niche. For example, if you're in a marketing niche, you might try combining words such as:

- Cash/money.
- Sales/selling.
- Millionaire.
- Buy.

E.G., the "Membernaire" example I gave you previously.

Another example might be Trafficash (combines "traffic" and "cash"). I've done something similar with my "Businessentials" course, which is combination of "Business" and "Essentials."

So, what you do is look for two words in your niche where the ending of one word is similar to the beginning of the other (as in the examples above).

TODAY'S TASK: Your task today is to set aside the day to brainstorm as many possible names as you can think of. Then choose the one that seems to be the most memorable, brandable, and unique. If you're not sure which one is best, ask a few trusted friends for their opinions. Just be sure to do this privately, because you don't want to do this publicly and risk losing a good name.

Finally, be sure to research your name to be sure it's not currently in use elsewhere. You may also run a [trademark search](#) to be sure you're not using anyone's registered mark as your name.

Day 4: Do Your Initial Tech Set Up

Today you're going to go through the initial tech steps you need to take to set up your site. That means you'll do the following:

- Buy a domain name.
- Get hosting.
- Choose an email service provider.
- Select a payment processor.

Let's take a closer look...

Buy a Domain Name

You developed your site name in the last step. Now today you can purchase your associated domain name. Just be sure to use a well-established, reputable registrar like NameCheap.com or GoDaddy.com. Also, be sure to purchase the “.com” version, as that's what most people think of when they think of a domain name.

Get Hosting

Your next step is to secure webhosting that's linked to your new domain name. Again, stick with a reputable, well-known host such as HostGator.com or any number of other established hosts.

Once you select a host, then go back into your domain registrar dashboard and change your domain's name server (DNS) to point to your new host. Your new host will give you the numbers you need to plug in. If you have any questions about how to do this, check your domain registrar's knowledge base – most big registrars have instructions and even videos showing you how to complete this task.

Choose an Email Service Provider

You may decide to deliver your content by email, especially if you have a fixed-term PLR membership site. In that case, you just load your monthly content to your autoresponder and let the platform deliver on a set schedule (such as weekly or monthly, depending on what you're offering). Likewise, if you have an ongoing membership site you can announce new content with live broadcasts every month.

No matter what sort of site you set up, you'll be using an email service provider to keep in touch with your members and recommend back offers. That's why it's important to pick out a reliable, established service such as Aweber.com, ConvertKit.com, GetResponse.com or any number of other well-known and reputable email service providers.

Select a Payment Processor

Your last step is to select a payment processor to handle orders for your website. One good option is PayPal.com. If you intend to have affiliates, then you might choose a platform like ClickBank.com. If these options don't suit you, then you can look further into processors such as Stripe.com, Zaxaa.com or 2Checkout.com.

Optional: Select a Membership Platform/Plugin

I like to make things as easy as possible, which is why I often set up fixed-term membership sites and deliver the monthly content using an autoresponder. That's what I suggest you do too, unless you have experience or a particular reason for choosing something else. If you are electing to use a membership platform, then you might check out popular options such as aMember.com. Search Google for other options if this doesn't suit you.

TODAY'S TASK: Your task for today is to go through the above steps to purchase your domain name, get hosting, select an autoresponder, and choose a payment processor. In all cases, be sure to stick with reputable, established platforms/solutions that you can rely on.

Day 5: The #1 Key to Standing Out with a Unique Membership Site (AKA How to Beat the Competition)

Depending on the niche you're serving, you may notice that there are a lot of other PLR vendors competing with you. Not only that, some of these other vendors are not only selling PLR, they're also using a membership site to do it.

Here's the problem: if you just put up a site that looks and feels like everyone else's site, you're going to have troubles getting the sales going. You need to make your site stand out. And the primary way you're going to do this is by defining your unique selling point (USP).

Your USP is basically a succinct reason why marketers should join YOUR membership site rather than getting their PLR content from your competitors. It's the over-riding reason why your site is not only different but better than your competitors' offerings.

NOTE: What we're talking about today pertains to your membership site as a whole. Later in this guide we'll talk about ways to make your content itself unique.

This is a three-step process:

1. Do some research to get a better understanding of what your competitors offer, as well as what USPs they're using (as your USP won't be unique if someone else in your niche is already using it). You can complete this step by searching for your niche keywords (e.g., "bodybuilding PLR") and then studying your competitors' sites.
2. The second step is to brainstorm all the ways your site is different than your competitors' sites. What do you offer that they don't?
3. The third step is to select a strong unique selling point that's not in use by anyone else in your niche. Be sure this is a benefit/advantage that your audience actually values. Later you'll incorporate this USP into your sales letter, your marketing campaigns, your emails, and other aspects of your site.

So, what we're going to focus on for this lesson is how to complete Step 2, where you brainstorm how your site is different and better than the competitors' sites.

Important Note: Your USP doesn't have to showcase something that is 100% unique to your site and your site alone. Instead, it just needs to showcase a benefit or advantage that none of your competitors are highlighting.

Let me explain using an example. Folger's coffee uses the USP "mountain grown." However, most coffee is grown in the mountains, so that's not unique to Folger's. What IS unique is that Folger's was the first coffee company to point this out and use it in their marketing.

Okay, so let's talk about your USP. Answer these questions to help you brainstorm (putting as many answers as you can think of, where applicable):

How is your customer service different from the competition? For example, maybe you offer phone customer service, which is fairly rare.

How is your pricing different from the competition? Note that you don't want to set yourself apart based on a LOW price. You can, however, position on value or other factors (such as affordability by offering monthly membership fees rather than having people pay yearly membership fees).

How is your delivery of the content or formatting different from the competition? For example, do you offer video and text versions?

What is the advantage of using your PLR content over offerings from your competitor? For example, is your content to sell-written that buyers can use it directly out of the box?

What unique credentials do you have to offer this particular type of PLR content? E.G., do you have educational, job or other achievements relevant to the niche? Are you an expert in some way?

What makes your content different from what others are offering? E.G., your content always includes professional layout, graphics and design.

What makes your business as a whole different from the competition? Brainstorm everything you can think of.

Why should people buy your PLR content as opposed to buying from the competition? Brainstorm again to come up with as many benefits and advantages as you can think of.

If you work your way through these questions, you'll likely find a few different USPs from which to choose. Just double check that no one else is using it, and you'll be good to go.

TODAY'S TASK: Your action step for today is to brainstorm and then select a unique selling point to use for your membership site. Be sure to research your competitors' sites so that you don't select one that's already in use by someone else.

Day 6: Decide What to Include in Your Membership Site, **Part 1**

Today you're going to start planning what sort of materials you're going to send to your members every month. Part of this calculation depends on how much you want to charge for monthly membership fees (which we'll talk about in more detail later in this guide, but keep it in mind for this step).

Specifically, different pricing sets of different expectations for what members get for their monthly fees. For example:

- \$5 monthly: a lead magnet, such as a checklist.
- \$10 monthly: a report/ebook.
- \$15-\$20 monthly: a report/ebook plus a sales letter.
- \$20-\$30 monthly: a report/ebook plus a sales letter and other marketing materials (e.g., autoresponder series).
- \$40-\$50 monthly: two reports/ebooks plus sales letter and marketing materials to sell these items.
- Over \$50: A mini-sales funnel. E.G., a lead magnet, a tripwire product, and a core offer, plus the marketing materials to promote these items.

The pricing mentioned above is a very rough guide. Obviously, it's going to also depend on other factors such as your niche and how many members you allow into your site.

The bottom line here is that offering extras makes your memberships more valuable. This means you can charge more, and it also means you'll have happy customers who can start using the materials almost immediately after they download them.

So, with that in mind, let's look at the extras you can include for your PLR customers:

- Sales letter. Ideally, this should be offered inside a ready-made web page. That way, all users need to do is add a payment button and upload the page to their website.
- Autoresponder series. You might offer a five to seven-part series designed to sell a paid product. (Ideally, you should include both the lead magnet and the paid product in your PLR package.)
- Blog posts. These can be pre-sell articles related to a paid product in your package.
- Ads. Here you might offer a variety of short ads that members can use to create Google AdWords ads, Facebook ads, and similar.
- Graphics. At a minimum, you should include ecover graphics for free and paid products. You can also include graphical ads (such as banner graphics), as well as graphics for things like blog posts.
- Bonuses. If your PLR package includes paid products, then you might offer related bonuses that members can use to boost conversions. (E.G., if your PLR package includes a diet guide, then you might also include a recipe book to use as a bonus.)

- Layout and design. Instead of just offering .doc or .txt files for users to edit and convert, you can offer these “raw” files alongside finished files. For example, you can provide professional layout and design for an ebook.
- Lead magnet. If you’re offering a higher-priced package with a PLR product that members can sell, then you might offer a lead magnet to help users get prospects onto their mailing list.
- Multimedia. You might include other formats for your products, such as videos and audios. For example, if you’re selling a course, you might offer both the text version and the video version.
- Slide shows. Here you might offer an informative slide-presentation on a professional slide deck, which users can post on sites like slideshare.net, or even turn into a slide-presentation video.

As mentioned, the more you include, the higher the perceived value of the offer. Plus, more materials mean less work for users, which makes them very happy.

