Learn How to Create Profitable Packages In 31 Days

Introduction

When a lot of people think about creating a package of materials to sell, they get overwhelmed. Create one piece of content… sure. But what about creating 10, 20 or more pieces in a mixed bag of reports, courses, worksheets, templates, checklists and more?

Overwhelm City!

Until now…

That's because you're about to walk through a step-by-step 31-day guide for creating your own profitable package by using private label rights content. It's the easiest and most cost-effective way to create a lot of content… FAST. And if you use the tips you're about to discover, you'll end up with a very unique, high-value package!

So, without further ado, let's jump in and get to work…

Day 1: Pick a Niche

First things first: before you can start planning a single piece of content for your profitable package, you need to know who you'll be selling this package to. In other words, what niche?

You may already have a niche in mind. Maybe you're already working in this niche. If so, great! But if not, then please review this lesson carefully and follow the steps below in order to pick your niche.

This step is actually composed of two major steps:

1. Create a list of potential niches.
2. Research these niches to find out which ones are profitable.

Let's start with that first step…

Step 1: Create a List of Potential Niches

If you don't already have some potential niches in mind, then your first step is to develop a list. Here's how:

Brainstorm Potential Niches

Here you think about your own hobbies and challenges. List everything you can think of, from losing weight to scuba diving to restoring cars to back pain (and absolutely everything in between). Think about:

- Your favorite things to do.
- Biggest problems.
- Tasks you wish were easier.
- Where you spend your disposable income.
- Places you like to visit (vacation).
- Things you like to do on vacation.
- Things you like to read about (books, blogs, etc.).
- DIY jobs that you know how to do.
- Things people ask you for advice about.

And similar topics – list everything you can think of, and then move onto the next step…

Pay Attention to Discover Niches

Now look around to come up with other niche ideas. This includes:

- Looking at your friends' and family members' hobbies and challenges.
- Taking note of what's popular on social media.
- Watching/reading the news for ideas.

Next…

Use Keyword Tools

Still another way to get ideas is by using a keyword tool (like MarketSamurai.com, KeywordTracker.com, or your favorite tool). The idea here is to enter a partial search and see what sort of niche ideas come up.

Here are example partial searches:

- How to
- Secrets of
- Get rid of
- Naturally
- Tips
- Articles
- Ebooks
- Reports
- Step by step
- Easy
- Fast

Now the next step…

Step 2: Research These Niches

Now it's time to whittle down that big list of potential niches by discovering which ones look to be the most promising and profitable. To do this, you're going to research each niche (or at least those that interest you the most) to see if there is a big market and big demand.

Here's how:

- Search marketplaces for keywords. For example, search for "organic gardening" on sites like Amazon.com and Clickbank.com. Look for a lot of products being sold by a lot of vendors.

- Run a Google search for the keywords. Again, look for a lot of websites selling a lot of different products and services to the niche.

- Check for niche publications. For example, does your niche have its own magazine (such as Dog Fancy for dog lovers)?

- Check Google Trends. Are there are a lot of searches in the niche over time?

- Look at social media. Can you find things like Facebook groups and Reddit subreddits on the topic?

- See where members of the niche congregate. Can you find them on forums, blogs and other communities?

- Use keyword tools. Do a LOT of people search for information in the niche every day?

- Look offline. Are there stores and organizations devoted to the market?

TODAY'S TASK: Your task today is to brainstorm and then research markets. Look for smaller sub-markets (niches) that look profitable. For example, "dog training" is a big market, but something like Poodle training is a smaller niche that may be big enough and profitable enough. Check: does the smaller niche still garner a lot of keyword searches and product sales? If so, that's a potential niche for you.

Select a niche that not only looks profitable, but also one that interests you (and ideally one that you know something about). Then hang onto all your research, because you're going to take another look at it tomorrow!

Day 2: Select a Topic

Now that you've determined not only which niches interest you but are also profitable, your next step is to select a topic from within that niche. In other words, you're going to determine what it is that your audience wants the most in terms of information.

NOTE: Pull out the research you completed in the last step, as you'll be using it for today's lesson.

Let's get started…

Look for Bestsellers

The single best way to find out what topics people are likely to buy in your niche is to find out what they're ALREADY buying (and then create something similar yet better).

Here's how to do it:

- Find bestsellers. You can visit marketplaces like Amazon.com, ClickBank.com and Udemy.com. Take note of which products (topics) are bestsellers.

- Look for competition. If a topic has multiple products around it, that's a good sign that the topic is popular. It's even better if multiple competing products are bestsellers.

- Search niche websites. What infoproducts are the top sites in your niche selling?

- View advertising. This includes ads on niche sites as well as the paid ads on sites like Google and Facebook. If a marketer spends money over time advertising a particular infoproduct, that's a sign that the topic is popular. Even better if you see many marketers advertising similar products.

Point is, look for evidence that a particular topic is selling well in your niche. Then your goal is to create something on the same topic, but your product should be even better. For example, instead of just selling a weight-loss guide, you'd sell a package that includes dieting information, as well as tools such as shopping lists, recipes, meal plans, calorie counters, checklists and more.

See What's Popular In Communities

Your next step is to research popular discussion communities to see which topics keep popping up repeatedly. These communities include:

- Blogs.
- Forums.
- Facebook groups.
- Q&A sites like JustAnswer.com and Quora.com.

For example, if people on a question and answer site repeatedly ask about the best free ways to generate website traffic, then you'll know that's a potential topic for a marketing package.

Ask Your Audience

Another way to determine what your audience wants is to survey them. You can do this formally, such as by constructing a survey using SurveyMonkey.com or a similar tool. Or you can do it informally, such as by asking open-ended questions in niche communities to figure out what people want.

Take note: what people SAY they'll buy and what they'll actually buy can be two different things. That's why this method should never be used in isolation. If you use it all, then use it to confirm your research as well as to get ideas of what all types of tools and info to include in your package.

TODAY'S TASK: Your task for today is to walk through the steps you just learned about in order to pick a topic for your profitable package. Be sure the topic is broad enough so as to allow you to create an entire package around it, complete information (ebooks, reports and articles), as well as tools (e.g., checklists, worksheets, templates, swipes, etc.).

<u>Day 3</u>: Decide Exactly What to Create

At this point you've selected a topic for your package. Now your next step is to decide exactly what sort of package you're going to create. Namely, are you going to create a smaller package worth around $20, or do you intend to create a larger package worth around $97 or more?

In order to determine this, answer these questions…

What types of information and tools do you want to include in your package?

You've done your research, so you've got a pretty good handle on what people in your niche want. Now you need to create a package that meets your audience's needs. To that end, your package may include items such as:

- Ebooks.
- Reports.
- Articles.
- Courses.
- Videos.
- Audios.
- Webinar replays.
- Checklists.
- Worksheets.
- Cheat sheets.
- Planners.
- Templates.
- Swipes.
- Calculators.
- Apps/software/plugins.
- Lists (gear or resource).

Let's suppose you're putting together a weight-loss package. In addition to the information reports, ebooks and articles, you might include items such as:

- Recipes.
- Ingredient substitution lists.
- Meal plans.
- Shopping lists.
- Cheat sheets for making regular meals, healthier/vegetarian/diabetes friendly/etc.
- Weight loss checklists.
- Progress-tracking journal.
- Exercise spreadsheets.
- Calorie worksheet.
- Exercise worksheet.
- Supplement cheat sheet.

…And similar items. If you find PLR software, you might even add in tools such as meal planning apps, calorie calculators, and similar.

How many products do you want to include in the package?

The number of items you include in your package is going to greatly affect the price. For example, a package with an ebook and a set of 10 tools will likely be in the $20 range. On the other hand, a large course (or several ebooks/reports) alongside a couple dozen tools would easily fall into the $97 price range.

Is this package for beginner, intermediate or advanced users?

Beginner information tends to have a lower perceived value as opposed to intermediate and advanced information. For example, a set of reports aimed at beginners might be worth $20, whereas a set of reports for experts might be valued at $50 or more.

Where is this package going to fit into your sales funnel?

You don't need to work out your entire sales funnel today (as that's what you'll work on in the next lesson). However, you do need to at least have a sense of where you want this package to appear in your sales funnel.

If it's near the beginning of your sales funnel – such as a tripwire/entry product – then plan on pricing it around $20. If this is a core offer or a backend offer to a different core product, then you price it at the $97 or more level.

Pulling it All Together

Now for an example of what you just learned…

Let's suppose you're putting together a traffic-generation product. And let's suppose there is a lot of information you'd like to include for intermediate and advanced users. You plan on selling it as a core offer for $97, so your package might include:

- A set of 10 courses on 10 traffic methods (e.g., SEO, Facebook paid ads, guest blogging and so on).
- A set of around half a dozen tools to go with each course, such as worksheets, checklists, cheat sheets and similar.

This type of product would easily go for $97 and likely more if it was sufficiently different from competing products on the market.

TODAY'S TASK: Your task for today is to decide what sort of package you're going to create – a package worth around $20, or create a premium package worth around $97? What types of tools and information would you like to include? Make your decision based on what you just learned, then move on to the next lesson as we continue with this discussion by looking at how to build your sales funnel.

Day 4: Plan a Sales Funnel

One of the keys to a successful business is to always be planning ahead. So, even though this 31-day guide is all about assembling a profitable package that you create out of PLR content, you actually need to plan a sales funnel around this package. Doing so will help you determine:

- How you'll get people into your sales funnel.
- How you'll persuade these leads to make an initial purchase from you (and what sort of entry-level products you'll sell).
- What you'll sell as a core offer.
- What types of backend offers you'll sell.
- What sorts of upsells you'll promote alongside paid offers.
- What types of bonus products you'll offer to boost sales.

…And similar issues.

Yesterday you decided where in your sales funnel you'd like to your package to appear. E.G., a $20 package would be an entry-level package, where as a $97 package could be a core offer. Now today you're going to plan the rest of the products around this sales funnel.

> *TIP: One important reason to plan your sales funnel now is because you may be able to pick up a huge package of PLR content that includes other pieces to create your entire sales funnel.*

<u>If your package is an entry-level $20 package, then brainstorm/answer these funnel questions:</u>

- What will you use as a lead magnet to bring people into your sales funnel?

