



PROFIT FROM **PLR**

CHECKLIST

Do you want to make money from a PLR product? It really couldn't be simpler! We've gone through the details in the full ebook, now it's time to recap on the most important lessons. Follow this check-list to start putting the theory into practice.

Choosing Your Product

- The niche
 - ☐ Is the niche relevant to your niche?
 - ☐ Do you find it interesting? Are you passionate about it?
 - ☐ Do you have an audience ready for the product?
 - ☐ Does it face too much competition?
- The quality
 - ☐ Is the product well written?
 - ☐ Does it have something unique to say?
 - ☐ Does it come with extras? Extra images? Extra materials like a mind map or cheat sheet?
 - ☐ Does it come with marketing materials for you to use?
- The rights?
 - ☐ Make sure you get PLR, not RR or MRR

Editing the Product to Make it Your Own

- The cover
 - ☐ You can change the cover by editing the Photoshop file that came with it
- Or why not hire someone to do this for you?
 - ☐ This is a good opportunity to change the author to your name
 - ☐ And to change the title to reframe the content within
- The content
 - ☐ You can also reword the content itself
 - ☐ You'll be able to do this with MS Word
 - ☐ Or if you don't want to pay, with Open Office
 - ☐ You can hire a writer to do it for you, through a site like UpWork or Freelancer
 - ☐ Why not add affiliate links to help you make more money from it?

Re-Use and Recombine Your Content in Other Ways

- ☐ Give it away as a free incentive for getting people to subscribe to a mailing list
- ☐ Break a single ebook down into multiple smaller ebooks
- ☐ Break chapters down into individual 'lessons' that can be part of an online course
- ☐ Publish the book in a physical format through LuLu or Amazon Self –Publishing
- ☐ Read out the content in order to create a video or an audiobook
- ☐ Then Add the Book to Your Own Domain and Customize it
- ☐ You'll then need to download the files and upload them to your own domain name
- ☐ You'll also need to make sure that you've created your own 'Buy Now' button, so that the money goes into your account

- ☐ Set up the squeeze page and add a mailing list sign-up form using an autoresponder such as GetResponse or Aweber
- ☐ Test that everything works – trying buying the product yourself to make sure that payment comes through to you
- ☐ Choose a price you're happy with

Tweak Your Sales Page for Better Results

- A great sales page...
 - ☐ Grabs attention, often by using a narrative structure in the opening
 - ☐ Holds attention by using short paragraphs and direct language that addresses the reader
 - ☐ Uses headings and paragraphs to avoid dense blocks of text
 - ☐ Refers to facts and figures to build trust and authority
 - ☐ Focuses on the 'value proposition' to make the product highly desirable
 - ☐ Uses 'urgency' to encourage the reader to make a quick purchase
 - ☐ Removes risk by providing a money-back guarantee

Start Promoting the Book

- Once everything is in place, it's now time to start promoting it and helping the book to sell!
 - ☐ Use AdWords or Facebook Ads to start sending paid traffic to your sales page
 - ☐ Promote on social media so that your existing audience learns about it

- ☐ Promote through your own blog or website if you have your own audience
- ☐ Promote through your mailing list
- ☐ Pay for 'solo ads', meaning you are paying to get promoted on another person's mailing list
- ☐ Consider setting up an affiliate scheme – nothing to stop you offering commission for your book!
- ☐ Try altering the price to see if it encourages more sales
- ☐ Consider adding a video to your sales page

These are the basics of creating and selling a digital product by using private label rights. This is by far the fastest and most effective way to start making money from your own ebook or course. And once this is up and running and you're generating a passive income, why not look for another product to start selling alongside it and begin to expand your business?