TODAY’S TASK: Your task is to get a rough idea of how much you’re going to charge for your membership site (perhaps based on your income goals), and then based on that decide what to include in your monthly PLR package. You might also want to research what competitors are offering so that you can create packages that are even better than what’s out there.

Day 7: Decide What to Include in Your Membership Site, Part 2

Yesterday you decided what sort of products and extras to include in your monthly packages. Now today we’re going to look at the different types of content you can offer to your members.

Typically, when people think of creating PLR content, they think of either reports or articles. But there are plenty of other options from which you can choose. Let me give you a list of ideas:

- Ebooks/reports/guides. E.G., "The Aspiring Copywriter's Guide to Writing a Million-Dollar Sales Letter."
- Articles/lessons. These are typically 500 to 1500 words. If you offer articles, ideally you should offer a pack of them (such as 10-20 articles).
- Checklists. These are tools end users can utilize to achieve a goal. E.G., "How to Get Your Book Into the Kindle Marketplace."
- Cheat sheets. These are one-page summaries of a concept or process with plenty of steps, tips and ideas. E.G., the social media marketing cheat sheet.
- Planners/calendars. This guide you're reading right now is an example of a 31-day planner.
- Swipes. These are lists of ideas or items for people to use as inspiration. E.G., the sales letter headline swipe file.
- Templates. These items make it quick and easy for someone to complete a process. E.G., the career-builder's resume templates.
- Lists. Here you can provide gear lists or resource lists. E.G., the gear list for beginning bodybuilders.
- Mind maps. This tool lets people think about concepts in non-linear ways. E.G., the writer's guide to plotting a novel.
- Infographics. This is a tool that makes data-filled content easier to understand. E.G., an infographic showing how to invest for retirement.

- Worksheets. These are tools that help people complete a process. E.G., the business owner's ad budget worksheet.

What you need to decide is which of these types of content you'll give to your members each month. Check out these options:

Option 1: Provide the same set of content on a different topic.

Here your members know exactly what they'll get every month. For example, you might create a report and an autoresponder series each month. Or perhaps you'd offer a set of checklists each month.

Option 2: Provide different content each month.

For this option, you'd offer content in different formats each month. For example, this month you might give your members a set of checklists. Next month you might give them a report. The month after, you'd offer them a course on a niche topic.

The other thing to consider is that the way you name your content can have a big impact on the perceived value of the package. For example, if you create a pack of articles and refer to them as articles, people may not be willing to pay very much for them. After all, everyone and their uncle seems to be selling PLR articles, so they quite literally have become a dime a dozen.

How do you sell articles for a premium price to an eager audience? Simple: you don't refer to them as articles. Instead, you refer to them as something like "training lessons." For example, a pack of 10 "articles" becomes a 10-module course, with each lesson about as long as a blog article.

TODAY'S TASK: Your job today is to determine exactly what you're going to give your members each month. Then make an outline of the exact content you're going to deliver for the first 12 months of your site. E.G., "Month 1, _____. Month 2, _____." And so on.

Day 8: The #1 Way to Add Value to Your Offer

At this point, you know what you're going to include in your main offer (which is the material you send to your members each and every month). Now the question is, how will you add value to this offer? In other words, what sort of bonuses will you give to your members?

NOTE: Adding bonuses boosts the perceived value of your offer, which gets more people buying your offer. You can also use bonuses strategically to overcome specific objections and to retain members. You'll learn more about this on Day #9 (tomorrow).

For today, we're going to talk about what sort of bonuses you can offer that the buyer will be able to collect as soon as they join your membership site. These bonuses fall into three categories:

- #1: Additional PLR Materials.
- #2: Tools.
- #3: Training.

Let's take a closer look at each of these:

Additional PLR Materials

This is the bonus that your customers are sure to love. After all, they're already buying your PLR content, so they'll be happy to receive any extra PLR content for free. Just be sure that whatever you offer is highly related to the content in your main package.

For example, let's suppose you're selling a copywriting guide with private label rights. Here are the types of items you might offer as a bonus (also with PLR licensing):

- A set of sales letter templates.
- A report on how to profile a target market.
- A headline swipe file.
- A seven-part autoresponder series that talks about sales triggers.

Basically, the idea here is to give your audience more of what they want, which turns your good PLR offer into a great PLR offer.

Here's another idea...

Tools

These are tools to make it easier for a PLR seller to run their business. These may be of particular interest to people who are new to online business and perhaps have never set up a website before.

For example:

- A set of WordPress themes that customers can use to quickly set up the site where they'll sell the content.
- A membership plugin that customers can use to run a membership site using your PLR content.
- A split-testing tool that customers can use to optimize their website and ad campaigns.

Again, these are the tools that your customer uses, but they can't be sold or passed onto their customers.

Which brings us to the last point...

Training

The idea here is to offer training on how to use PLR content to your customers. This is a particularly good bonus if your audience includes people who've never used PLR content before.

Here are a few examples of the type of training you might offer:

- A course on how to rewrite PLR content to make it unique.

- A guide that shows readers how to use PLR content to generate and convert traffic.
- A video that trains customers how to turn PLR content into other formats.

In addition to the type of training that your users can download, you might also offer live training. For example:

- Offer monthly webinars.
- Create a private group for group coaching.

Again, this training is for your customer's use only (e.g., it doesn't come with private label rights).

TODAY'S TASK: Your task for today is to start brainstorming what sort of bonuses you can provide to add value to your PLR packages. Be sure to take into consideration what bonus would best fit your main offer, as well as what type of bonus your audience wants the most. Then check out tomorrow's lesson, where you'll learn more about how to create strategic bonuses!

Day 9: The Smart Way to Deploy Strategic Bonuses

Yesterday (Day #8) we talked about bonuses in a general sense, especially with regards to how you can use them to add value to your offer. Now today we're going to continue our discussion of bonuses, this time with an eye on how to deploy strategic bonuses.

What do we mean by "strategic bonuses?" What we're referring to is how to use bonuses to achieve specific goals such as:

- Overcome objections.
- Retain members.
- Boost customer satisfaction.

Let's look at these three items in more detail...

Overcome Objections

As they read your sales letter, your potential customers are always going to have some objecting niggling them at the back of their mind. You need to raise and handle these objections in order for these customers to place their order. And one way to handle some of these objections is by offering a bonus that overcomes that specific objection.

For example, some people who look at your PLR offer are going to tell themselves not to purchase your offer because they don't know how to use PLR content. You can overcome this objection by providing training on how to make the most of the content. (See Day #8 for ideas on how to do this.)

A common objection for content the user tends to sell is that they don't have time or money to create all the needed marketing materials. You can overcome this objection by including a "promo pack," which includes a sales letter with graphics, an autoresponder series, a lead magnet to get people onto the list, and blog articles that also pre-sell the product.

Another possible objection is that the customer says they don't have time to tweak the content to make it unique. You might offer a bonus such as a discount coupon for a freelancer to tweak the content for them.

You'll need to do some brainstorming about what sort of objections your audience might have, and then create a bonus to help overcome that specific objection.

Next...

Retain Members

Another way to strategically use bonuses to retain members is by delaying some of your bonuses. For example, you might give one bonus immediately after someone joins your site, and then offer a new bonus every two months.

The key here is that your customers need to know that they'll be getting bonuses every couple months. Be sure to build anticipation for these bonuses, so that members remain active in order to collect the bonus.

Boost Customer Satisfaction

A good offer paired with a good bonus tends to boost customer satisfaction. If you're looking to really surprise and delight your customers, then do this: offer some unadvertised bonuses.

Yes, you should advertise some of your bonuses on your sales page, which will help with conversions. However, by offering surprise bonuses (unadvertised), you can accomplish two things:

1. Further boosts customer satisfaction. In turn, this helps retain customers and may even get them to refer their friends.
2. Train customers to open all emails from you. Your customers will eagerly open every email just to be sure they don't miss out on anything. And when customers open and read all your emails, you'll get a higher conversion rate on any backend offers you promote via email.

You can offer a surprise bonus on the first batch of content your customers download, as well as occasional surprises thereafter (as often as once a month).

TODAY'S TASK: Your task today is to think about your prospective customers' common objections to joining your site, and then determine if there is a bonus you can offer to help overcome that objection. Then decide exactly what sort of bonuses you're going to offer to your customers (refer back to Day #8 for more information if needed).

Day 10: Plan a Profitable Sales Funnel

We've been talking about what sort of content to include in your membership site, in terms of both monthly content and bonuses. Now we're

going to take a step back and look at the big picture. Namely, we're going to look at your overall sales funnel.

Here's why: you should never develop a product in isolation. Instead, you should take into consideration how you're going to get your prospects into your sales funnel, how you're going to turn them into buyers, and then what else you're going to sell to your existing buyers.

Typically, your sales funnel is going to look like this:

Lead magnet -> tripwire offer -> core offer -> backend offers

A typical membership site may fall into different categories, depending on your goals. For example, it might be:

- A tripwire offer. This works best if you have a vault-style membership site that you're offering for a really good deal. For example, if you're offering access for \$15 to \$20, then a vault site may serve as a tripwire offer to turn browsers into buyers.
- A core offer. A monthly membership site or fixed-term membership site makes a good a core offer.
- A backend offer. Let's suppose you're selling something like a marketing course as your core offer. You might then sell PLR memberships on the backend, as a way for your customers to quickly and easily acquire the content they need to generate and convert traffic.