- How will you promote your $20 package to those who claim the lead magnet?

- What sort of bonuses would you offer alongside your $20 package offer?

- What sort of upsells will you offer alongside your package?

- Once people buy your $20 package, what ELSE will you sell them? Be sure to consider a variety of products at a variety of price points, and detail the bonuses and upsells you'll include alongside these offers.

- How will you sell these additional products to your new customers?

<u>If your package is a $97 core offer, then brainstorm/answer these funnel questions:</u>

- What will you use as a lead magnet to bring people into your sales funnel?

- What related product will you use as a tripwire offer to turn prospects into buyers? (Your tripwire offer should be high-quality, but low cost to make it irresistible.)

- What sort of bonuses will you include with your tripwire offer?

- How will you promote your core offer (the package) to those who claim your free lead magnet and/or purchase the tripwire offer?

- What sort of bonuses will you include alongside your core offer?

- Once people buy your $97 package, what ELSE will you sell them? Be sure to consider a variety of products at a variety of price points, and detail the bonuses and upsells you'll include alongside these offers.

An Example:

Let's suppose you're selling a $97 weight-loss package that includes a big course with multiple tools and reports on the topics of nutrition and exercise. Your sales funnel might look like this:

- Lead magnet: a set of meal plans.
- Tripwire: A diet guide (good overview how to lose weight).
- Core: the package you're currently building.
- Bonuses: reports on the specialized topics such as supplements or high-intensity interval training.
- Upsell: access to a private support forum.

- Additional backend offers: private coaching, access to a membership site, or even affiliate offers such as prepackaged frozen meals.

TODAY'S TASK: Your task today is to brainstorm and answer the questions above so that you can begin planning your sales funnel. Tomorrow you'll be getting into more specifics about exactly what you'll be selling on the backend of your profitable package.

Day 5: Determine Your Backend Offers

Yesterday you brainstormed your overall sales funnel. Now today you're going to determine EXACTLY what you're going to sell on the backend.

Here's why: when you create your package, you need to know which product(s) you're going to sell to those who buy the package. That way, you can insert your backend offers directly into the tools, ebooks, reports and other items inside your package.

So, with that in mind, consider these issues:

Will you sell your own products or affiliate products?

Selling your own products should always be a top priority, as this is generally the most profitable. However, there are a couple cases where you may consider selling affiliate products:

1. You haven't created your own products yet. For example, maybe you know you want to sell a comprehensive course on the backend, but you haven't yet created it. In this case, you may sell a similar affiliate offer temporarily, until you've created your own product to replace it.

2. You don't intend to create your own product. Maybe you want to sell something that would be very costly to produce, such as a high-end piece of software. Or maybe you want to sell physical products.

For example, if you're selling bodybuilding information, you may sell whey protein and lifting equipment via affiliate links, as you have no intention of creating these products yourself.

Obviously, you'd continue to sell additional information products on the backend that you create yourself.

What products will you sell, exactly?

The key here is to sell highly related products that help solve another part of your customer's problem. For example, if you're selling a package of copywriting products such as a course on creating a sales letter and headline templates, you might sell additional templates and swipes on the backend and a high-ticket advanced course.

How will you promote these offers?

Consider all the ways you'll promote your backend offers, including:

- Within the products themselves. For example, if your dieting package includes a nutrition report, then you might sell meal plans and recipe books from within that report.

- Inside the welcome letter. Your package should include a welcome letter or quick-start guide to help new customers get started. You can include a promo within this letter or guide.

- Inside customer emails. You should plan on creating an onboarding sequence to welcome new customers and encourage them to make use of the package. This sequence can also include promotions for related products.

- On the download page. You can promote related offers on the download page for the package.

- On the order form. You can sell related cross-sells/upsells right on the order form. For example, if someone is purchasing a copywriting package from you, you might offer private copy coaching.

TODAY'S TASK: Your task today is to go through the questions above to determine exactly what you're going to sell on the backend of your package and how you're going to sell it. Be as specific as possible (although this may evolve once you actually purchase your PLR content to create your package, if the content doesn't naturally lead to y our backend offers).

Day 6: Find Suitable PLR Content

Now that you know what you'd like to sell, your next step is to find suitable PLR content for your purposes.

Take note that this is a two-step process:

1. Find potential PLR content.
2. Determine if this PLR content is worth purchasing.

What you're going to do today is essentially compile a big list of potential PLR packages for you to purchase. Then in tomorrow's lesson you'll find out how to sort through these candidates in order to select the best PLR for your needs.

So, without further ado, here's how to find potential PLR content to purchase.

Run a Google Search

One good way to uncover exactly what you need is by searching Google. What you'll want to do is search for your niche keywords alongside PLR-related keywords. E.G., "classic car restoration" or "bodybuilding" or "organic gardening" or "golfing."

> TIP: Even though you may have a fairly narrow topic picked out, you may get better results if you broaden your search. For example, if you're looking for PLR content on the topic of how to train a Yorkshire

terrier, you may get better results simply by searching for housetraining PLR. You can then easily tweak this content to appeal to your specific niche (i.e., Yorkshire terrier owners).

If you've chosen a niche with a lot of PLR content available, then you can narrow your search in order to find the exact topic you're looking for (e.g., "organic gardening pest control").

Here are PLR-related words you can use in your searches:

- PLR.
- Private label rights.
- PLR content.
- Private label rights content.
- PLR ebook.
- Private label rights ebook.
- PLR reports.
- Private label rights reports.
- PLR package.
- Private label rights package.
- PLR articles.
- Private label rights articles.
- PLR checklists.
- Private label rights checklists.
- Best PLR.
- Best private label rights.
- Best PLR content.
- Best private label rights content.
- List of PLR.
- List of private label rights.
- License content.
- Content licensing.

Notice above I said "searches." In order to find as many potential pieces of PLR content as possible, be sure to run multiple searches on these related keywords. E.G., "Dog training PLR" and "dog training private label rights package" and "best dog training PLR" (and so on).

Next…

Check PLR Communities

Another way to uncover potential sources for PLR content is to check PLR forums, groups and other communities. You can find them in the following ways:

- Use Facebook search to find relevant groups. E.G., search for "PLR" and see what types of groups and pages turn up.
- Search Google. E.G., "PLR forum" or "PLR discussion group" or "PLR blog."

Here's the next idea…

Ask Around

If you already have one or more existing platforms, then ask your network for their PLR recommendations. This includes:

- Blogging about it.
- Sending an email to your list asking for their PLR recommendations.
- Asking your social media networks.

Here's one more idea…

Go to the Original Source

If you're looking for PLR content on "make money online" topics, then you'll want to check with Jimmy D. Brown. Jimmy pioneered the entire PLR industry back in the early 2000s, so you know what any content you get from him will be well-researched and well written. Check Earncome.com to see his latest offerings, which change often.

TODAY'S TASK: Your task for today is to go through the steps above to uncover as much potential PLR in your niche as possible. For today, just focus on gathering potential sources. Tomorrow you'll go through this content to find the best pieces and packages to suit your needs.

Day 7: Selecting the Best PLR

At this point, you should have a big list of potential PLR content to purchase. Now your job today is to do your due diligence so that you can select the best PLR to suit your needs. Here's how to do it…

Request Samples

Your first step is to check that the PLR content is high-quality. If you don't see any samples on the sales page, then be sure to request these samples directly from the vendor. Check the following:

- Is the content accurate and well-researched?
- Is the content engaging and well-written?
- Is the content evergreen?
- Will the content require minimal tweaks?*

*Note: in order to make your content unique, you will be doing some tweaking/rewriting. However, what you want to do is make sure you're not purchasing PLR content that will require a massive overhaul just to use it. This includes poorly written content, content that obviously came from a particular person (e.g., use of the word "I" frequently), outdated content, content that's not written in an evergreen way and so on.

Next…

Review the Package

The next step is to check the content to see if it has what you need. Ideally, you should buy a package of content from one vendor (or at least multiple pieces from one vendor), rather than multiple pieces from multiple vendors.

That way, the content is written in the same "voice," which makes tweaking it easier.

Review the package and answer these questions:

- Does the PLR package include everything you need to create the profitable package you've outlined?
- Does the PLR package include extras such as a sales letter and graphics?
- Does the package include enough content to create part or even the entire sales funnel? This isn't an absolute requirement, but it is a nice bonus if you can purchase one big package and have everything you need to create multiple products.
- What format are the pieces? Look for common, easily accessible source files such as .doc.

Next…

Read the License

Your next step is to read the license carefully to determine if you're allowed to do what you want to do with the content. Generally, PLR licenses are fairly liberal, but you always want to read and understand the licenses so you don't buy content that puts limitations on you.

Find out:

- If you can put your name as author (if not, you're probably purchasing resell rights content, not PLR).
- If there is a certain percentage of the content you need to change.
- If you can bundle the content.

- If you can sell OR giveaway the content.
- How many other licenses are being sold.

…And anything else that's relevant to the way you want to use the content.

Research the Vendor

Your last step is to research the vendor to be sure they have a good reputation for producing high-quality content. This step is very important, because a shady vendor can have all the other pieces in place (such as high-quality content), but they may have stolen the content from someone else. If you use it, you could get in legal trouble.

As such, be sure to run a Google search for the vendor's name, business name and other identifying information. Avoid any vendor with any red flags, such as a pattern of customer complaints, problems with partners (such as affiliates), slow or no refunds to customers and similar. Stick to vendors with long, established track records for producing top shelf content.

TODAY'S TASK: Your task today is to do your due diligence on all the content you uncovered yesterday. Once you've completed these steps, then select the content that's high quality, comes from a reputable vendor, and includes everything you need to create your package.

Day 8: Create a Branded Theme

At this point, you should have a big package of content (or perhaps multiple pieces purchased separately, if you were unable to find what you needed in one package). Now what you need to do is decide exactly how to use each piece, and then create a branded theme for the package.

You should have a pretty good idea already of how to use the various pieces. Basically, it should be based on the market research you did earlier. Your goal here is to use that research to create an in-demand package composed of in-demand pieces.

