



Product Pipeline System Module #10

How To Create An Infoguide With PLR Articles

By



<http://www.Work1099.com>

Introduction

There are plenty of ways to make money with private label rights (PLR) content. But one of my favorite ways is to –

Turn PLR articles into a 7, 10 or 31-day guide.

That's because these sorts of guides have a high perceived value, which makes them easy to sell for a tidy profit!

Let me give you a few examples so that you know what kind of guides I'm talking about:

Examples:

- "The Seven-Day Guide to Building a Profitable Website"
- "The Busy Mom's 10-Day Guide to Getting Organized"
- "31 Days to a Beach Body"
- "How to Write a Novel in Just 31 Days"

See?

You can create these sorts of step-by-step guides in just about any niche. And when you use my simple five-step process, you'll create these profitable info guides quicker and easier than you ever thought possible!

Simply:

1. Choose Your Topic
2. Collect Relevant PLR Articles
3. Check the License Terms
4. Consider the Quality
5. Create Your Guide

Let's get to it...

Step 1: Choose Your Topic

The key to choosing the topic for your info guide is simple: **You need to give your customers what they want.** And the best way to find out what they want is to discover what they're already buying.

To that end, all you have to do is visit information marketplaces to see the top products in your niche. The two best marketplaces for this task are:

- www.clickbank.com
- www.amazon.com

Both of these marketplaces are searchable. And both list the most popular products first in the search results, which makes it dead simple for you to figure out which products are popular.

Example: Let's say you're going to create a diet guide. And you notice that the top 10 products on both of these sites are aimed at women who want to lose weight after having a baby. Since that's what people are already buying, then it's a good bet for you to create a guide on the same topic.

Once you've chosen your topic, your next step is to decide if you'd like to create a 7, 10 or 31 day guide. What you ultimately decide depends, in part, on the topic.

Example: A seven-day guide to losing weight doesn't make much sense, simply because it takes longer to lose weight and see results. So in this case, you'd offer a 31-day guide. You'd offer 31 days of instructions, exercise tips and meal plans, so that the reader knew exactly what to do each day for a month. Then you could instruct the reader to repeat the 31 days to lose even more weight, if needed.

Now let's suppose you were offering a dog-training guide instead. If it was a complete training guide (which includes housetraining, obedience training, etc), you could offer a 31-day guide. But if you wanted to offer instruction in just one area – such as housetraining – then you could create a seven-day guide or 10-day housetraining guide.

Once you've selected the length that's most appropriate for the topic, your next step is to sketch out a rough outline of the 7, 10 or 31 steps you'd like to appear in your guide.

Let me give you an example for a guide that teaches people how to set up a blog:

- Day 1: Choose a domain name and get hosting.
- Day 2: Install a WordPress blog.
- Day 3: Find and install a template for the blog.
- Day 4: Tweak the template.
- Day 5: Customize the function of the blog.
- Day 6: Start writing and publishing blog posts.
- Day 7: Submit your blog to blog directories.

Note: Don't be too rigid in your outline, as the articles you find to create your guide may have slightly different steps. But at least give yourself a rough idea of what you want in your guide... that way you know what types of articles to search for.

Which brings us to our next step...

Step 2: Collect Relevant PLR Articles

Your next step is to find PLR articles about your topic. **The key is to find sequential articles** (Step 1, Step 2, etc), so that you can quickly and easily turn these articles into your daily guide (Day 1, Day 2, etc). And since you've already created a rough outline for your guide, then you can search for these specific subtopics.

Now, there are a few different ways to find these articles. Since you're looking for specific types of articles, then Google is a good place to start.

Let's say you're looking for PLR articles on the topic of setting up a blog. You can start with a series of fairly broad searches on your general niche topic, such as:

- Blog PLR
- Blog private label rights
- Blog PLR articles
- Blogging PLR
- WordPress PLR

You can then narrow your search according to the topics on your outline, such as:

- Choose domain name PLR
- Webhosting PLR articles
- Set up blog PLR

- Customize WordPress PLR articles
- Write a blog post PLR

And so on.

Tip: Google is your friend since you're looking for such specific, sequential PLR articles to create your guide. However, you can also search forums such as the WarriorForum.com ("Warrior Special Offers" and classifieds forums), the DigitalPoint.com marketplace and the SitePoint.com marketplace. You'll find PLR content on all three of these forums.

Other places you can search include: Craigslist.org, eBay.com and general PLR sites

Note: Even if you find exactly what you need to create your guide, don't buy anything until you've completed the next two steps...

Step 3: Check the License Terms

Before you buy anything, be sure to read the terms of your PLR license. If you don't see a license on the site, ask the vendor for one. If he or she can't provide one, then don't purchase the articles.

For our purposes, the main term you're looking for is "*unrestricted*" PLR. That means that you can do just about anything you want with them, including transferring the rights to someone else.

Step 4: Consider the Quality

The last thing you need to do before you purchase the articles is to look for samples on the sales site. Here you're looking for quality content. In other words, you want articles that are well-researched and well-written.