So, let me give you a couple examples of how you might create a sales funnel around your membership site.

Let's suppose you're selling weight-loss PLR content. Here's what your sales funnel may look like:

- Lead magnet: a report on how to use PLR content for maximum benefit.

- Tripwire offer: a weight-loss report with PLR licensing.
- Core offer: memberships for your PLR weight-loss membership site, where you provide your members with a new weight-loss product to sell every month.
- Backend offer: additional weight-loss PLR content, such as a PLR course on how to lose the last stubborn 10 pounds and keep it off.

Here's another example, this time with two different memberships as part of the sales funnel. Let's suppose you're selling online marketing information with private label rights. Here's what your sales funnel may look like:

- Lead magnet: A report with PLR licensing that gives readers an overview of the different ways to generate traffic.
- Tripwire offer: Access to a vault-style membership site that includes all sorts of traffic-generation reports with private label licensing rights. E.G., SEO report, a social media marketing report, a blogging report, etc.
- Core offer: A monthly membership site that includes enough content to allow your members to set up their own traffic-generation membership sites.
- Backend offer: an offer for unique "done for you" content on any topic related to traffic generation.

Those are just a couple examples to get you thinking about your sales funnel. The point is, you need to plan out your entire sales funnel as you're developing your PLR membership site. Once you've developed the materials for your membership site, then you can start developing the materials for the rest of your sales funnel.

TODAY'S TASK: Your task today is to plan out your sales funnel. How will you get prospects onto your mailing list? How will you turn your browsers into buyers? Where in your sales funnel will this membership site fit in?

Consider these questions, and then continue on to Day #11, where we'll look at what to promote on the backend of your membership site to make it even more profitable.

Day 11: Plan Your Backend Offers: What to Promote for Maximum Profits

Yesterday we talked about your overall sales funnel. Today we're going to focus on one piece of it: your backend offers. The reason we're doing this because you need to know what you're going to promote inside your membership site, products and emails before you write one word of content.

Don't take this task lightly. Most membership site owners find that they make the bulk of their income from the backend of their site rather than the membership fees. That's why you want to be sure you're promoting profitable offers.

So, with that in mind, the question is: what should you promote on the backend? Check out the characteristics of profitable backend offers:

Be Sure It's Desirable

The first step is to do your market research to find out what your audience wants. Then you can decide what sort of backend offers to promote to your audience based on the types of products and services they're already buying.

Promote Offers Highly Related to the Membership Content

Your membership site solves part of a problem for your members. Your backend offer should solve another part of the problem. In other words, people who want your membership content should naturally be interested in (and want) your related offers.

For example, if you're selling a bodybuilding exercise guide with PLR, then your buyers would naturally want other PLR content on this topic, such as a bodybuilding nutrition guide with private label rights.

Create a Variety of Offers

You'll want to promote a variety of different types of offers at different price points. Just be sure to test and track these offers, so you can determine which ones your audience responds to the best.

Here are examples of the types of offers you might promote:

- Additional PLR content.
- Training on how to use PLR content.
- Online marketing/business training.
- Tools PLR sellers need to run their business (such as autoresponders).
- Freelance writing services (to tweak PLR content or create new content).
- Other freelance services to help people set up their business, such as web design or copywriting.
- Business coaching/consulting.

These offers can take a variety of forms, including:

- Ebooks and reports.
- Videos.
- Audios.
- Live events like webinars.
- Memberships in related membership sites.
- Access to private groups/forums.
- Courses.

Note: in most cases, you'll mainly be selling additional PLR content to your buyers and perhaps freelance services to tweak the content or create something new. However, depending on your audience, you may offer PLR or business training. You'll need to test these offers to see if your audience responds to them.

Promote Your Own Offers

Whenever possible, be sure to promote your own offers, as that will be the most profitable. If you don't yet have an offer created, you can sell a related affiliate offer. But then be sure to replace it with your own offer as soon as possible.

The exception here is if you're offering services, such as tweaking PLR content for your buyers. In that case, you may hire someone else to do this (perhaps raising their prices so you can take a cut), as you should focus on creating additional PLR offers rather than trading your time for dollars.

TODAY'S TASK: Your task today is to decide exactly what to sell on the backend. For example, if you have a membership site delivering traffic-generation reports with PLR, then you may sell PLR courses, autoresponder emails, blogs and other content with PLR licensing on these same topics.

Day 12: Plan Your Backend Offers: Where to Promote

Yesterday we talked about what to promote on the backend of your PLR membership site, which will likely consist mainly of additional PLR material, but it may include training, tools, services and coaching. As mentioned, you'll need to do some testing to see what your audience desires.

Once you know what you're promoting, then you need to decide WHERE to promote these offers. And that's what we're going to talk about in today's lesson. Specifically, here's a list of the places you can promote your backend offers:

On the Order Form

You can start your upselling and cross-selling right at the point of purchase. For example, let's suppose you're selling memberships into a weight-loss PLR membership site, where members get two new weight-loss reports every month. You can cross-sell related PLR on the order form, such as a pack of weight loss articles (AKA training lessons) and a PLR cookbook.

On the Thank You/Confirmation Page

The next place for you to promote related products is on the order-confirmation page, which is the page customers see immediately after they complete their order. This page typically includes a “thank you,” and further instructions (such as how to register an account for the membership site or sign up for the mailing list). You can also include a related offer on this page.

Inside Emails

Whether you’re running your membership using an autoresponder or a membership site script, you’ll be sending plenty of emails to your members. These emails typically announce when new content is available. You can use every email as an opportunity to promote a related offer.

Inside Training Materials

If you provide training materials for your members, then be sure to promote related offers from within these training materials.

For example, you might share a report on how to make the most of PLR content. This report can then sell additional PLR content to customers as well as additional training materials.

TIP: You can soft-sell additional PLR content inside training materials. For example, use your other PLR packages as examples. E.G., “It’s a good idea to purchase large packages of PLR content so that you can create an entire sales funnel out of the content. See an example of what I’m talking about here: [then you’d insert a link to a large package of your PLR content as an example].

Next...

Within Membership Content

The next place to sell backend offers is within the monthly membership content itself, including any bonuses. The difference here is that the end users (your customer's customers) may be the ones to purchase these items. For example, if you have a weight-loss report, then you'd insert backend offers related to weight loss into the PLR content.

Take note: because you're offering editable content, your PLR license holders are likely to edit your promos. That's why you'll want to sell your own offers, and then make it really easy for license holders to insert their affiliate links. Some will put an entirely different offer in, but many will leave your offer intact and give you the opportunity for passive income.

Inside the Membership Site

If you have an actual membership site (versus running your site using an autoresponder), then be sure to promote offers within it. You may promote:

- Inside the welcome letter or video.
- In a featured place, such as the page users see when they log in.
- In a "Recommended Resources" section of your site.
- Inside any private groups or forums in the site.

Now it's your turn...

TODAY'S TASK: Yesterday you decided what to sell on the backend. Today your job is to plan out exactly where you'll promote these offers.

Day 13: Outline and Research Your Content Quickly and Easily

You've decided what sort of content you're going to send to your members each month. You've decided what sort of backend offers to promote within this content. Now today we're going to talk about how to outline and research the first month's worth of content.

The first thing you need to decide is which piece of content you'll deliver in the first month and every month thereafter. Your best bet is to deliver one

of your BEST pieces of content in the very first month. You want to make sure you impress your members right away, which will help keep them active, paying members.

For example, if you know that one of your reports will include information that's rarely shared elsewhere, then you'll want to deliver this PLR report to your members first. It will make your members look good to their customers, which your members will appreciate.

Once you know what piece of content you'd like to deliver first, then that's the one you should start outlining first (and it's the piece you'll be creating this month).

To that end, the second thing you need to take into consideration is how to outline each individual piece of content. Here are two of the most popular options:

- Chronological. This is your typical step-by-step format, and much of your "how to" content will fit this model.

For example, if you have a PLR report teaching people how to write a sales letter, then Step 1 would be to profile the target market, Step 2 would be to list all the benefits and features of the offer, Step 3 would be to create a headline...and so on.

- Complexity. If your content doesn't naturally fit into a step-by-step format, then you may arrange it from least complex to most complex information. This refers to content that takes the longest to learn and/or the longest to implement in order to start getting results.

For example, when it comes to training a dog, teaching "sit" is fairly easy and should be near the front of a training report. On the other hand, teaching your dog a long down/stay is more complex, so that would be later in the report.

Once you decide how to arrange your information, then you'll need to fill in your outline. To do this, you'll start by brainstorming all the information you

already know about the topic that you'd like to include. Be sure to brainstorm steps, tips, and examples. (We'll talk more about this on Day #18).

The second step is to do some research to discover what else to include in your content. In other words, research what type of information people in the niche are selling and writing about. What's in demand? What do people like about the existing solutions? What topics do they want to know more about? Once you find out which topics and subtopics are included in similar products, then you'll know what to include in your product too. See tomorrow's lesson for more details.