In the coming days we'll be covering how to create a unique package by tweaking, excerpting, compiling and rewriting the content. For now, you want to make a plan for each piece of content in your package. As you do this, don't be constrained by its current format. For example, perhaps you can turn a report into a checklist. Or maybe you can turn an ebook into a course. Do some brainstorming for each piece of PLR content in your possession to determine how to use it.

> TIP: If a piece of content really doesn't fit into your package, then consider how else you might use it. For example, can you turn it into one or more articles that you post on your blog? Can you use it as a lead magnet? Can you create emails out of it that you load to your autoresponder?

Once you've separated out all the content and decided how it's going to fit into your package, then you need to decide how you're going to tie all these pieces together. For this, you'll want to create a branded theme.

Here's the question to ask yourself: what does your package DO for customers? What is the biggest benefit? Ideally, what benefits does it offer that similar competing products do not? Whatever this big benefit is could potentially be worked into a branded theme.

For example, look at the "Dummies" line of branded books. Let's set aside what some would consider an unsavory name, and for the moment focus on the brand. The point is that this line of books offers simple, step-by-step instructions and tips for people who really don't feel like they're going to be good at the task they're trying to accomplish. At the time the brand was developed, it filled a gap in the market by providing easy-to-understand instructions that anyone could implement.

Another example: The "Chicken Soup for the Soul" series of books. These books don't just provide interesting reading. Instead, they are soothing to the soul – like chicken soup.

Or take the example of this "31 Day Guide" you're reading. I've put together multiple guides that are designed to give people simple instructions and a step to take every day for 31 days. At the end of a month, the reader who takes these steps will have accomplished something. In the case of this guide, you'll have a profitable package created that you can start selling immediately.

Point is, this branded set of guides doesn't just promise to teach you how to do something. It tells you exactly what to do for 31 consecutive days – it's a monthlong blueprint to achieving a specific task, which is something my competitors don't offer.

TODAY'S TASK: Your task is to decide exactly what you're going to do with each piece of PLR content that you now have the license to modify and sell. Once you've detailed all the pieces of your package (such as reports, checklists, worksheets and similar), then create your branded theme to tie it all together.

Day 9: Naming Your Package and Its Pieces

Your average prospect is going to make their buying decision based, in part, on the name of your package as well as the titles of the individual pieces in your package. That's why you're going to want to spend some time developing compelling, benefit-driven names.

Take note that one of the bonuses included with this guide gives you titling templates that you can use to quickly and easily create your titles. As you use those templates, keep these tips in mind…

Brainstorm Multiple Names

Don't just pick the first name/title that comes to mind. Instead, brainstorm several titles for each piece, and then pick the one that you think is the best.

Create Benefit-Driven Titles

In order to do this, you'll want to start by brainstorming the top benefits of your package so that you can include these benefits in your title. Answer these questions:

- In one short sentence, what does your package do for your customers?
- What are the top two or three benefits of your package?
- What benefits does your package offer that competing products do not? In other words, what is unique about your package?

Once you know the benefits of your package, then you can start brainstorming titles and using the included templates.

For example:

How to [insert benefit]

Becomes:

How to Write a Cash-Pulling Sales Letter

Another example:

The #1 Way to [Get a Benefit]

Becomes:

The #1 Way to Get Rid of Plant-Killing Aphids

And one more example:

The Little-Known Secret [Of Getting Some Desired Benefit]

Becomes:

The Little-Known Secret for Getting Rid of Cellulite Naturally, Without Pills or Creams

Which brings us to the next point…

Arouse Curiosity

Whenever possible, you may try to evoke curiosity in the title. You can do this by:

- Using curiosity-arousing words. This includes words like "secret," "little-known," "discover" and "revealed." E.G., "The Secret Headline Trick That Doubles Conversions!"

- Sharing a benefit but arousing curiosity about how to get that benefit. E.G., "How to Melt Fat Fast… Without Hunger Pains, Pills or Hours in the Gym!"

And finally…

Test Titles

This is something you can't do today, but you can do over time. The idea is to pick two or three titles for your package and test them with your audience to see which ones deliver the best conversions for you. You can even do this over the course of a weekend by using paid advertising (such as Google or Facebook) to send visitors to your sales page, where the only difference is the title of the package. If you're unfamiliar with testing and tracking, you can also hire a conversion optimization specialist to help you with this step.

TODAY'S TASK: Your task today is to name your package as a whole, as well title all the individual pieces. Spend some time really brainstorming good names, as this step could make or break the success of your package!

<u>Day 10:</u> Setting Up Your Site

Today you're going to start setting up your website. Take note that these are the preliminary steps, as later on in this guide you'll get the steps you need to take for the final set up.

Also note that the going through the exact step-by-step of how to do each of these steps is beyond the scope of this guide. If you are not technically inclined, you can easily outsource any of these tech steps. Check outsourcing platforms to find freelancers, including Fiverr.com, Upwork.com, Freelance.com or Guru.com.

Now let's quickly go through the steps…

Search for a Domain Name

You've decided on a name for your package and a branded theme. Now you'll want to select a domain name that reflects that name and/or brand. Keep these tips in mind:

- Choose a .com name. People have difficulty remembering other extensions, so stick with .com. (You can of course purchase the other two popular extensions -- .net and .org – just to keep shady competition from trying to make it look like they are associated with your company. However, you should be using the .com version.)

- Select a memorable name that's easy to say out loud. As an online business owner, most of the time you're going to be giving people links and buttons to click on. Occasionally, however, you may need to say the name out loud (such as on a webinar). That's why you'll want to be sure the name is easy to say out loud, without explaining it.

- Use a reputable domain registrar. Stick with well-known, established companies such as NameCheap.com, GoDaddy.com and similar.

- Don't search until you're ready to buy. Some registrars seem to release their search records, meaning other people will buy your searched terms if you don't. In other cases, someone may have the same idea as you. As such, don't search a registrar unless you're ready to buy as soon as you find an available name.

Next…

Secure Hosting

You'll want to select a reputable webhost, such as HostGator.com, BlueHost.com or similar. Be sure your domain registration and webhosting are through two different companies (as otherwise you may be stuck if the company goes out of business and takes your domain and site with them).

Once you have your host, then do the following:

- Change the DNS. Change your domain name server (DNS) to the two numbers provided by your host. Most domain registrars will have complete instructions for how to do this in their help files.

- Set up your email. You'll use this for your help desk, getting accounts with services and similar.

- Make a backup plan. Some webhosts will create backups of your site on a regular basis. Even if your webhost does that, be sure to make your own backups.

And finally…

Select Your Tools

You also need to select any tools or services, including:

- Email service provider/autoresponder. Stick with reputable companies such as Aweber.com, MailChimp.com, GetResponse.com and similar. Be sure to read the terms of service carefully.

- Payment processor. Examples include PayPal.com and 2Checkout.com. If you intend to have affiliates, then look at options such as ClickBank.com.

TODAY'S TASK: Your task today is to walk through the steps above to get your domain name, webhost, autoresponder and payment processor. Later in this guide we'll talk about how to set up your website using these platforms and services.

<u>Day 11</u>: 6 Ways to Make PLR Content Unique

For about the next week and a half you're now going to begin working on customizing your PLR and making it unique. We'll start today with an overview of the different ways to make your content unique, and then in future lessons we'll look at some of these strategies more closely.

Let's get started…

Rewriting PLR

The idea here is to tweak and, in some cases, rewrite the content in order to make it unique as well as to add value to it. This may include:

- Rewriting the main introduction.
- Rewriting the main conclusion.
- Rewriting introductions at the beginning of chapters/sections/lessons/modules.
- Rewriting the conclusions or summaries at the end of chapters/sections/lessons/modules.
- Tweak the content to sound more like your voice.
- Tweak the content to reflect your own preferred methods and strategies.

Next…

Adding to PLR

Another way to make PLR content unique is by adding your own content to a piece of PLR content. You do this in the following ways:

- Repurpose some of your existing content. You might use your own lead magnets, blog articles, social media content, webinar and video transcripts, and even excerpts from paid products. For example, if you're creating a course, you might pull content from a set of blog posts.

- Write fresh content. You can also add to PLR content by writing something new from scratch. For example, you might round out a section in a PLR report by adding in your own set of tips.

Here's the next idea…

Compiling PLR

Another way to make PLR content unique is by compiling multiple pieces of it. For example, you might compile a set of articles to create a report.

> TIP: If you use this method, ideally you should compile pieces from the same PLR writer/vendor. That way, the pieces should be similar in terms of the sort of content they provide and the writing voice. If you choose to compile content with drastically different writing voices/styles, you may end up spending a lot of time rewriting it so that it reads more smoothly.

Next…

Excerpting PLR

Many people use PLR content as-is. So, for example, if they have a PLR ebook, then they sell or give it away as is. You can make your content more unique by pulling excerpts from bigger pieces. For example, you can pull a chapter out of an ebook to create an article.

Deleting Content

Instead of pulling an excerpt to use, the idea behind this method is pulling out an excerpt to delete.

For example, if you have a 10-chapter ebook, you may decide to delete two chapters that aren't relevant to your package (while keeping the remaining eight chapters). Naturally, you'll need to go through the remaining chapters (as well as the introduction and conclusion) to delete any references to the chapters/content you deleted.

Changing Formats

Another way to create fresh content from PLR is by changing the format. For example, if you have a PLR report, you might use the content of this report to create something entirely different, such as a slide-share video.

TODAY'S TASK: Your task today is to begin working on the PLR content for your package. This guide as nine days devoted to this task, so plan accordingly. For example, if you're creating a package of 10 tools and information, then you can rework one piece per day (except for one day where you do two pieces). If you have a package of 27 pieces, then plan on doing three pieces per day. This should be doable, since in some cases you may be able to rework a piece of PLR in as little as 15 minutes.

<u>Day 12</u>: Creating Fresh Introductions and Conclusions

As mentioned in the previous lesson, one way to make your content unique is by rewriting the introductions and conclusions. This includes:

- Rewriting the main intros and conclusions. For example, if you have a PLR report ebook or article, then you can rewrite the introduction and conclusion.

