

What Do I Do
Now That I Have PLR?

Although There Are Various Types of PLR There are Generally Two Purposes

- First, I can use it as content to boost or maintain my authority
 - By doing this, I can generate more lead by attracting people through the content
 - By doing this, I can cement my identity as an authority with up to date content
 - Inform/Entertain: Blog, Podcast
 - Enlighten/Educate: Training, Webinar
 - By doing this, I can get people warm toward an offer I'd be interested to direct them to
 - That offer can be one that I have created myself
 - That offer can be something that some one else created and I am marketing as an affiliate
- Second, I can sell it as a digital product either by itself or as part of another product
 - The content can be part of a product I am selling
 - The content can be the product that I am selling

So What I Need First Is...

- An idea of what I want to sell
- An idea of how I want to make sales
- Start by mapping out how they come to know and buy
- Who will ideally buy from me?
- Where will I find them?
- How do I want them to come to see my offer?
- What is it that they want?
- How badly do they want to accomplish this?
- Look for clues in other information publishing
 - Amazon and Ebooks
 - Clickbank and Infoproducts
 - Affiliate Platforms such as JVZoo and Warrior Plus

Make A List of Their Problems

- This should be a unique list
- It assumes that you have a market or a niche that you are focusing on.
- Do research on your niche
 - Facebook Groups
 - YouTube Comments
 - Online Forums
 - Trade Publications
 - Industry Statistics
 - Interviews, Papers and Other Media
- Which problem can you uniquely solve?
 - Experience
 - Connections
 - Ex. YouTube Channel (Home Depot, See Jane Drill)
- If you don't know, what would you like to solve?
- Mike Keonigs
 - 20 Frequently Asked Questions
 - 20 Should Be Asked Questions

The 5 C's of PLR

- Capture
 - Organically
 - Paid
- Collect
 - Make an Offer
- Captivate
 - E-Mail
 - Training
- Create
- Close

Componetize and Compartmentalize

- It's okay to host your PLR for sale, but that's not all you should do.
- It's probably the lowest possible use of the work that someone has done.
- Start looking for PLR products that fit each stage of the process you need to make sales
- Look primarily at the components, not just the product
- Add to each piece of the product offer until you are solving the problem of the customer

Go Further

- Use The Theory of Constraints (Goldratt)
- Try to construct an unrefusable or “mafia” offer.
- Offer something that your competition cant or wont offer
- Offer it in a way that takes away the objections from buying
- Solve not only the problems, but the problems they’ll have buying and implementing
- Use PLR components to offset objections
- Use PLR components to offset buying problems

For Example...

A Facebook Ads Product

- **“I don’t have the money for Ads”**
- Find a component that shows how to do \$5 posts
- **“I’m not good at writing copy”**
- Find a component that demonstrates how to write headlines
- **“I don’t have a lot of followers on FB”**
- Find a component that shows how to increase followers account
- **“I don’t like the way my Facebook Page Looks”**
- Find a Facebook Graphics Component

How Do I Get the Components and Make them Consistent Like They're From One Product?

- You want to get PLR and then repurpose it
- The key is in understanding your market
- Then understanding what you want to do
- Then understanding what you want to create
- Then understanding how you want to create it
- You'll want to go and find the PLR you need.
- There is a video course that will show you how to repurpose your PLR.
- If you want to find out more about it, check out the link you see on you

Questions