TODAY'S TASK: Your job today is to decide which piece of content you'll create first, and then outline this piece of content. Research as needed to fill in your outline. Be sure your outline is as thorough as possible. The more detailed your outline, the easier it will be for you to create your content.

Day 14: Start Creating Content: What All Should You Include?

Starting today and running for about the next week and a half, you're going to create the content and bonuses for the first month of your membership site. We're spreading this task out over time so that it's not overwhelming.

For example, if you have 10,000 words' worth of content for the first month, then you only need to do about 1000 words per day. That's the length of a blog article. When you think of it that way, creating all your content is actually easier than you think.

Each day in this guide I'll also share with you tips for creating better content. We'll start today by going more in-depth on how to research your content. Specifically, how should you research your content so that you end up with a really good product for your buyers?

Check out these ideas...

Look at Popular Products

First thing to do is run a search for your content's keywords (e.g., "weight loss," "dog training," etc.). You can run this search in Google to uncover products, as well as in marketplaces such as ClickBank.com and Amazon.com.

What you want to do is review the table of contents of these products as well as the sales pages. What all topics and subtopics do these products include? What benefits do these products have that your product doesn't? How can you create something that's similar yet BETTER than the existing products on the market?

Where applicable (such as on Amazon), be sure to also read customer reviews. This will give you an idea of what the end user wants (and doesn't want) in a particular niche product.

Browse Niche Blogs

Taking a few minutes to read the popular blogs in the niche will give you an idea of what topics are popular with the end user. Look for topics that keep popping up repeatedly. Also, look for topics that get a lot of discussion and social media love. Finally, read the blog articles to see if the author shares any information that you haven't yet included in your outline.

NOTE: Just to be clear, you are in no way copying anyone else's products, articles or other content. Instead, you are merely reviewing them for inspiration about what to include in your PLR product. For example, if you see that several weight-loss products include information about how to balance macronutrients, then that's something you'll want to include in your product too (completely in your own words).

Next...

Check Out Niche Discussions

Another good place to gather good information is any niche community when your end users are discussing topics. This includes question and answer sites

like Quora.com, niche forums, and niche groups (like those on Facebook). Take note of what questions and topics come up repeatedly, as that's an indication that the topic is popular in your niche.

For example, if the question, "What kind of exercise should I do if I'm really out of shape?" pops up repeatedly on a weight-loss forum, then that's a question you may want to cover in your weight-loss report or other content.

TODAY'S TASK: Your task today is to start creating your main content. In this planner we've devoted eight days to creating your main content (and two days for bonuses), so your goal is to get at least 1/8 of your main content done today.

Day 15: What To Do Before You Write

Yesterday we talked about researching your content so you can create something that's even better than the existing products on the market. This will make your PLR customers really look good to their customers, which virtually ensures your customers will want to buy more PLR content from you.

Today we're going to take a look at what you need to do before you actually sit down to create your content. Specifically, you need to determine the following two things:

1. Determine your unique angle.
2. Define goals and outcomes.

Let's look at these points separately...

Determine Your Angle

You've got a subject for your content – now you need to create an angle. This is the unique magnifying glass under which you'll approach your subject. This is what is going to make the content stand out from other similar pieces of content in the market.

One way to do this is to make comparisons of your subject with some other unlikely subject. Your content would then carry this comparison or analogy throughout the piece, which instantly makes your writing more engaging and interesting.

Let's suppose you're writing about raising a family, and the particular piece you're working on is how to talk to teenager. You might start with a unique angle that teenagers are like cats – they hear what you're saying, but they just choose to ignore it. You can then carry this cat comparison throughout your content. For example, you might have a section on how both cats and teenagers tend to be nocturnal (which can lead to grumpy teenagers who are tired and can't focus in school).

Next...

Define Goals and Outcomes

The other important thing you need to do before you write a single word is decide what your ultimate goal/outcome is for the reader. That is, what do you want your readers to LEARN as they read the content? And what do you want your readers to DO once they're finished reading?

For example, maybe you're writing an online marketing report about email marketing. Perhaps you define your learning goal as such: you want readers to know exactly how to create a compelling lead magnet and set up a lead page by the time they finish your piece of content. This helps keep your content tight and focused. If any paragraph or even any sentence doesn't contribute to your defined goal, then cut it out. This ensures you have a no fluff, no filler piece of writing.

Secondly, you need to decide what your readers should do. Your entire piece of writing should be designed around the action you want the end users to take.

In some cases, you may want them to take action on what they just learned. In other cases, you may want them to perform some other action, such as clicking on a link to buy a product. Either way, your content piece should naturally lead to that desired action, and it should include a call to action.

Let's go back to the email marketing example. Let's suppose you're teaching people how to set up a lead page. You might want readers to purchase a tool they need, such as an autoresponder. Your call to action might look something like this: "In order to finish setting up your lead page, you're going to need a reliable autoresponder. Click here to see which service I recommend..."

NOTE: As mentioned earlier, any links you put in the content may be changed by the person who purchases the PLR license. As such, it's a good idea to promote your own products and give license holders quick and easy instructions for getting their own affiliate link. When it's not possible to promote your own offers, look to see if your favorite product or services have two-tier affiliate programs (which means you'd get paid if an affiliate you referred makes a sale).

Time to wrap up today's lesson...

TODAY'S TASK: Your task for today is to continue creating your main content for the first month of your membership site. Do another 1/8 of the main content (so that by the end of today, you'll be 25% done with the main content).

Day 16: How to Create Content Faster Than Ever

We're continuing on with our writing tips, and you're continuing on with creating your content. For today's topic, we're going to talk about how to speed up your writing. Check out these tips...

Write First, Edit Later

Writing is more of a creative task, while editing tends to be more intellectual. As such, if you try to do both of these tasks at the same time, you're only going to slow yourself down.

Here's what to do instead: write first without editing any of it. Don't worry about sentence structure, typos or anything else. Just get your ideas down

on paper, and let yourself be as creative as possible (especially with regards to creating your unique angle or sharing a story).

Once you have your first draft complete, THEN you can go back and edit to your heart's content. Now your brain is going to switch gears and think about things like grammar and spelling, which kicks it out of creative mode. (Later in this guide we'll talk more about proofing and polishing to create a great end result, so stay tuned.)

Here's the next idea for writing faster...

Use Technology

Another way to speed up your writing is to use technology. There are two ways technology can help:

Method #1: Cut out distractions with technology. If you have troubles focusing on your writing because you get distracted by sites like social media, there are plenty of apps that can help. For example, GetColdTurkey.com will lock you out of all the sites that distract you, so you can't access them while working.

Method #2: Speed up writing with technology. Most people can write faster than they can talk. If that's the case with you too, then you may consider using a speech-to-text solution such as Dragon Naturally Speaking (or any other number of competitors now available on the market). These apps and software solutions have greatly improved over the last few years, so they don't even require as much training as they did in the past.

Hire a Freelancer

The fastest way to create content is to outsource this task to a competent freelance writer. This frees up your time to work on other parts of your membership site (such as marketing it). Or, if you choose, it gives you more time away from work that you can spend with your family and friends or enjoying your hobbies.

TODAY'S TASK: Your task today is to continue working on your main content for the first month of your membership site. If you're following the timeline I suggested, then you'd create another 1/8 of your content.

Day 17: The Secrets of Creating "Hang On Your Every Word" Content

When you create engaging PLR content, you're going to please both your PLR buyers and their customers. The end users will love it because everyone prefers to read something entertaining and engaging (versus dry, boring content). The big benefit is that when the end users read every last word, they're going to be satisfied with their purchase. This is a win for your PLR buyers, as they'll get more repeat purchases and backend sales. And all of this is a win for you, because this is what's going to keep your PLR buyers coming back to buy more from you again and again.

That's why it's worth your time to create content that's highly engaging to keep readers hanging on your every word.

How do you do that? Check out these dos and don'ts...

Do Know Your Audience

Before you write a single word of content, be sure you've got a good handle on who will be reading it. The more you know about your audience, the easier it will be for you to create content that resonates with them.

For example, let's suppose you know that your audience consists of moms. In that case, you create content that connects with their struggles. If you're writing about dieting, you might say something like this: "You know how hard it is to diet when you're cooking for the family. How many times have you ended up cooking two meals, one for you and one for everyone else?"

Do Use Simple, Friendly Language

Do you remember reading some of those dry textbooks back in high school? You could barely keep your eyes open. That's because they were likely

written using a stiff, formal tone. Big words, convoluted sentences, the whole works.

If you want to engage your audience, then come down a level. Use a friendly tone (imagine you are indeed writing to a friend), and write at a level that would be easy for someone in the 8th grade to read. This means using simple language – no “\$100 words” to try to impress anyone. What actually happens is that you’ll just slow your readers down if they don’t understand what you’re trying to say.

This planner you’re reading right now is an example of how to write with a conversational tone using simple language that’s easy to read.

Do Inject Some Humor

Be sparing with humor, and be very careful about what sort of humor you use. What you find uproariously funny may not be funny to anyone else. Or, worse yet, it may be offensive. Once again, it’s helpful to know your audience so that you get a better idea of what sort of humor might appeal to them.