- Rewriting the intros and conclusions for smaller sections. For example, if you have a PLR ebook, then each chapter likely has an introductory passage at the beginning and a summary/conclusion at the end, both of which you can rewriting.

Let's take a closer look at how to rewrite these passages…

Rewriting Introductions

The introduction needs to be one of your strongest passages, as it's going to influence whether people read the rest of the content. Here are different ways you can rewrite a conclusion to make it both unique and compelling:

Build Anticipation

Here you summarize what's coming in the content while arousing curiosity if possible. E.G., "In just minutes you'll discover a simple five-minute trick for doubling your conversion rates!"

Open With a Story

Telling a relevant story is a good way to engage people on an emotional level and build rapport. For example, if you're writing about dog training, you might open with a story about how your dog was so badly behaved in public that it was embarrassing.

Share a Tip

Here you start strong by sharing one of your best tips upfront, which will hook the reader and bring them into your content.

Ask a Question

The idea behind this strategy is engage readers with a question.

E.G., "Do you ever wish your business would make more money?"

Open With a Quote

Go to a site like BrainyQuotes.com and search for quotes related to the content. For example, if you're writing about weight loss, then you might choose to open a piece of content with a suitable motivational quote.

Rewriting Conclusions

Your conclusion may serve multiple purposes, so you'll want to rewrite the existing conclusion to accomplish the following:

Recap what the person just learned about within the content. Not only is this a good reminder for someone who read the entire piece, but it's also a good way to get skimmers to go back and read the content more closely.

E.G., “You just discovered the surefire five-step system for housetraining ANY puppy, no matter how stubborn they are. Let’s quickly recap the steps…”

Introduce one new piece of information. Here you offer a bonus tip or other piece of information. The key to this strategy is to put one of your best tips in the conclusion, which again will entice skimmers to go back in to read the rest of the content.

Offer a call to action. Generally, your conclusion (especially the main conclusions) should have a call to action (CTA). For example, you might encourage people to implement what they just learned, or you might persuade them to purchase a related offer.

Be sure to pick one main goal, and then create one CTA for that goal. (Too many calls to action ends up with people not taking any action at all.) See Day #19 for information on how to craft an effective call to action.

TODAY’S TASK: Your task for today is to continue working on your PLR content in order to make it unique, add value, and do what’s necessary to create your package.

Day 13: Personalizing Your PLR Content

When it comes to personalizing PLR content, you need to do two things:

1. Remove content that sounds like it’s written by someone else.
2. Add personalized/unique content.

Let’s take a look at these two items separately…

Remove Identifying Information

Sometimes marketers license content they originally used themselves. When this happens, the content is more likely to contain information that directly or indirectly refers to the marketer.

For example, if the marketer created a product called "Whirligig," the PLR content might say something like, "I created the Whirligig." If you decide to keep this passage (perhaps because you want to promote Whirligig using your affiliate link), then be sure to rewrite any sentences that suggest the content was created by the Whirligig creator.

For example, "I created the Whirligig" becomes "John Doe created the Whirligig."

Point is, read through the content to see if there is any information identifying or even referencing the original author in an offhand way. Here are other examples:

- I grew up in California…
- When I turned 50…
- I love my truck…
- My poodle is well trained…
- My grandkids…
- When I graduated college…
- My favorite hobby…
- I live in the mountains…
- My teenage daughter…
- When I lost 50 pounds…
- When I got married…

For example, if a PLR book about dog training references a poodle but you don't have a poodle, then delete it (or rewrite it to reflect the type of dog you do have).

How to do this quickly? Look for sentences containing "I" or "me" (and similar), and remove identifying/referencing information contained within.

Add Unique Content

Another way to make the content unique is to add in your own personal and unique information. This includes:

- Personally identifying information. Just as you removed personal information from the author, you can now add in (relevant) personal information. For example, if you’re writing about adopting a child from overseas, then you may share your personal adoption story.

- Other unique stories. These are stories that aren’t necessarily personally identifying, but they are unique. For example, if you’re talking about how to drive traffic to a website, you might share a story about common mistakes beginners make.

- Unique tips. Do you do something that you’ve never really seen anyone else do or talk about in your niche? Then share these unique tips in your content.

- Unique examples. The original content may include examples. You can leave these examples as-is (if you like them), and then add additional examples to make the content more unique.

- Case studies and experiments. Even if other people in your niche are doing case studies, no two case studies are alike. That’s why you can make your content unique by sharing detailed case studies with plenty of tips and steps.

- Formulas/systems. If your how-to PLR content is in a standard step-by-step format, see if you can turn these steps into a named formula.

  For example, the copywriting formula AIDA (attention, interest, desire, action) explains how to construct an ad or sales letter. You can do the same thing by creating your own acronym around the steps of a process. This acronym may be a non-word (like AIDA), or it can be based on a relevant word.

  E.G., a five-step copywriting G.U.I.D.E. may include Step 1, Gather Benefit Information, Step 2, Understand the Audience… and so on, with each letter corresponding to a step of the process.

TODAY'S TASK: Your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

Day 14: Compiling Content to Create Something Unique

Another good way to make PLR content really unique is by compiling multiple pieces of content. You can do this in multiple ways, including:

- Add your own existing content to PLR content.
- Compile multiple pieces of PLR content.
- Add in your own content AND compile multiple pieces of PLR content.

Let's look at these ideas separately…

Add Your Existing Content to PLR Content

You probably have some really good content that you created at some point. You can add this content to PLR content to create something entirely new.

Check out these ideas:

- Content you used in the past. For example, you might have a bonus report that you used to give away alongside a paid product, but you no longer do so. If it's relevant to your current package, you can compile all or part of it with PLR to create something new.

- Content you're currently using. For example, maybe you have blog posts that include information that's perfect for your package – go ahead and add them in (provided they are YOUR posts and not someone else's guest posts).

- Content you never used. Perhaps you created a piece of content that you later decided not to use. Or perhaps you began working on a big piece of content (such as an ebook) but didn't finish it. Whatever the reason, you can put this unused content to work to make your PLR content more unique.

Take note: if you're using a piece of content that's outdated, be sure to rewrite it in order to update it before you compile it with the PLR content.

Compile Multiple Pieces of PLR Content

The second method is to combine multiple pieces of PLR content in order to create something entirely new. Let me share with you a few examples of ways to do this just to get you brainstorming:

- Compile multiple smaller pieces of content. For example, you might compile a set of 10 articles to create a report.

- Compile multiple excerpts. For example, you might pull excerpts out of three or four ebooks to create a report.

- Compile a mix and match of content. For example, you might use a couple articles, an excerpt from a report, and a video transcript to create a course.

Those are just a few ideas to get you thinking – this strategy is only limited by your imagination.

Combine These Methods

Here you start with a piece of PLR content, add other pieces of PLR content, and then add in your own existing content as well. Keep these tips in mind:

- Update outdated or non-evergreen content. This applies to both your own content as well as the PLR content.

- Freshen the content. If you're using some of your "old" content, then refresh it with new tips, tricks and ideas.

- Create new introductions and conclusions. These new passages should reflect what's inside the newly compiled content.

- Create transitions. When you compile multiple pieces of PLR content, it is usually not going to read smoothly. That's why you need to add in transitional statements. For example:

  -Now let's look at the next step…
  -Here's another tip…
  -Let me share a story…
  -Here's another good way to do it…
  -Now let's switch gears…

Now it's your turn…

TODAY'S TASK: Your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

Day 15: Using PLR Content to Create Useful Tools

A really good package doesn't just include how-to information – it also includes tools that make it easy for people to implement what they've learned. That's why your package should include tools such as checklists, cheat sheets, worksheets, planners and more.

If you're lucky, you'll find PLR content that includes these tools. Many times, however, you'll need to create these tools yourself. The good news is that you can do it with PLR content, which is much faster than doing it from scratch.

Let's take a look at how to create some of the most common tools…

Checklists

A checklist is a succinct list of all the steps the user needs to take in order to complete a process. This is fairly easy to create, because all you have to do is literally copy and paste the steps from the PLR content. This includes both the main steps, as well as any sub-steps within those main steps.

For example, if you were compiling a list of steps for setting up a blog, it might look something like this:

Step 1: Install WordPress

- Download the files from WordPress.org.
- Unzip the files.
- Create a database.
- Rename the config file.
- Upload WP files to your server.
- Run the WP installation script.

Step 2: Customize WordPress.

(And then here you'd list all the sub-steps within this main step – just like the example above in Step 1.)

Note that the steps are listed without explanation. The how-to content should include the details, while the checklist is just a reminder/overview of what to do.

Cheat Sheets

Cheat sheets are similar to checklists in that they include lots of information, but very few details. A cheat sheet is typically one page, and it includes:

- The main steps of a process.
- Important sub-steps.
- Tips and ideas.
- Examples, mistakes, dos and don'ts and similar.

The idea is to pull as much information as possible from the PLR content, but be succinct. Each step, tip, idea or other piece of information should be around one sentence, or in some cases just a few words. People will then need to refer to the content itself to get the full details or a step or tip, if needed.

Planners/Calendars

A planner or calendar is where you give people a list of steps they need to take on a specific day. To create this, do the following:

- Start with a "how to" piece of PLR content.
- Determine how long it will take for the average person to complete the various steps.
- Rewrite the content so as to assign an action step to each day, week or hour (depending on how your planner is set up).
- Be sure that the task is complete by the time the person walks through all the steps.

This guide you're reading right now is an example of assigning an action step to each of 31 days.

Swipes

Swipes are typically just examples. As such, you can comb through your PLR content to compile as many examples as possible.

For example, if you're creating a copywriting course, you might pull all the headline examples out of the PLR content to create a headline swipe file.

Templates

This is where you create fill-in-the-blank templates for readers to use. In this case, you pull examples out of the PLR content, but leave key points blank for readers to fill in themselves with the necessary information.

Let's go back to the example of a copywriting product where you're pulling headline examples. Let's suppose you find an example headline like this:

"How to Get Rid of Cellulite for Good!"