You'll need to modify these articles slightly to suit your purposes, so they don't need to be 100% perfect. However, what you're looking for are articles that you could mostly use right out of the box, without any modifications. Think about it – what's the point of using PLR content if you have to check all the facts and rewrite it to make it presentable?

In that case, you could just as well create your guide from scratch. What you're looking to do is save yourself some time – and starting with good quality PLR content is the key to saving time and money.

Once you're satisfied that the articles are good quality, go ahead and purchase them. Then move on to the next step...

Step 5: Create Your Guide

You've created your rough outline of topics for your guide. You've found unrestricted, high-quality, sequential PLR articles on these topics.

Now it's time to put your guide together. Here's how to do it...

Step 5.1: Arrange the Articles

This is the obvious first step – simply arrange your PLR articles in sequential order (as defined by your original rough outline). Then copy and paste them all into one document.

Step 5.2: Delete Irrelevant Bits and Filler

Next, delete anything that you don't need. In some cases, this is fluff and filler that the original author added to "pad" the article.

In most cases, you'll need to delete the introduction and conclusion of the article... leaving only the "meat" (the article body).

Here are other items to delete:

- **Anything that isn't relevant to the guide you're creating.**

Example: If your dieting PLR articles talk about supplements, but you don't want to include any mention of diet pills, then delete all references to supplements.

- **Anything that dates the content.** Ideally, you want to create an evergreen guide – one that's just as relevant today as it will be six

months or more from now. Thus you'll need to delete content that talks about dates, fads or anything else that could get outdated.

- **Anything that relates to the original author.** Sometimes the content you'll purchase is very personal – perhaps even created by a well-known marketer. And this person has provided personal stories and insights. You'll need to delete these references... or at least re-write them from a third-person perspective.

Step 5.3: Add in Your Own Tips and Examples

Next, you can make the guide take on your voice (and at the same time make it into a truly exclusive guide) by adding in your own stories, tips, examples, templates, charts, photos, and other graphics.

Let me give you a few examples for a "how to set up a blog" guide:

- **You can start the guide with a story** about the mistakes you made when you set up your first blog.

Tip: Stories are a great way to "hook" a reader, tap into emotion, and get them to identify with you.

- **You can include screenshots** of the various blog installation steps.
- If a step includes instructions on how to write a good blog title, **you can offer a half a dozen examples and/or title templates.**

Examples: "How to _____" or "The Secret of _____ In Just _____ Easy Steps!"

- In the step about writing blog posts, **you can offer three tips for creating more engaging content.**

Example: "Use analogies and metaphors" or "engage the reader's five senses".

Step 5.4: Create an Introduction, Conclusion and Transitions

By this point you have a rough guide. You've arranged your articles into seven, ten or 31 daily steps.

You deleted the filler and added in your own tips, examples and other content to make it your own. But it still reads pretty rough, right?

That's because you need to create an introduction, a conclusion and transitions between the steps.

Here's how to do it...

Create an Introduction

The introduction is designed to whet the reader's appetite for what's to come. To that end, you should tell the reader what's inside your guide as well as the benefits they'll get once they've finished reading your guide.

Example:

"If you've ever wanted to start making money with your own blog, then you're reading the right guide! Over the next 10 days you'll discover everything you need to know to install, set up, promote and make money with a WordPress blog. You could even have your first sale in as little as one week!

Here's a sneak peek at what you'll discover in this course...[insert bulleted list of topics you'll cover]"

Note: You may want to add an actionable tip right in the introduction of your guide. This should be something that's easy to implement immediately and should produce good results. This hooks the "skimmers" who might ordinarily just glance at the guide... and it gives everyone a reason to get excited.

Create a Conclusion

The next step is to create your conclusion at the end of the guide. This is where you recap what the reader learned in the guide. You'll also want to provide a call to action, where you encourage readers to start applying what they've just learned.

Let me give you an example conclusion...

Congratulations - you just learned the quick and easy way to set up your own profitable blog! Let's quickly recap the steps:

- [short bulleted list recapping up to five or six main topics]
- [highlight]
- [highlight]

Listen, you now know everything you need to know to turn your blog posts into money in the bank. But just knowing this surefire strategy won't pad your bottom line. You need to take action - and that's why I strongly encourage you to go back to the beginning of this guide and start following the instructions... starting with Day 1.

Just think of it - within 10 days you'll finally have that profitable blog you've been dreaming about... so get to it!

Note: If your guide has some other purpose - such as getting your reader to purchase a product or join a mailing list - then be sure to include this call to action in your conclusion.

Example: "You just learned how to quickly and easily lose ten pounds. But if you have more weight to lose, then you need a more powerful dieting system. And that's why I encourage you to join... [insert link and benefits]."

Create Transitions

You're almost done. Now you just need to create transitions between your PLR articles so that the guide is smooth and easy to read.