Don’t Create Big Blocks of Text

People who open a blog article, report or other piece of content and see big wall of text are going to click away. That’s why you’ll want to be sure to use short paragraphs and plenty of white space. Again, this planner is a good example of breaking up the text, as I use plenty of sub-headings and bulleted lists to break up the text and make it more pleasing to the eye.

Do Engage the Reader’s Curiosity

Still another way to keep people reading is to arouse their curiosity. You do this by hinting at what’s coming up in the content. You tell your readers the benefits of what you’re sharing, without spilling how they’ll get those benefits. These creates an “itch” that your readers can only “scratch” by continuing to read your content. Boom, they’re hooked!

For example: “In just moments you’ll discover my #1 trick for getting rid of aphids for good. This is so simple and so effective that you’ll kick yourself for not thinking of it sooner. But first, let me show you how to determine if you have a problem with aphids or if it’s some other pest...”

TODAY’S TASK: Your task for today is to continue creating the main membership content that your members will receive in the first month. If you’re keeping with the schedule, you need to create another 1/8 of the material to stay on track. If you can do more than 1/8 of the content today, go for it – it’s even better if you get ahead of schedule! 😊

Day 18: How to Create Content the Readers Will Love

Today we’re continuing with creating the materials for your first month, plus you’re also going to get more tips for creating high-quality, engaging content that the end users are sure to love. Specifically, we’re going to look at how inserting elements such as tips, examples and stories will make your content better.

Let’s take a look at some of these elements separately...

Tips

Tips really add a lot of value to your content. For example, if you’re creating a weight-loss report, you might offer tips for ingredient substitutions to make “regular” recipes more healthy.

Examples

Sharing a good example is a great way to make a complex subject easier to understand for the reader.

For example, telling aspiring copywriters to evoke curiosity in their headlines may not mean too much to them. But when you show them an example of a curiosity-driven headline, the content makes much more sense.

For another example of how this works, just take a look at the numerous examples I've provided to you throughout this guide. 😊

Templates

A template goes a step beyond an example and provides a tool that the reader can use to complete a process.

Let's stick with the example of curiosity-driven headline. You might provide a few templates that readers can use to create their own curiosity-driven headlines. E.G., "The Secrets of _____."

Stories

Since you're creating PLR content, you want to be careful about what sort of stories you tell. Specifically, don't share stories with identifying information, and don't make the stories from your point of view. If you do these things, your PLR buyers are going to have to rewrite the content.

Instead, tell more generic stories or even stories about well-known people to make a point. For example, if you're sharing dog-training information, you might share a cautionary tale about working with aggressive dogs, and then tell a story or two about how Cesar Millan (the "Dog Whisperer") got bit.

Case Studies/Experiments

Still another way to engage readers and add value to your content is by sharing a case study. Once again, don't make this case study about you, or your PLR buyers are going to need to rewrite the content. Instead, use more a generic case study or experiment format, where you simply tell what happened.

For example, you might share a case study of how tweaking a headline in a certain way increased conversions across three sales letters in three different niches.

Lists

People love lists, whether it's a list of tips, a resource/gear list or something else. For example, if you're teaching people how to set up a business website, you might provide a gear list that shares recommendations for things like payment processors, autoresponders, membership plugins and more.

TIP: This is also a good place to insert your links, though once again keep in mind that many of your PLR buyers are likely to swap them out with their own links. Whenever possible, promote your own offers and let buyers know how to get their affiliate link for your offer.

Next...

Mistakes

One more item you can share with readers is the mistakes they need to avoid when completing a process. You can combine this element with a story to create a really powerful reminder of what not to do.

TODAY'S TASK: Your task today is to continue working on creating the main content for your first month of materials. Be sure to take into consideration everything we've talked about in this guide with regards to creating high-quality content.

Day 19: How to Create PLR Content Your Buyers Will Love

We've been talking about how to create high-quality content, as that's something both the end users and your PLR buyers will appreciate. Now we're going to switch gears for a moment and consider what else buyers are looking for when they're getting ready to buy PLR content. They want high-quality, engaging content as described over the last few lessons.

What else? Take a look at these desirable characteristics that will help you sell more PLR content...

Accurate Content

It goes without saying, but I'm going to say it anyway: make sure your content is well-researched, fact-checked, and accurate in every way.

If you make even one factual mistake in your content, everything else in your entire PLR membership site becomes suspect. Buyers don't want to spend time fact-checking PLR content, so they simply aren't going to buy or use your content if they find a mistake.

Point is, be meticulous with the facts. Even if you're "pretty sure" your fact is accurate, double check it anyway.

Polished Content

Another thing you'll want to do is proofread your content to eliminate as many grammar and spelling errors as possible. That's because people judge the quality of your content by how well-written it is. If it's riddled with errors – even if the information is solid – PLR consumers aren't going to buy it. They don't want to spend time correcting errors that they could be using to tweak the content in other ways (such as to match their unique writing voice).

Next...

Evergreen Content

Another factor you'll want to take into consideration is whether your content is evergreen. That means it should be time-tested information that seems as fresh and relevant today as it will in a year from now. Evergreen content makes it easier for your buyers to upload content on their blogs and to their autoresponders, sell your content, and so on without having to constantly update it.

Here are examples of things to avoid:

- Anything that will date the content, such as referring to a month, year, season, or even a news event. E.G., don't say "it's almost bikini season," because that won't make sense to people if they're reading it in October.

- Referring to anything as “new.” For example, if you’re promoting a course in the content, don’t refer to it as a “new” course. If the course has been around for a year and someone sees content that refers to it as “new,” they’ll know the content isn’t fresh. (And chances are, your PLR buyer will delete this reference anyway.)
- Mentioning anything that’s untested or a fad. For example, don’t share information about fads (even if you don’t refer to them as “new”). That’s because a fad, such as a fad diet, may lose favor within months, which will date the content.

Here’s a related note...

Content That Doesn’t Need Much Tweaking

Creating evergreen, well-written and fact-checked content means your buyers don’t need to tweak it too much. You’ll also want to look at your content with a critical eye to be sure that anyone can sell it without tweaking it. For example, do you tell a personal story in the content? If so, remove it (and perhaps retell it in a way that makes it easy for anyone to claim they created the content).

TODAY’S TASK: Your task today is to continue with your writing in order to create at least another 1/8 of your content.

Day 20: How to Get More Clicks on Backend Offers

One of the keys to selling profitable PLR is to insert backend offers into the content. Now, as I’ve mentioned before... yes, your PLR buyers may certainly edit out any offers you insert into the content. However, you can make this less likely by following a few simple tips.

Read on...

Promote High-Quality Offers Only

Here's one of those things that should go without saying, but here we go: be sure you **ONLY** insert high-quality offers into your content. Generally, these should be your own offers (your best products). If they're not your own offers, then be sure to recommend products and services that you use and trust. For example, if you're going to recommend an autoresponder, then recommend the one you use.

Make It Easy to Insert Affiliate Links

Some people may buy your PLR content for the express purpose of using it to promote a very specific offer (possibly even their own offer). These folks won't keep your offers no matter what, and that's fine.

However, another part of your audience will buy your content and not yet have a plan for exactly what they intend to do with it. They don't have their own offers lined up. As such, they're open to any offers you insert. And if you make it really easy for them to quickly swap out a direct link to your product for their affiliate link, they'll do it.

Here's the key: you can actually advertise your content as having a profitable backend already built in. That way, people who don't have a plan for how to monetize the content will be eager to buy your PLR content, because it's less work for them. They don't have to hunt down offers and create calls to action. All they have to do is insert their affiliate link. (Just be sure you provide clear, simple instructions letting them know how to get their affiliate link.)

Be Creative with Recommendations

Don't ever stuff your content with promos, as that lowers the value of the content. However, you can be creative with your recommendations by promoting offers in different ways.

For example, let's suppose you're selling PLR ebooks in your membership site. Here are different ways to promote offers:

- Do a direct promo. Here you might insert an ad at the beginning or end of the content, such as a “Featured Product” advertisement.
- Embed an offer. Here’s where you soft-sell an offer by mentioning it within the content. E.G., “You’ll need a reliable autoresponder to set up your mailing list. Here’s what I use...”
- Create a “Recommended Resources” list. Typically, this appears at the end of an ebook or report. You can list all sorts of resources that your audience is likely to use, including your own offers.

And finally...

Use a Strong Call to Action

No matter what you’re selling, be sure to insert a strong call to action. This is where you specifically tell the reader what to do next, such as to click on a link and purchase a product. Your call to action will be even more effective if you give readers a good reason to take action now.

E.G., “Click here to get your copy of this cookbook with recipes your whole family will love. And do it now, because these recipes are so simple you could be making them the next time you cook dinner!”

TODAY’S TASK: Your task today is to continue creating your main content for the first month of your membership site. If you’ve fallen behind, set aside extra writing time so that you can catch up and get back on schedule.

Day 21: How to Create Premium, High-Value PLR Content

You want your PLR buyers to see your content as really valuable. And likewise, you want their customers to also see the content as valuable. As mentioned throughout this guide, creating high-quality content is the first step to creating a valuable package.... But that’s not the only way to do it. Read on to discover five other ways to boost the value of your content...

Share Advanced Information

Any time you share advanced or even intermediate information in your content, you raise the perceived value of it. This means your PLR buyers may be willing to pay a higher price for it, plus their buyers will also be willing to pay a premium.