You can turn this example into a fill-in-the-blank template like this:

"How to Get Rid of ___[Insert Some Bad/Unwanted Thing]___ for Good!"

TODAY'S TASK: Your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

<u>Day 16</u>: Questions to Ask Yourself When Using PLR Excerpts

We've been talking about pulling excerpts out of PLR content to create a new (and unique) piece of content, such as a checklist or report. Now today we're going to look at this concept in a little more detail. Before you start pulling excerpts out, ask yourself these questions…

Is the excerpt redundant?

Sometimes people think "bigger is better," so they compile every related PLR excerpt and piece of content they can find. However, instead of adding value, this strategy can backfire and actually lower the value if the content is redundant.

Let's suppose you're compiling a big list of copywriting tips. You'll want to look carefully to be sure your tips aren't saying the same thing but in different words. For example, the following tips basically say the same thing, or at least overlap:

- Create curiosity-arousing headlines.
- Build curiosity with headlines to draw people into the content.
- Do use curiosity in your headline.
- Use your headline to evoke curiosity.
- Create an "itch" with your headline that can only be scratched by reading the content.

- Grab attention by making people wonder how and why your product works so well.

What you'd do in this case is use the most well-written excerpt as the basis for the tip. Then comb through the redundant tips to see if there is anything you can pull from them – such as a unique example – to add to the content.

Is the excerpt high-quality?

Here again, we need to consider quality over quantity. Don't pull excerpts just to add length to your product. Instead, only use high-quality excerpts. Here's a quick check of whether an excerpt should be added:

- Is the excerpt well-written and engaging?
- Is the excerpt factual?
- Is the excerpt "meaty" – in other words, not just fluff and filler?

The last point (avoiding fluff and filler) is particular important. If you can get your point across in one paragraph versus one page, then edit the PLR to take out all the fluff. While you'll lose word count, you'll end up with a better piece of content, which in turn creates satisfied customers.

Is the excerpt fact or opinion?

Every once in a while, you'll run into PLR content (or even just an excerpt) that presents an opinion as a fact. You have these options:

- Avoid using the piece.
- Rewrite the piece so it's clear the passage is an opinion.
- Rewrite the piece to present facts rather than opinion.

Point is, you can certainly present opinions within your content – and you can even support your opinion with evidence -- but don't mislead people into believing you're sharing a fact.

Does the excerpt add value to the content?

Even if the excerpt isn't redundant, and even if it is overall a high-quality passage, you still need to consider whether it adds value to the content overall. Sometimes this is context-dependent.

For example, let's suppose you're creating a blogging package for intermediate and advanced users. And let's suppose you find a PLR passage that explains in great detail how to set up a WordPress blog.

If this was a package aimed at beginners, then detailed installation steps would add value to the package. However, since the package is aimed at advanced users, this type of passage can LOWER the value. That's because advanced users already have their blogs set up, so you're telling them how to do something they've already done.

Point is, know who your users are, because that will help you decide whether to include a specific excerpt.

TODAY'S TASK: Your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

Day 17: 5 Ideas for Creating Multimedia Content From PLR Text Content

Throughout this guide, we've been talking about making your content more unique (rather than using it as-is). And for the most part, we've focused on rewriting, compiling and excerpting text PLR content.

Now here's another way to create something unique: turn your text-based PLR content into multimedia content. Check out these specific ideas…

Design an Infographic

If you have data-heavy content (such as a lot of statistics, percentages, numbers, etc.), then consider creating an infographic. This is a visual representation of the data, which a lot of people find easier to digest.

For example, let's suppose you have a piece of PLR content that talks about the facts of weight loss, such as how many calories to consume, what percent of the diet should come from the macronutrients (protein, carbs and fats), how much water to drink each day, and so on. This sort of content can be tedious to read in text form, but it's easy to digest in an infographic. Some people may even want to print it off and keep it as a handy desktop reference.

Create a Slide-Share Presentation

The idea here is to turn text-based content into a PowerPoint-style presentation. This works particularly well if you're condensing a lot of information into the most salient points (similar to a checklist or cheat sheet).

Keep these tips in mind:

- Use a professional slide deck design/layout. Doing so will add value to your presentation.

- Keep text to a minimum. No one wants to read a data-heavy slide. Keep it to the main points, such as sharing one tip per slide or a handful of succinct tips in a bulleted list.

- Insert eye-catching graphics. Good graphics add value to the presentation and make it look more professional.

Depending on what sort of package you're selling (and who your audience is), you may simply include the slides in the package for people to view using PowerPoint or similar software. You can also use any number of online presentation software platforms that are available.

Otherwise, another option is to turn the slide-share into a video. Which brings us to the next point…

Produce a Video

You can use your text-based content as the basis for creating a video. This video may take a variety of forms, including:

- A slide-share video (as mentioned above).

- A talking-head video, where you look at the camera and convey the information. For example, you can share dieting tips.

- A demo video, where you show people how to do something while you're giving verbal instructions. For example, you can show people how to refinish kitchen cabinets.

Here's a related idea…

Host a Webinar

You can use your text PLR content as the basis for a webinar. You can play this webinar live for people who purchase your package in the first week, and then provide the recordings to everyone who purchases the package after that point.

Create a Coaching Course

Still another way to turn text content into something more valuable is by using it to create a coaching course. You can use the text in two ways:

- Use it as the basis for the course curriculum.
- Use it to answer group-coaching questions.

You can offer the curriculum for the course as part of your package, and then upsell the personalized coaching on the backend.

TODAY'S TASK: Your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

Day 18: A Simple Way to Add Value to Your PLR

You've been working on getting your PLR text content ready to create your package. But before you finish your package, there's something else you need to consider: what sort of graphics would add value to your content?

Check out these ideas…

Illustrations

You can use hand-drawn or computer-drawn illustrations to – drum roll, please – illustrate what the text is referring to.

For example, if your content is about organic gardening, you might include illustrations of common garden pests.

Infographics / Charts / Tables

If you have data to share, then you can make these numbers easier to digest by presenting them in an infographic, chart or table.

Let's suppose you're putting together a report that helps people get out of debt. If you tell people what percent of income they should be saving, using to pay down debt, and using to pay various household expenses, your information will be hard to remember. If you represent this data visually, such as in a chart, then people can see at a glance how they should be allocating their income.

Photos

Sometimes a simple photo can add value to your content. For example:

- You can use a relevant photo to make the content more aesthetically pleasing, and to break up the text. For example, a dog-training report may simply have pics of dogs sprinkled throughout to make the content more engaging and professional.

- You can use a photo to illustrate something. For example, a dog-training report might show photos of dogs with different facial expressions and postures in order to help people learn to read a dog's nonverbal communication.

Here's something related…

GIFs

Sometimes an animation in the form of a GIF can do an even better job of helping to illustrate how to do something. For example, if you're sharing information on bodybuilding, then you might include GIFs which illustrate proper form for each exercise.

Mind Maps

A mind map is a non-linear way to represent a process or a concept. You can think of it has cheat sheet or checklist with all related pieces connected. Some people prefer to see information laid out in mind maps rather than in a traditional step-by-step format.

Process/Decision Maps

If you're teaching people how to do something, and they need to make decisions throughout the process, then you might offer a process/decision map. For example, you can provide a decision map to help marketers decide if they should outsource a particular task.

Screenshots

These work well when you're explaining an online process. For example, if you're teaching people how to install a script (such as WordPress), then you might offer screenshots for each step.

TODAY'S TASK: Your task for today is to consider how graphics can enhance the value of each piece in your package. Specifically, brainstorm the type of graphics that would make the most sense. For example, a cheat sheet would benefit from small icons, whereas a report might benefit from infographics and illustrations.

Once you decide what sort of graphics you need, then do one of the following:

1. Create them (try canva.com).
2. Outsource them (use a site like fiverr.com or upwork.com).
3. Buy them (using a site like depositphotos.com).

Also, be sure to continue working on tweaking or rewriting the PLR, as needed.

Day 19: How to Create an Effective Call to Action

A call to action is where you tell the reader to take a specific action. This action can take various forms, including encouraging people to:

- Implement the information they just learned.
- Use a tool, such as checklist.
- Print off a tool (and use it).
- View an additional piece of free content.
- Sign up for a mailing list.
- Purchase a related offer.
- Request a coupon code.
- Register for a seminar.
- Share a piece of content/web page.
- Enter a contest.
- Request a free quote.

Or similar.

In most cases, your calls to action will encourage people to take action on what they just learned, encourage them to use a tool, and encourage them to purchase a related product.

Here are the keys to an effective call to action…

Create ONE Primary CTA

You may think of a few different things that you'd like your reader to do when they finish with one of the infoproducts or tools in your package. However, you need to focus on showcasing just ONE call to action. If try to get readers to take multiple actions, more often than not they get overwhelmed and don't take any action at all.

Be Sure the Content Supports the CTA

Once you know what action you want the reader to take, then be sure to construct the content in a way that naturally leads to the desired action.

Let's suppose you want people to click a link and purchase a related offer. The key in this case is to create a piece of content that's incomplete – that is, it doesn't solve the reader's complete problem, so they need to purchase your related offer.

For example, let's suppose you have a weight-loss package, including a comprehensive nutrition guide. While the guide tells people what to eat – and maybe even offers meal plans – it doesn't provide recipes. That makes this guide incomplete, which means it naturally leads to people purchasing a low-calorie recipe book from you.

Another example: suppose you have an organic gardening package. Perhaps several of the resources explain how to get rid of certain pests, like aphids or tomato worms. However, what's missing is some sort of guide to identifying these pests. You can then sell a video or other identification guide.

Craft an Effective CTA

Now that you have content that naturally leads to your desired action, the last step is to craft the call to action. In most cases this CTA has two parts:

2. The CTA tells people exactly what to do next. In other words, you don't just drop a link in front of people and expect them to click it – instead, you tell them to click it (and what to do once they click it).

3. Whenever possible, you give people a good reason to take the desired action immediately. If people can put something off, they will – and if they put it off, they're unlikely to come back and complete the desired action.

Here is an example that tells people what to do and why they should do it now:

"Click here now to request the "Dieting Secrets" video – and do it now, before this free offer disappears!

Here's another example:

"Click here now to join the private members-only copywriting forum, where you'll get sales letter critiques, group coaching and more. If you want to become a better copywriting, then join now before we reach the member limit and close down registration!"

TODAY'S TASK: Your task today is to finish reworking the pieces of PLR content that you're going to include in your package. You can then insert calls to action as needed into this content, or polish them if you've already inserted them.

Day 20: How to Proof and Polish Your Package

At this point, you're done with all the tweaking, compiling and rewriting of the various pieces of your package. Now your next step is to proof and polish each piece.

You can approach this task in a few different ways, including:

1. Do it yourself.

2. Outsource it – you can find a proofreader by searching Google or using a site like upwork.com.
3. Asking a competent friend to do it for you.

For the purposes of this lesson we'll assume that you intend to do the proofing and polishing yourself. Check out the following tips and questions to ask yourself…

Set It Aside

If you added a significant amount of new content to the PLR content, then set the whole thing aside for a few days. Doing so lets you look at the pieces with fresh eyes, which makes it easier for you to catch your errors.

Once you start proofing, you can take these steps:

- Pay particular attention to the new pieces. You probably already caught any typos when you were assembling the PLR pieces. While you should still proof the PLR text to catch errors the vendor made, your focus will likely be on the new content you created.

- Use a tool. You can use your word processor's built in spell check and grammar check, as well as third-party tools like Grammarly.com.

- Read it out loud. This not only slows you down (which helps you catch errors), it makes it obvious when you need to smooth out a hard-to-read sentence.

Next question…

Is the content accurate?

To answer this, you'll need to do some fact-checking. If your content lists any sort of percentages, statistics, study results, numbers or other facts, you'll want to double check that these facts are indeed correct. Be sure to use two reputable sources when fact checking.

Is the content valuable?

As you read the content, ask yourself these questions:

- Does the content speak to the level of the audience?
- Is there any unnecessary content that should be cut?
- Is there any part of the content that needs more explanation/details?
- Would the content benefit from having more tips?
- Would the content be more valuable with more examples?
- Would the content benefit from graphics (such as an infographic or illustration)?
- In what other ways could I make this content more valuable to the reader?

Next…

Is the content engaging?

The next thing to look at is whether the content is well-written and engages the reader. Ask yourself:

- Does the content share any relevant, rapport-building stories?
- Is the content well-written?
- Is the content written using a conversational (friendly) tone?
- Does the content include any humor? (Use sparingly, and be sure you understand your audience before you do so.)

And finally…

Is the content formatted for easy readability?

Your content needs to be formatted in a way that it looks like it's easy to read, otherwise people won't read it. Ask yourself:

- Have paragraph lists been broken into bulleted lists?

- Is there plenty of white space?
- Do graphics break up the text?
- Does the content include short sentences and short paragraphs?
- Does the content include headlines, bolding, italics and similar styling choices to make it easy to skim?

Now it's your turn…

TODAY'S TASK: Your task today is to proof and polish your content using the tips and questions above. If you're able to have someone else lay a fresh set of eyes on, that's even better.

Day 21: Creating a Useful Quick-Start Guide for the Package

At this point, you have a collection of information and tools to help your prospect solve a problem. This might be small collection (such as 10 resources), or a larger collection with a couple dozen or more resources.

Either way, it could be overwhelming to the user when they receive this collection. And if the user gets overwhelmed and unsure of where to start, they might not use the package at all. This means users aren't seeing your calls to action, they're not clicking your links, and they may even ask for a refund if they don't use the package.

So, what's the solution?

It's this: create a quick-start guide for the package. This is like a "tour" of the resources in the package, it tells people how to use them, and it encourages customers to start reading and using the resources immediately.

End result? Happier customers, reduced refunds, and increased backend sales. And with that in mind, here's how to create it…

Step 1: Determine the Best Way to Navigate the Package

Take a look at all the pieces in your package and ask yourself: what is the BEST order to read and use these materials?

In some cases, it may be pretty obvious. For example, if you have a multimodule course and a bunch of tools, then it makes sense for users to review the course first, and then use the tools to take action on what they learned.

In other cases, the path may not be so clear. For example, if you're sharing a series of related reports and tool (such as traffic-generation methods), then users start with any method they choose. They don't need to go in any particular order, necessarily.

However, because people like to go through materials in an orderly way, you'll want your quick-start guide to outline a suggested method. For example, you might suggest that readers review the materials from "quickest/easiest to implement" to "longer/more difficult to implement." In the traffic methods example, you might suggest readers review the materials on guest blogging first because it's relatively quick and easy, and later on they can review SEO materials (which takes more knowledge and time to get result).

> TIP: Whenever possible, tell people to review materials that provide a "quick win" first. This will excite and motivate them to continue reviewing and acting on the materials.

Next…

Step 2: Create Your Guide

Once you've decided the best order for people to review the materials, then you can begin creating your guide. Keep these tips in mind:

Keep it Short

If your guide is long, you're just going to add to overwhelm. Keep it short, at 500 to 2000 words.

Offer a Step-by-Step Format

Lay out the exact steps your readers need to take in the order they should take them. If there are special circumstances, include those. E.G., "Beginners will want to start with [insert resource], while intermediate and advanced users can start with [insert resource]."

Build Anticipation

As you list the steps, be sure to build anticipation to get people excited about what they're going to read.

E.G., "On page 54 of [insert resource] you'll discover a copywriting tip that I'm better you've never heard of before – it could double your conversion rates!"

Provide Additional Tips

You can add value to your guide by offering tips and tricks within the guide itself.

E.G., "Use the method provided in Chapter 2 along with the following tips to melt the fat even faster!"

TODAY'S TASK: Your task today is to outline and create your Quick-Start Guide. It's a good idea to ask someone in your niche to review your guide alongside the materials to be sure it's clear, succinct and useful.

Day 22: Putting the Finishing Touches on the Package

At this point all the pieces of your main package are complete. Now what you're going to do is put the finishing touches on them and assemble the package.

Here's how…

Assemble Reports and Ebooks

Before you convert your reports and ebooks to PDFs (which is coming in a later lesson), you need to add a few pages. Follow these steps:

Design a Title Page

Your title page should include the following information:

- The title of the ebook/report. Ideally, this should appear on all subsequent pages in the header or footer.
- Your name as the author. Be sure to change the author name to your name, where applicable.
- Copyright information. Generally, this is a simple line stating the work is copyrighted, alongside the date (e.g., "Copyright 2020, all rights reserved.").
- Other information. You may put your contact information on this page, as well as any additional legal information you'd like to include (such as reporting pirated copies or additional information on allowable uses). Note that if you have a lot of information to include, you'll want to create a separate page and insert it right after the title page.

Next…

Create a Table of Contents

The next step is to create a table of contents to make it easy for readers to find what they're looking for. At a minimum, list each main chapter/module/lesson. If this is a lengthy book or course, then list subsections as well.

Consider Inserting Promos

The last step is to insert promos, where applicable. Here are different ways to do it:

- Create a “Recommended Resources” list. Typically this appears at the end of the report or ebook, but you can insert it near the beginning.

- Insert a “Featured Products” page. This most often appears at the beginning of a report or ebook.

- Create a “Other Products You Might Look” page. This is just another way to title a “recommend resources” or “featured products” page.

Next…

Assemble Tools

Some of your tools – like a cheat sheet – will be just one page. In that case, you don’t need to do anything.

If you have multiple pages – like a comprehensive checklist – then you can do the following:

- Insert a title page. This is just like the title page for a report or ebook, where you list the title of the tool, your author name, and copyright information.

- Insert an introduction page. This page explains how to use the tool. You may offer tips to help people get the best results.

- Conclusion. This page isn’t necessary for most tools. However, if you do insert a concluding page, then use this page to encourage people to put the tool to use.

- Promos. When you have a small tool, then your promos should be short too. People won’t feel like the tool is very useful if it’s brimming with promos. So, for example, if it’s a cheat sheet, then put one short CTA and a link (e.g., “Get more great diet secrets here!”).

Now it’s y our turn…

TODAY’S TASK: Your task for today is to assemble all the various pieces of your package according to the tips and steps you just learned.

<u>Day 23</u>: Decide What Sort of Bonuses to Include

The reports, ebooks and tools in your package are complete. But before you get this package ready to sell, you need to decide what bonuses to include.

Why? Because depending on the bonus you’re offering, it can provide a wide variety of benefits for both you and your customers. Some of these benefits include:

- Adding value to the package. People feel good about getting a lot of bang for their buck.

- Higher conversion rates. This is the result of adding more value to the package, as well as adding something that’s highly desirable. A good bonus can also overcome a specific objection, which boosts conversion.

- Higher customer satisfaction. Again, this is due to adding more value to the package.

- Lower refund rates. People who are satisfied with what they’re purchased don’t tend to ask for refunds.

- Making the most of the package. A good bonus enhances the use or enjoyment of the main offer, which means people are able to make the most of their purchase.

So, with these benefits in mind, let’s have a look at how to choose bonuses for your package…

Decide Why You Want to Offer Bonuses

Before you can pick what sort of bonus you want to offer, you need to know your main reason for offering that bonus.

For example, if you'd like to create a bonus that helps people overcome their objections to purchasing your offer, you need to think about what those objections tend to be.

Let's suppose you're creating a weight-loss package, and one objection from prospects is that they don't have time to cook elaborate meals, and they certainly don't have time to cook two meals (one for themselves and one for the rest of the family). You can offer a healthy-eating cookbook that promises quick recipes the only family will enjoy.

Understand What Makes a Good Bonus

A good bonus should have these characteristics:

- Be highly desirable. Review your market research to refresh your memory about what people want.

- Be valuable. Just because you're giving it away for free with a purchase doesn't mean it shouldn't worth anything. On the contrary, it should be valuable to help attract and convert buyers. For example, if you're offering a $100 package, your bonus might range from $50 to $125 in value, give or take.

- Be useful. As mentioned, a good bonus enhances the use and enjoyment of the main package. For example, if your main package is all about weight loss, then you might include an exercise video and/or low-calorie cookbook as a bonus.