Offer Tools

One really great way to boost the value of an information product is to insert tools into it that will help the end user achieve a goal faster or easier. These tools can take many forms, including:

- Checklists
- Worksheets
- Planners
- Templates
- Swipes
- Spreadsheets
- Gear/resource lists

And similar items.

For example, if you're selling a PLR report on the topic of online marketing, you might include an advertising budgeting worksheet to help people figure out how much to invest in advertising.

Another example: if you're selling a course on how to travel on a budget, you might include a packing checklist.

In addition to raising the perceived value of your content, good tools also provide another benefit: they get the end user to look at the content repeatedly. For example, if you provide a set of email marketing checklists, you can bet users are going to refer to them again and again. In turn, this means they'll see the links and calls to action again and again.

Insert Graphics

Plain text may be valuable when you're sharing how-to information, but readers will tend to value it even more if it includes graphics and a professional layout. Simply put, a well-polished end product looks like it's worth more money than a plain text product.

Consider How You Label the Content

If your membership site includes items such as ebooks and articles, then you'll want to reconsider how you label these items. That's because everyone seems to be selling PLR "articles" and "ebooks," and often for a dime a dozen. It's gotten to the point where people assume the content is low value if it's an article or ebook.

So, what can you do instead? Give these pieces of content names that carry a higher perceived value. For example, instead of calling an ebook an ebook, you can refer to it using one of the following names:

- Guide
- Blueprint
- System
- Formula
- Special report

Next...

Provide Bonuses

We've talked about providing bonuses for your customers (the people who purchase your PLR). If you're selling PLR content that can be turned into a paid product, then you'll want to consider offering bonuses to go along with that product. This increases the value of your offer for PLR buyers (who don't have to create their own bonuses), plus it also boosts the value of the product for the end users.

For example, if you're selling a weight-loss course, then you might include a package of meal plans and recipes as a bonus.

TODAY'S TASK: Your job today is to finish up the main content for your membership's first month of materials. (Not the bonuses... you'll be doing those starting tomorrow.)

Day 22: How to Create an Irresistible Bonus

Earlier in this guide we talked about what types of bonuses to offer to your buyers. For example, you can use strategic bonuses to accomplish goals such as overcoming buyer objections.

Now in this lesson we're going to continue our discussion of bonuses, since today is the day you start working on the bonus content for your PLR membership site. Specifically, we're going to look at what factors contribute to creating a high-value, irresistible bonus.

You've already learned tips for creating high-quality, engaging content, so we're not going to cover that ground again. Obviously, all the tips that go into creating a high-quality product likewise go into creating a high-quality, valuable bonus. In addition, you'll also want to implement the following tips...

Craft a Bonus that Complements the Main Offer

One of the big mistakes that PLR sellers make is that they plan their bonuses almost as an afterthought. What often happens in these cases is they look to their hard drives to see what sort of bonus they could offer. Many times the products they're looking at are outdated, they're not related to the membership site, and/or the product has already saturated the market (so it's not in demand and thus isn't irresistible at all to buyers).

What you want to do instead is to plan your bonuses at the same time you're planning your membership site. Your bonuses, at the very least, should be highly related to the membership site. Even better is if your bonuses are a natural extension of the main offer.

Let me give you an example...

Let's suppose you've set up a membership site where members get a new online marketing course with PLR every month, such as a search engine optimization course, a social media marketing course, an affiliate marketing course and similar. Here are two ideas for the types of bonuses you might offer:

- A related bonus course. For example, as soon as members join they'll get access to another PLR course on a related topic (such as email marketing) that they can start selling right away.
- A free upgrade. For example, you might offer the video version of all courses as a free bonus to members. (This alone would be worth way more than the price of membership in most cases.)

Next...

Create a Limited Bonus

Another idea to take into consideration is to offer a limited bonus. Typically, you do this during launch week to help get an initial flood of members into your PLR site.

There are two ways to do this:

- Offer an exclusive bonus for a limited time. E.G., "Free if you join in the next 72 hours!"
- Offer an exclusive bonus for a limited number of members. E.G., "Free if you're one of the first 100 members to join now!"

Either way, be sure it is indeed an exclusive bonus, and remove it from the market once the limit has been reached.

Consider Something Beyond Text

Additional PLR, reports and similar infoproducts make for good bonuses, if they're highly related to your membership site. However, you'll want to

consider what other types of bonuses you can offer. Let me give you a few examples:

- Videos with private label rights licensing. For example, maybe you've put together a multimodule video course that's in a slide-share format. You can offer all the raw files (including the slide deck) so that users can edit the course in any way they choose.
- Software Licensing. The idea here is to provide "white label" software for your PLR customers to resell to their customers. For example, if the end users are people who want to lose weight, then you might offer the white-labeling licensing rights for a meal-planning app.

TODAY'S TASK: Your job today is to start working on whatever bonuses you're offering. We've devoted two days to this task, so be sure to pace yourself accordingly. (If you have a lot of content to create for your bonuses, then of course you may devote more time to this task.)

Day 23: How to Create Content for Easy Readability (AKA The Secret of Getting Skimmers to Read Your Content)

Back on Day #17 I shared with you some tips for creating content that's engaging and easy to read. Now today we're going to continue that discussion with even more tips for creating high quality content that's easy to consume. Afterall, when content is easy to read, you're going to have more people reading it, which means more people respond to the backend offers.

Now here's the thing...

Whenever you create a piece of content, your hope is that people will read every last word of the content. But not everyone does that. People tend to be busy, and they have short attention spans. As such, plenty of people will simply skim your content, whether it's an email, article, report, or something else.

Question is, how do you create content for people who are likely to skim it? Answer: you create content that highlights the main points. That way, people who skim it will still get the gist of the content.

Check out these ideas for highlighting the most important points...

Use Subheadings

The idea here is to break up your content with attention-getting, benefit-driven subheadings. You may use these subheadings to arouse curiosity, which will compel skimmers to read the text to satisfy that curiosity.

For example, you might have a subheading like this: "Are You Making These Dieting Mistakes?"

Or this: "The #1 Trick for Doubling Your Conversion Rate..."

Here's the next idea for writing for skimmers...

Utilize Bulleted Lists

A bulleted list sets important information apart. Since bulleted lists are so easy to read (as opposed to a dense paragraph), even skimmers will read them. That's why you should break up paragraph lists and format them into bulleted lists instead. (You can see examples of where I did this here in the guide you're reading.)

Emphasize Using Text Mark Ups

Another way to emphasize important text is to highlight it in some way by using bolding, italics, underlining, different font colors, different font size (typically reserved for a subheading) or text highlighting.

Note: use these text markups sparingly. If you highlight everything, then your content will be a mess. It will look chaotic rather than polished. And when you highlight a lot of text, then nothing really stands out.

Insert Graphics With Captions

Polished, relevant graphics tend to catch a reader's eye. Inserting a relevant caption alongside the graphic helps you emphasize an important point and/or draw the skimmer back into the text.

For example, if you're creating a dog-training article, you might post a pic of a cute puppy. The caption might read: "Housetraining a puppy is easy... when you know this secret." That caption hints at a benefit and arouses curiosity, which will get skimmers to delve into the content to discover this housetraining secret.

Bottom line: the key here is to create your content in a way that you emphasize the key points using the tips above. One easy way to tell if you've done this is to read ONLY the emphasized text. Does it tell the story all on its own? Is it sufficiently intriguing to pull a skimmer back into the text? If so, then you've done a good job with your highlights.

TODAY'S TASK: Your task today is to finish up your bonus materials for the first month of membership. Don't worry about editing anything right now, because that's what you'll do tomorrow.

Day 24: Proof, Polish, Spit and Shine to Profitable Perfection

Your content is done. But before you package it and prepare it for delivery, you need to be sure it's proofed and polished.

Note: this step is important. One of the big things that separates mediocre PLR content from really good PLR content is that the good stuff is well-written, proofed, and polished. As for the rest? Well, you've probably read the broken English, bad grammar and poor spelling. Your content will stand out from the rest and be in-demand if you can make it really shine at this step.

To that end, check out these tips...

Get Someone Else to Proof It

Chances are, you're a little too close to your work in order to catch all the errors. We tend to read our own work the way we THINK we wrote it, rather than the way the content actually appears. That's why it's a good idea to get someone else to proof it for you who'll be able to catch the errors.

You have two options:

1. Ask a trusted friend, family member or colleague to do it. Obviously, this should be someone who has a good grasp of grammar rules, spelling, and other factors that contribute to good writing.
2. Hire a professional. You can go to a site like [upwork.com](https://www.upwork.com) and hire a professional proofreader to point out your errors.

Note: you can also hire an editor, but this tends to be more expensive. That's because an editor will make suggestions about the content itself, which goes beyond catching simple errors.

If you plan on doing it yourself, then check out these ideas...

Set It Aside

If you're going to proof your own work, then it's best to do it with "fresh eyes." In other words, set the content aside for at least a couple days. That way, you're more likely to read the content as it is actually written (versus what you think it says).

Read It Out Loud

Another good tip for editing your own content is to read it out loud. This may slow you down enough that you're more likely to see your errors. Even better, reading it out loud will show you where the content is "clunky" and could use better wording or sentence structure.