- Be easy to deliver. Any bonus you create should be easy for you to deliver, preferably automatically. If you're offering something that you can't deliver automatically, then you may want to put limits on it (e.g., "This coaching offer only good for the first 50 people to act now…").

Next…

Choose Bonuses that Meet Your Goals

Now you need to brainstorm what sort of bonus would best fit your needs and achieve your goal (such as adding value to the package, overcoming an objection, etc.). Here are examples of the types of bonuses you could offer:

- Ebooks and reports.
- Tools (such as checklists, worksheets, templates, cheat sheets and similar).
- Videos.
- Audios.
- Webinar (and replays).
- Personal or group coaching/consulting.
- Access to a private group or forum.
- Access to a membership site.
- Software/apps/plugins.

TODAY'S TASK: Your task today is to start brainstorming and deciding what sort of bonus would be a good fit for your package. Then choose one or more types of bonuses to add to your package.

Day 24: Create the Bonus(es)

Now that you know what sort of bonus(es) you're going to create, today's task is to begin working on it.

Naturally, not every bonus is an infoproduct-based bonus, meaning some bonuses require "set up" (but no writing or rewriting). As you begin working on your bonus, ask yourself these questions:

Can you create this bonus out of PLR content?

So far, the bulk of your package was created out of PLR content, so it makes sense to create the bonus out of PLR content as well (where applicable).

You can create the following bonuses out of PLR content:

- Text-based bonuses such as courses, reports, checklists, worksheets, and other info and tools.
- Videos.
- Audios.
- Membership sites.
- Webinars.
- Group coaching (use PLR content to answer questions).

And similar.

If you're creating one or more bonuses from PLR content, then your first stop is to check if you can create a bonus out of the PLR content you've already purchased. If not, see if the vendor has relevant content for you to buy. Using content from the same vendor means less tweaking and rewriting, since it will be in the same voice as the rest of the package.

How will you deliver the bonus?

For example:

- If it's a digital product, then you can deliver it on the download page when you deliver the main offer. You may even include it in the same zip file as the rest of the package.

- If it's access to a group or membership site, then you may include instructions for gaining access on the download page, in your quick-start guide, and in the emails you send to new customers.

Those are just two examples – obviously, you need to determine the best and easiest way to deliver bonuses to your customers.

What sort of setup is required?

If you're not delivering digital content, then you need to determine exactly what to do to set up your bonus. For example:

- Are you offering access to a private group? If so, how will you set this up? (Note: Check if your niche uses Facebook, because a private Facebook group is an easy way to set it up.)

- Are you offering access to a webinar? If so, then you need to decide how to deliver this webinar. What platform will you use for the live webinar? Be sure the platform allows recordings/replays, so you can distribute the recordings to all future customers.

Your turn…

TODAY'S TASK: Your task today is to begin working on your bonus. In some cases, this may require tweaking PLR content. In other cases, it may require creating content from scratch. And in other cases, it may not require any content at all, such as if you're setting up a private group.

Day 25: Finish and Proof the Bonuses

Yesterday you worked through some issues with regards to creating or setting up your bonuses. Today you have one more issue to consider…

What will you promote from within your bonus?

That's right, one of the benefits of a bonus is that it gives you yet another opportunity to sell a related offer. Ask yourself this question to decide what to promote:

What sort of product would be a good fit with both the bonus and the main package?

Your main package provides a solution. Your bonus provides another part of the solution. The offer you sell on the backend of the bonus should provide yet another piece of the solution.

For example: Your package is about learning how to write high-converting sales letters. Your bonus is a set of sales letter templates. The related offer you promote from within the bonus is a personal coaching/sales letter critique offer.

Here’s another example: Your package is full of dieting information and tools. Your bonus is a set of low-calorie meal plans and recipes. Your related backend offer that you promote from within the bonus is access to a weight-loss support group.

Take note that you can also promote affiliate offers from within your bonus. Go back to the example above with the dieting package. Instead of promoting a weight-loss support group, you might promote pre-packaged dinners or supplements.

Follow these additional tips:

- Be sure your bonus naturally leads to the offer you’re promoting, and then include a call to action.

- Create a bonus that people will refer to often. The more often someone uses your bonus, the more they’ll see your call to action and link.

- Promote this offer in multiple ways. While the primary way to promote this offer is from within the bonus itself, be sure to add a small series of email follow ups that also promote this offer. For example, your email series to customers might include two or three emails promoting the same product or service that you promote from within the bonus.

- Include the bonus in your quick start guide. Tell your customers at what point they should use the bonus. For example, suppose you have a multimodule course on the topic of traffic generation. And let’s say one module is about placing paid ads. If your bonus consists of ad templates, then you’d instruct users to look at the bonus right after they finish the paid-ad module.

Now let’s wrap things up…

TODAY’S TASK: Your task today is to finish creating or setting up your bonus(es). Where applicable, be sure to promote a related offer from within your bonus. When your bonus is all finished, proof and polish it, add value (with graphics) where applicable, and in general get it ready for prime time.

Day 26: Preparing Your Package

Your main package and bonuses are almost ready to go. Now you need to prepare them for delivery. Let’s take a look at the pieces you need to snap into place:

Ecover Graphics

Ideally you need the following graphics:

1. A graphic for each piece in your package, including bonuses.
2. A graphic for the package as a whole.

That way, you can use all the individual ecover graphics in the sales letter next to your description of each piece. You can use the overall package graphics in the sales letter too, as well as in ads.

If you don’t have the skills to do this yourself, then outsource it to someone on fiverr.com, upwork.com or similar. People often make the decision to purchase based in part on how professional your package looks, and good graphics add to the attractiveness and professionalism.

Interior Design

Your new customers will judge your package by whether it looks professional once they start scrolling through the pieces. That’s why you want to make sure you have a crisp, professional interior design. You can use a template for your word processing software (such as a template for Microsoft Word) to create this professional look. Be sure your header and footer look professional and are branded without being distracting.

Convert to PDF

Once everything is ready to go, then you need to convert all your text files (such as your .doc files) to PDF. In order to do this, you'll need a PDF converter.

For example:

- Adobe.com Acrobat, which is the original professional tool for converting and creating PDFs.
- SmallPDF.com.
- SodaPDF.com
- PDF2go.com

You can search Google for "Word to PDF converter" or even just "PDF converter," and you'll find plenty of options. Be sure to choose a solution that creates clickable links in your PDF, as not all converters do this.

Package the Files

Your next step is to create a .zip file, which lets you place all the pieces of your package into one compressed file. A popular zip tool is WinZip.com, though as usual you can find other solutions by searching Google if WinZip doesn't meet your needs.

Create Your Download Page

Finally, you need to upload your .zip file to a hard-to-guess URL on your website, and then link to it from a hard-to-guess or protected download page. This download page is where customers will go to collect the package immediately after they complete payment.

If you're not techie and don't know how to create a download page or upload files, then find a freelancer to do it for you (on fiverr.com, upwork.com or similar). Do your due diligence and choose someone trustworthy and reputable since they'll have access to your website.

TODAY'S TASK: Your task today is to walk through the steps you just learned to get graphics, prep your package, and get it uploaded to your website. Alternatively, you can use today's time to find a freelancer to do these steps for you.

Day 27: Choosing a Profitable Price

Now things are getting exciting, because your package is ready to go! But before you can start accepting orders, you need to decide on a price.

At the beginning of this process, you basically decided on a rough price point – either somewhere in the neighborhood of $20 or $97. Now you need to make a final decision about the exact price-point.

Follow these tips and steps:

Do Your Market Research

The first thing you want to do is research similar products and packages in your niche to see how much the competition is charging. Ideally you want to compare apples to apples – i.e., other packages. If others aren't selling packages like yours, then compare products that are somewhat similar, like courses, access to membership sites and similar.

As you do your pricing research, ask yourself these questions while comparing your package to similar packages:

- What makes my package worth MORE?
- What makes my package worth LESS?
- How does my branding affect pricing?

- Does my website and packaging look professional and reflective of the price point? (E.G., you can't sell a $100 package on a $5 website, if you know what I mean.)
- Can I justify my chosen price point?

Generally, you'll find that other similar packages will fall within a price range (such a $5 to $50), with most falling into a more narrow range (such as $17 to $37). Start by focusing on this narrower range, and then price your package up or down depending on the answers to the above questions.

When in doubt, pick something in the middle or the narrower range. So, for example, if most marketers price similar packages from $17 to $37, you're generally safe with a price point around $20-$25.

Follow Pricing Best Practices

Marketing researchers and experts have shown time and again that prices ending in "9" or "7" tend to do better. For example, instead of using a price point of $20, you'd choose one of the following:

- $19.99
- $19.97
- $19

Or instead of choosing $100 (which psychologically seems like a lot), you choose one of the more "palatable" figures of:

- $99
- $97

You can of course choose $99.99, $99.97, $97.99 or $97.97. At this level, however, it looks less expensive to drop the cents and just use $99 or $97.

Will that work for your audience? That brings us to the final point…

Commit to Testing

While the guidance above gives you a good starting point when it comes to picking a price point, ultimately the only way to discover the best and most profitable price point is to let your audience vote with their wallets. This means testing different price points such as $19 and $29, as well as testing small increments (such as $19 versus $19.99).

TODAY'S TASK: Your task for today is to do your market research and pick a price point for your package. Then commit to testing this price point in the future using a split-testing tool.

Day 28: Create a Sales Letter

You can have the best package in your market, but you won't make sales unless you also have a really good and compelling sales letter. That's why you're going to want to follow these tips for creating your own high-converting sales letter…

Check Out the Template

The bonuses in this package includes a sales letter template, so please be sure to apply the following tips as you use the template. This will help you create a higher-converting sales letter.

Which brings us to the next tip…

Know Your Audience

Before you fill in a single word into the sales letter template, you need to know your audience. The more you know about them, the easier it will be for you to create content that really resonates with them.

For example, let's suppose you have a list of dog owners, and you assume that these folks own labs, golden retrievers and the like. But perhaps the reality is that the majority of your list owns small dogs. If you create a sales letter that has pics of big dogs and refers to big dogs, it's not really going to resonate with the audience.