Edit Ruthlessly

Finally, be sure to edit ruthlessly. As you go through the content line by line, ask yourself: "Is this paragraph or sentence necessary to the goal of the content?" If not, it's probably "fluff and filler" that you can edit out.

TODAY'S TASK: Your task today is to proofread and polish the content. If you don't intend to do the proofing job yourself, then your job today is to find someone else to do it for you.

Day 25: Preparing the Content for Delivery

Your content is complete and proofed. But before you upload it to your site, you'll need to prepare it and package it. Let's look at these two issues separately:

Prepare It

A lot of PLR sellers just give their buyers the raw text file (such as a .txt or .docx file). Yes, you need to include this editable file in the package so that your buyers can tweak the content in any way they please. However, you should also include professional layout and design templates, as well as graphics.

For example, if you're selling a PLR cheat sheet, then don't just give buyers the text file. Instead, give them a professionally designed, colorful cheat sheet with graphics and icons.

This lets your PLR buyers quickly and easily tweak the content as needed and then upload a professional-looking finished product. It takes them just minutes rather than hours. What's more, adding graphics, design and layout to your PLR packages really boosts the overall value of your content and gets buyers coming back for more.

Package It

The second thing you need to do is package up all the content. This comes in two steps:

1. *Package a "ready to sell" version of each piece of your content.* Some of your buyers won't want to tweak the content at all, and so they'll be happy if the content is already converted into a downloadable format and ready to go. Typically, this means you need to convert your text files into a PDF.
2. *Package all the content together into one zip file.* You're going to have various pieces in a package, including the raw files, the "ready to sell" files, as well as separate files for templates and graphics. You'll want to put them all inside a compressed .zip file.

There are two other items that you're going to want to include in your .zip file:

1. The PLR license. This license should outline exactly what your users can and cannot do with the content. NOTE: this information should also be on your sales page. Be sure that your license and your sales page don't contradict one another.
2. A "get started" letter or guide. This is a letter or short guide to your buyers that thanks them for purchasing, explains what all is in the package, and then gives them instructions for editing and using the files.

Note: Be sure the files are in common formats so that your buyers can open and edit them. You may also let people know where they can get free versions of the software needed to edit the files (such as the free OpenOffice.org word processing suite, if someone doesn't already have Microsoft Word).

Optionally, you may also include training that teaches buyers how to make the most of the PLR content that they've purchased from you. If you create a guide or video, take note that this is a good place to include backend offers. You can sell additional PLR content as well as tools that a beginner may need to run their online infoproduct business.

TODAY'S TASK: Today's task is to prepare your main content and bonuses for delivery. If you're not doing this task yourself, then your job is to find someone who can do it for you.

Day 26: Create a Cash-Pulling Sales Letter, Part 1

Your next task is to create a sales letter to sell your PLR content. You may do this task yourself if you have the time, skills and inclination. Alternatively, you can outsource this task to a professional, who'll likely be able to create a higher conversion rate. That alone tends to be well worth the investment, since your site will bring you more money.

NOTE: In addition, if you're creating marketing materials with private label rights – such as a sales letter to go along with a report or other product – then everything we talk about here applies to the PLR sales letter as well.

If you decide to do it yourself, then you'll want to check out the tips I share here in this lesson as well as tomorrow's lesson. Let's jump in with the first two steps you need to take before you can create your sales letter...

Determine the Benefits of Your Offer

Your sales letter is going to focus on the benefits of your PLR membership site, which is why you need to take a few minutes to detail all the benefits. Ask yourself these questions:

- What all is included in your offer? (Content, bonuses, etc.)
- What is your USP (unique selling point)? What makes your offer different and better than other PLR offers in your niche?
- What are the benefits of the content you deliver each month? For example, do you include professionally designed layouts?
- Who wrote the content? Is it professional, fact-checked and well-written?

- In what ways can the customer use this content? (List several ways in order to engage your prospect's imagination.)
- What are the benefits of your pricing?
- What are the benefits of the bonuses you offer?
- What are the benefits of this membership site as whole?
- Does membership come with a guarantee? If so, what are the terms?

Take note that you're focusing on benefits, not features. A feature is a part of your site or offer, while the benefit is what the feature does for the user.

For example, a feature of a PLR membership site is that members get two new PLR reports every month. The benefit for members is that they never run out of products to sell to their customers.

Profile Your Target Market

The second step to take before you actually start writing your sales letter is that you need to understand your audience. This means you need to profile your target market.

You can find some information about your market by running a search (e.g., online marketer demographics). You can collect some information by surveying your market. You can also eavesdrop on marketing forums and groups to get a feel for who your audience is and what they want. (If you go this route, pay attention to discussions on PLR content so that you're getting insights about the right segment of the population).

Once you've collected some information, then answer these questions:

- Does your audience buy a lot of PLR content, or are they fairly new to buying and using it?

- Is your audience already doing business online, or are they new to it?
- If your audience is already doing business online, what do they sell? How long have they been in business?
- Why does your audience want PLR content?

You'll also want to answer questions about the demographics of your audience. For example, how old are they? Are they males or females? Where do they live? How much money do they spend on information and tools for their business?

The more you know about your audience, the easier it will be for you to create a sales letter that really resonates with them.

TODAY'S TASK: Today's task is for you to start creating the sales letter (starting with profiling your market and defining your product's benefits). Alternatively, your job today is to find someone to whom you can outsource your sales letter. If you do this, you'll still need to provide this person with as much information as possible about your offer and its benefits, as well as any audience profiling information you can provide.

Day 27: Create a Cash-Pulling Sales Letter, Part 2

In yesterday's lesson we talked about profiling the market and defining the benefits of your offer. Now today we're going to look at tips for crafting your sales letter.

NOTE: Showing you exactly how to create a sales letter is beyond the scope of this lessons. If you need help with this task, then I recommend you outsource it to a professional.

Check out these tips...

Focus on Benefits, Not Features

Starting with your headline on down to your bulleted list of benefits and beyond, your sales letter should focus on the benefits of joining your PLR membership site. Your letter needs to answer these questions:

- What's in it for me?
- Why should I join this site?
- Why should I join this PLR site instead of the competitors' sites?

Next...

Spend Time on the Headline

Your headline can make or break the success of your entire sales letter, which is why you need to devote plenty of time to crafting a benefit-driven headline.

E.G., "Here's How to Get All the High-Quality Dog Training Content You Need Without Spending a Fortune on Freelancers or Creating it Yourself..."

Give Prospects a List of Ideas

Some people may not really know what private label content is. Others may know what it is, but they've only ever dabbled with using it. That's why you want to provide a list of ideas for your prospects that opens their minds to the many ways they can use the content. (E.G., articles, autoresponder series, lead magnets, paid products, slide-share videos, as the basis for a course, as the basis for a webinar, to create a physical book, etc.)

Offer a Sample

Those who've purchased PLR content – as well as those who've heard the horror stories – know that there is a lot of just plain bad PLR content floating around online. That's why it's a good idea to provide a sample, which will let users see the level of high-quality in your content.

TIP: Outside of this sales letter, it's also a good idea to distribute free PLR content in exchange for an email address. This does two things: it

brings people into your sales funnel, and it helps presell your prospects once they see that you create high quality content.

And finally...

Handle Objections

Your prospect is going to have reasons why they shouldn't buy your offer. Your job is to understand their objections (e.g., "it's too expensive") and then handle these objections in the sales letter.

For example, one objection is that people wonder what happens if they don't like the content or their membership. You can assure them that their membership will be everything you say it will be... or they'll get their money back. (I.E., offer a guarantee.)

TODAY'S TASK: Your job today is to finish writing the sales letter. Note that you'll also want to have it professionally laid out on your web page. You can outsource this task if you don't have the skills to do it yourself. Indeed, you can likely find someone on Fiverr.com to design it and create a web template for your letter.

Day 28: Picking the Perfect Price Point

Now that everything is done, you need to decide how much you'll charge for your monthly membership. In order to pick your price, answer the following questions:

How much do your competitors charge?

You'll want to do some research to see what your competitors are charging for their PLR memberships. You can also check what the competitors are charging for individual pieces of PLR that are equivalent to what you offer each month in the membership site.

What makes your membership worth more or less than similar offers?

You're going to find a range of pricing when you do your research. For example, you may find pricing from \$10 to \$50. Your next task is to decide whether your membership site is likely to be on the low end of that range, high end, or in the middle.

For example, if most similar sites are charging \$20, but they don't offer professional layout and design, then you know people will pay more than \$20 for you.

What is your USP?

Not all unique selling points influence pricing in any significant way. You'll need to consider whether your specific USP will affect pricing. For example, if you've positioned your site based on offering premium content, then prospects will generally expect to pay more.

Where does this PLR membership site fit into your sales funnel?

If you're using your membership site as a tripwire offer, then you're going to want to price it at the low end of the typical range. On the other hand, if this is your core offer, then you'll use a price point that's close to what others are charging (or more).

How much money do you want to make with your site?

You need to figure out what your own income goals are, and how you'll make this money with your site. For example, maybe you want to make \$100,000 per year on the frontend (just in membership fees). With that in mind, you'll need to crunch numbers to help you determine how much to charge.

For this example, you'll need to make about \$8333 per month in membership fees in order to make six figures. Here are different ways to do it:

<u>Monthly Fee</u>	<u>Number of Members Needed to Make ~\$8333 Per Month</u>
\$10	833 members
\$20	416 members
\$30	277 members
\$50	166 members
\$70	119 members
\$100	83 members

These are just frontend numbers – don't forget that you're also going to make money by selling additional offers to your members.

For example, let's suppose you have 200 members, and 25% of them (that's 50 people) spend an average of an extra \$100 with you every month. Every month you make an additional \$5000 – that's \$60,000 per year.

Play around with these calculations until you find a membership number that you're comfortable that you can attract each month, and a membership fee that your members will happily pay. Then estimate what percent of your members will purchase your backend offers (and crunch the numbers based on the actual price of your backend offers to estimate how much you'll make).

TIP: Err on the side of the caution with these numbers. If you're not experienced, then calculate these numbers based on fewer members and lower conversion rates. It's better to underestimate your income than to overestimate.

Next...

Will you have special pricing?

Finally, you need to decide what sort of special discounts you'll offer, especially when you first launch the site. I like to offer "charter memberships" at a discount to get a quick burst of sales and to create a buzz in the niche. You may do something similar, such as by offering a 25% to 50% discount to the first 100 members who join now.

TODAY'S TASK: Your task today is to do the necessary research and then decide how much you'll charge for memberships. You'll also want to decide how much you'll charge for charter memberships to get that quick burst of sales.

Day 29: Set Up Your Site to Take Orders, Part 1

Earlier in this guide, you did the initial set up where you purchased your domain name, web hosting, autoresponder and you selected a payment processor. If you decided on a membership site (rather than delivering content via an autoresponder), then you also selected the platform you intend to use.

Now it's time to get everything set up...

The first thing you need to do is get your deliverables uploaded to your website. In other words, here's where you upload to your .zip file and other content so that you have a place for your members to download what they've paid for.

NOTE: If you're not using a platform that secures delivery of this content, be sure your content is tucked away at an "unguessable" URL. For example:
Yourdomain.com/429dajld/dakld999/downloadpage.html.

Here's what you need to do:

1. Create an order-confirmation page. This is the page your new members see immediately after they complete their purchase. This page should thank them for joining your site and then tell them what to do next. For example, if you're delivering content via an autoresponder, then instruct your members to "register" for the membership site by filling in the opt-in form.
2. Upload the monthly content to a secure (or at least unguessable) location. Many people upload their content to a different domain, as hackers won't find the link if it doesn't even exist on the same domain

as the sales letter. Once you've uploaded it, this is the link you'll give to members where they can download the content. This link may appear on the download page and/or in the first email you send to members.

If you're delivering the monthly content with your autoresponder (which I highly recommend, especially if you have a fixed-term membership site), then you also need to create your first email that members will receive as soon as they pay and opt-in to the list. Here's what you should include inside this first email:

- Thank members for joining.
- Remind them of how they'll be charged and when.
- Reiterate the benefits of the site to reduce buyer's remorse (and avoid refunds).
- Give them a download link to their first month of content and any bonuses.
- Give them a download link to any unadvertised (surprise) bonuses, where applicable.
- Provide some instruction on how to get started. If you have a quick-start guide, share the link or tell them where to get it.
- Offer your email address or help desk information in case anyone runs into any problems.
- Let them know when to look for your next email, and build anticipation about what they'll receive.

This email can be the start of your onboarding process, where you train members on how to use the content in a profitable way and encourage them to take action. This is one of the keys to a successful site, because people who take action (and get results) will see the value of the content, meaning they're unlikely to drop their membership.

TODAY'S TASK: Today's task is to start setting up your site. You'll want to get about half of the job done today, because we've devoted two days to the task. Alternatively, you can use this time to find a "tech person" to do this for you, if this isn't something you want to do yourself.

Day 30: Set Up Your Site to Take Orders, Part 2

Today you'll be continuing with the task of getting your site all set up and ready to go. To that end, here are some tips and instructions...

Create Your Payment Button

Your sales page is already complete, and you've decided how much you're charging for memberships. Now you need to create your payment button. Most payment processors provide very good instructions for doing this. You'll need to enter your price, whether it's a recurring bill, and where customers should be directed to once their order is complete.

Once you've created this button, you'll be given a little piece of code. You can then copy and paste this code into the sales letter where you want the order button to appear. (Or have your tech person do this if you'd rather not handle it.)

Insert Backend Offers

Before you get everything uploaded, you'll want to insert your backend offers, where appropriate. This includes:

- A cross-sell during the actual ordering process.
- A promotion on the download page.
- A promotion in the very first email you send to members.

Here's a special note about promoting something during the ordering process: keep in mind that your customer has already decided to join your PLR membership site. This means you don't need to sell them on the idea of

joining the site again. Instead, you're ONLY selling them on the idea of purchasing your related offer.

Think of how McDonald's does this. When you order something, they'll ask you something along these lines: "Would you like to add fries for just 40 cents more?"

Take note of the framing. They don't get you focusing on the total price. Instead, they only focus on the smaller number, which is for the addition that they're suggesting. Again, that's because you're already sold on the main offer, so they don't want you focusing on the end price.

You can do the same thing with your membership cross-sell framing. E.G., "Would you like to add this PLR course to your order for just \$25?"

TODAY'S TASK: Your task today is to finish setting up your site.

Day 31: Putting on the Finishing Touches

At this point, you've got everything uploaded and ready to go. But before you unleash your site on the world, you'll want to take the following steps and put on the finishing touches...

Test Everything

Your first step is to be sure that everything works and is ready to go. You'll want to run these tests yourself, but you may also ask a friend or two to check things out as well.

Here's what to test:

- Do a test payment to be sure your order button works, and that it sends people to the correct page once the payment is complete. If you have any cross-sells/upsells on the order form, test purchases both with and without these additional purchases.

- Test all links. Be sure your download page links work so that people can collect their purchases when their order is complete.
- Test your opt-in form. Be sure it renders correctly on the page, and then it sends out the first email immediately after new members opt-in to the list.

You'll also want to test any other links and forms you have on your site. For example, be sure your help desk link works and that you receive inquiries when someone sends you a message through the desk. Also, be sure other links (such as your terms of service link) point to the right page.

Check the Site on Multiple Devices

It's a good idea to see how your site works across different devices and different browsers. To that end, check your site on Chrome, Firefox, Safari and even Microsoft Edge. Then you'll also want to check that all pages of your site render correctly on a variety of devices, from desktops to tablets to mobile phones.

Proof Once More

Next, you'll want to give your entire site the "once over" to be sure you didn't miss any spelling or grammar errors. Be sure to proof the sales page, the download page, any cross-selling sales pages, and any emails you've uploaded to your autoresponder.

And finally...

Look Ahead

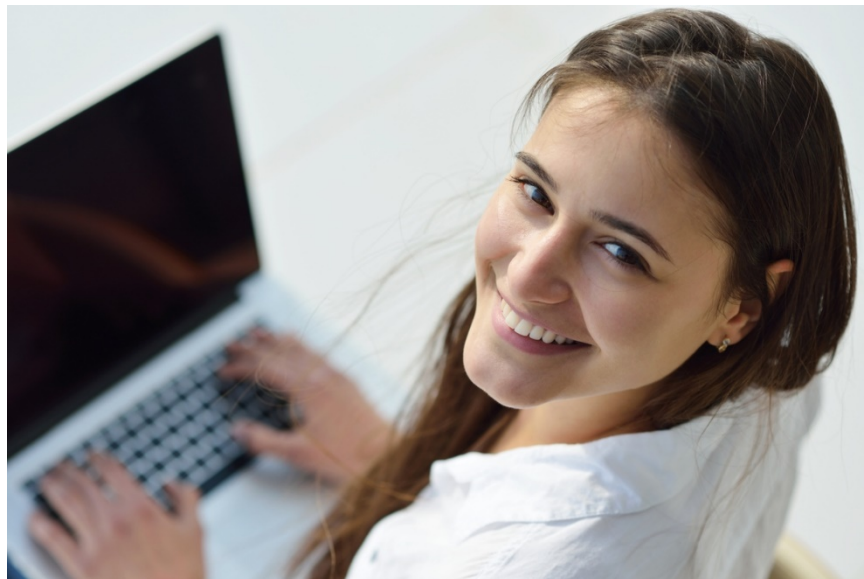
At this point your site is ready for you to make public and start advertising. You probably want to take a well-deserved break. Go ahead, but don't sit on your laurels too long. That's because there's much to do in the coming days. Specifically:

- You need to create next month's content. Be sure to get it done well ahead of time, so that you don't miss getting the content to

your new members. It's a good idea to be about one month ahead on content creation so that you have a cushion in case something happens (if you or your freelancer falls ill, for example).

- Start thinking about member retention. Check the bonus included in this package for tips on how to retain members.
- Plan your marketing strategy. You've got some great content – now you need to create a plan to get your PLR membership site offer in front of as many targeted people as possible and persuade them to join. Check the bonuses included in this package for some ideas on how to get started.

TODAY'S TASK: Your task today is to go through the steps above to put the final touches on your site. Congratulations – your site is ready to go!



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