So, how do you learn more about your audience? In these ways:

- Research your audience. You can learn more about your audience by researching their demographics (e.g., “dog owner demographics”).

- Listen to your audience. Visit communities like niche blogs, forums and social media groups to get a better understanding of what your market wants and how they think.

- Ask your audience. You can create a formal survey and distribute it, or you can simply ask questions informally (such as on social media) to learn more about your audience demographics, what they want, etc.

Next…

Focus on Benefits

As your prospect reads your sales letter, they’re going to be thinking, “What’s in it for me? Why should I buy this?”

Your sales letter needs to answer that question by focusing on all the benefits of your package.

Also, ask yourself these questions:

- What are all the benefits in each piece of your package?
- What is the overall benefit of the package?
- What benefits does your audience most want?
- Why should your audience buy your package instead of the competitor’s product?

See the included template in this package to see how it showcases the top benefits in the form of a bulleted list.

Overcome Objections

Another thing that happens as your audience reads your sales letter is that they're looking for reasons to NOT buy the package. These are called objections, and your sales letter needs to raise and handle these objections.

Some objections are fairly common no matter what you're selling, such as:

- Price objections. Whether you're selling something for a low price or a high price, you need to justify the price.

- Believing the product won't solve the prospect's problem. You can overcome this problem with risk-reversal (a guarantee), as well as proof in the form of testimonials, screenshots, case studies, videos and similar evidence.

You'll need to spend some time brainstorming what other objections your audience might have, and then handle those objections. For example, is your audience likely to think they're too busy to use your information? If so, provide strategies that get results more quickly.

A specific example: if you're creating a weight-loss package for busy parents, then you might create a bonus report on HIIT (high intensity interval training) to overcome the "too busy" objection. HIIT takes much less time to do than slow, steady-state cardio, so users can get done with their workout in half the time.

Create a Call to Action

Finally, be sure to create a call to action that tells people what to do (click the payment button to purchase the product), and why they should do it now. This "reason why" might be to start getting results ASAP, or it might be to take advantage of a limited-time discount and/or bonus.

TODAY'S TASK: Your task today is to create your sales letter. Be sure to take a look at (and use) the sales letter template included in this package!

Day 29: Complete the Site Set Up

Today your task is to finish setting up your website so that you can begin taking orders.

Take note that providing in-depth instructions for this process is beyond the scope of this guide. As such, I'm providing a checklist/overview of the steps you need to take. As always, you do not need to do these steps yourself if you're not comfortable with the technical side of your business. You can easily outsource any of these steps to a reputable freelancer.

Take a look…

Set Up an Email Address

Go through your webhosting account to set up an email address that you'll use for your contact page and other uses.

Create Your Payment Button

Earlier in this guide you chose a payment processor (such as PayPal or ClickBank). Now you need to create a payment button on this platform using the site's instructions. Once your button is ready to go, then insert it into your sales letter.

Create Legal Pages

You'll want to talk to an attorney about these pages, or use standard fill-in-the-blank template forms from a reputable legal site like Nolo.com. At a minimum, you should have a "terms of service" and "privacy policy" page.

Create a "Contact" Page

This page should list your contact information and/or provide a link to your help desk. You may also list FAQs and other resources on this page to help decrease customer service inquiries.

Upload All Pages

Your next step is to upload your sales letter, legal pages, contact pages and any other pages that need to be uploaded. (You should have already uploaded your package files and download page on a previous day, but double check that it's done.)

Check That Everything Works

Your final step today is to check that everything works. Follow these steps:

- Check that all links on your page work (sales letter, contact page, legal pages, download pages and download files).

- Check that all forms/scripts work, such as your payment button.

- Be sure your email address works to both send and receive email.

- Make a test purchase (or ask a friend to do it) to be sure the entire process runs smoothly from the payment button to the download page.

TODAY'S TASK: Your task today is to walk through the above steps to get your website set up. This includes creating your payment button, uploading all necessary files, and then checking that everything is in good working order. Once this step is done, you are now ready to begin accepting orders on your website!

<u>Day 30</u>: Plan a Marketing Strategy, Part 1

You've now completed all the steps required to create your first profitable package out of PLR content, get the bonuses ready, and get your website ready to start taking orders. Your next step is to design a marketing strategy for your package.

Take note that the in-depth steps and details required in setting up a marketing strategy are beyond the scope of this guide. Nonetheless, over the next two days you're going to get an overview of what to do so that you can get off on the right foot.

To that end, we're going to focus on a very simple strategy:

1. Set up a lead page so that you can begin building a list of likely buyers (that's today's lesson).
2. Send traffic to this lead page (that's tomorrow's lesson).

Let's get started by looking at the pieces you need to snap into place to set up your lead page…

Create a Lead Magnet

The first thing you need to do is create an attractive product that you can use to entice people to join your list. Your lead magnet should have the following characteristics:

- Valuable. Your lead magnet should be something that you could easily sell. Indeed, it may be something that your competitors ARE selling, but you're giving it in exchange for an email address.

- Desirable. Do your market research to see what your audience wants, and create something that's even better than what's currently on the market.

- Easy to deliver. You want to distribute a lead magnet automatically, without any manual labor on your part. That's why you'll want to choose a digital product such as a video, access to a membership site, report, tools (like templates and worksheets), apps, or similar.

Keep in mind that you don't need to create your lead magnet from scratch, nor do you need to outsource it. There are two other options:

1. Use PLR content to create it. Just follow the steps from earlier in this guide to create something valuable, useful and unique.

2. Splinter off a part of your paid package. If you have multiple tools and resources in your package, then pull one out to give away for free. For example, if you have a copywriting package, then pull out a sales letter template to use as a lead magnet.

The advantage of splintering is that your lead magnet naturally leads to the paid product, so your call to action is easy. E.G., "If you liked this resource, then you'll love the entire package. Click here to claim your copy now before the price jumps!"

Set Up a Lead Page

Your next step is to set up a mini sales letter to promote your lead magnet. This doesn't need to be long: a benefit-driven headline, a bulleted list of the half a dozen of the top benefits, a call to action will suffice.

Develop an Autoresponder Series

Finally, you'll want to set up an initial autoresponder series of around three to five emails to promote your package. This series should do the following:

1. Provide useful information, which helps build trust with readers and solves part of their problems.
2. Promote your package as the solution to the rest of their problem.

For example, if you're selling a copywriting package, then your autoresponder series might be, "The Five Steps to Crafting a Cash-Pulling Sales Letter." Each email shares an overview of one step, and then at the end of the email you promote the package as the solution to the reader's problem.

TODAY'S TASK: Your task is to start planning your marketing strategy. Answer these questions: What sort of lead magnet will you use to attract prospects? What sort of emails will you send to convert these prospects into buyers?

Once you’ve worked out the details, then create a plan for how to implement these details. For example, commit to spending next two or three days creating your lead magnet, your lead page and your initial autoresponder series.

Day 31: Plan a Marketing Strategy, Part 2

Last time you received an overview of setting up your lead page. Now what you need to do is get traffic to that lead page so that you can start building your list and promoting your package to these prospects.

With that end in mind, here’s an overview of some of the most effective ways to drive traffic to your lead page…

Use Social Media Marketing

If you’re not already using social media (such as YouTube, Twitter, Facebook, LinkedIn and similar), now is a good time to start. Follow these general best practices:

- Don’t spread yourself too thin. Determine the top two or three sites where your niche congregates, and focus on building your networks there.

- Fill out your profile completely. Use branded images, include your web link, and fill out a few lines about your business.

- Share a lot of useful content. You won’t get too far if you post a lot of promos. Instead, focus on promoting really useful content that’s likely to get shared, and use this content to send people to your lead page.

- Interact with your followers. Like, share and reply to content that your followers post on your page.

- Install social media buttons on your blog. This makes it easy for blog visitors to share your content more widely.

Next…

Utilize Guest Blogging

The idea here is to create high-quality content, include a link to your lead page, and then publish this content on other peoples' blogs. You can find these blogs by searching Google for your niche keywords (such as "dog training") alongside words such as:

- Guest blogging.
- Submit article.
- Guest article guidelines.
- Blogs that accept guest content.
- Guest blogging guidelines.
- Article submission.
- Article submission guidelines.

Once you find suitable opportunities, be sure to read and follow their guidelines carefully.

Do Joint Ventures

The idea here is to team up with other people in your niche, and then co-promote each other. For example, you can promote each other's lead pages in your respective newsletters, on your blogs, and on your social media pages.

Place Paid Ads

Still another good way to drive traffic to your lead page is with paid advertising on niche sites or by using ad platforms such as Facebook or Google. Follow these tips:

- Choose a highly targeted audience. Whether you're picking keywords or selecting an audience, aim for a targeted, narrow audience. The more targeted your audience, the higher conversion rate you'll enjoy.

- Test your ads. Track and test until you've got a good conversion rate with your ad campaigns.

- Start small with new venues. Do a small ad buy on new venues to test the waters. If you get a good response, then you can invest in a bigger ad buy.

Next…

Set Up an Affiliate Program

Still another way to get traffic to your site is by setting up an affiliate program. In this case, however, you'll want to drive traffic directly to your sales page for the package (not to a lead page). That way, affiliates can do the pre-selling, and they won't have to worry about losing out on commissions when you promote products to your list.

Follow these tips:

- Use a reliable platform. For example, most affiliates like and trust ClickBank.com, because they know they'll get paid.

- Offer at least 50% commissions. You may offer higher commissions for super affiliates and special partners.

- Make it easy to promote. Give your affiliates emails, blog posts, graphical ads and other materials to promote your offer.

- Motivate affiliates. You can offer coupons, flash sales, do affiliate contests, and even just send out weekly emails to motivate your marketing partners.

TODAY'S TASK: Your task today is to continue developing your marketing strategy. Note that your strategy should focus on getting one advertising method up and running (and getting results) before you add another method.

Now let’s wrap things up…

Conclusion

And there you have it – you just received a step-by-step guide for going from “zero” to “profitable package” in just 31 days using private label rights content! Your next step is to back to “Day 1” and start working through the steps until you have a package complete and a website up and taking orders!