As it is now, it's choppy - just distinct steps with nothing to glue these steps together. And if you used multiple articles to create one step, then you'll need to use transitions to "smooth out" these parts of your guide, too.

Below you'll find examples of transitional phrases you can use to connect your PLR articles. Feel free to tweak these to suit your purposes and use them:

- Now that you understand _____, let's move on to the next step...
- You just discovered how to _____. Next up, you'll learn how to _____.
- As you can see, _____ will produce great results. But you'll see even better results once you start _____. And that's what you'll learn how to do in the next step...
- You know how to _____, _____ and _____. Now it's time for you to _____ -- read on to get all the details.
- Once you've completed this step, then you need to _____ ...
- In addition to _____, you also need to _____...
- Let me give you an example...
- Here are three ways to get better results...
- This step will take you about one hour to complete. After that, you'll want to immediately move on to the next step, which is _____.
- That's one way to do it. Here's another way...

Once you finish adding these transitions, your guide will be complete. Well, almost...

Step 5.5: Craft a Great Title

Your final step is to put your name as the author and then create an eye-catching title for your guide. Let me give you a few examples (feel free to swipe them and modify them to suit your purposes):

- The [#]-Day Guide to Quickly and Easily _____!
- How to _____ In Just [#] Days!
- The Secrets of _____ In Just [#] Days!

- The Amazing [#]-Day Guide to _____!
- The Beginner's Guide to _____ In Just [#] Short Days!

Conclusion

And there you have it – the quick and easy way to turn private label rights articles into your very own profitable info-guide!

Let's quickly recap the steps:

- 1. Choose Your Topic** – Find out what your prospects are already buying!
- 2. Collect Relevant PLR Articles** – The key is to find sequential articles that are relevant to your outline!
- 3. Check the License Terms** – Look for unrestricted PLR.
- 4. Consider the Quality** – High quality articles will save you time and money.
- 5. Create Your Guide** – Just delete the filler, add in your own tips and examples, create an intro, conclusion and transitions and craft your title!

Looks easy, right?

It is!

If you started right now, you could have your first guide created in as a little as a day or two. And that's why I urge you to take action now – because the sooner you do, the sooner you'll be selling your first guide!

Now before I let you go, let me say just one more thing...

What you've learned in this report is just one simple way to make money with PLR content. You can consider this the tip of the PLR profit iceberg, if you will.

Introduction to Part 2

So you have a great product that you've created using private label rights (PLR) content. You're sure it will sell well.

But you're not just looking for mediocre, ho-hum conversion rates. You want off-the-charts, record-breaking sales!

The solution?

Give your prospects a compelling reason to buy your package now.

And one great way to do that is by **creating an incentive – an attractive, high-value bonus offer.**

It's a no brainer for prospects, because it's like getting a "two for the price of one" offer.

But there's a catch in that offer – **the big bonus offer is only available for a limited time.** I set it up that way because doing so creates a sense of urgency (because people don't want to miss out), which in turn boosts the conversion rate.

Listen, you can use these sorts of high-value, limited incentives to sell more of your products, too. And that's exactly what you'll learn how to do in this report, so read on...

Creating High-Value Bonuses

The key to creating a good bonus is to offer a product that compliments or enhances the main product.

Bad Example: Offering something like a "how to invest in the stock market" product isn't a good match if the main product is how to do online marketing. Sure, they're both about making money... but the products aren't tightly related. That is, they're not targeting the same tight niche.

Good Example: You offer a "How to Keep Your Computer Safe" product as a bonus to a "How to Get Rid of Viruses" product. Later in this report I'll give you even more good examples.

Now let me show you ten different bonus products that you can create out of PLR content.

The best part about using bonuses to sell your other products is that you can create the bonuses using PLR content, too...

Ebook or Report

Most of your PLR content comes in text format. Thus it's easy to turn this text content into a valuable bonus ebook or report.

Note: You do NOT have to turn a single PLR ebook into a bonus ebook. You can combine and modify multiple sources of PLR to create your bonus. That way, you're able to quickly and easily create a truly unique product. And a truly unique product is more valuable in your customers' eyes!

Example: You can compile a set of articles to create a report. Or you can string together several articles and reports to create an ebook. You can even take chapters out of different PLR ebooks to create a brand new ebook.

Audio

Audio products tend to have a higher perceived value. Thus if you take your text PLR and turn into an audio report or ebook, you can instantly increase the value (without changing the actual content itself).

You can accomplish this quickly and easily by using a free solution like Audacity (<http://audacity.sourceforge.net>). Alternatively, you can search Google for audio PLR content in your niche.

Video

Just as audio content has a higher perceived value than text, video content is generally perceived to be even more valuable than text or audio.

One way to create your own video out of PLR content by creating a Powerpoint-style video based on the text content. You can show text and graphical slides while narrating the content.

Tip: Not sure how to create a video? No problem. Use Camtasia to record and edit your video: <http://www.techsmith.com/camtasia/>.

Teleseminar or Webinar

Live events also come with a built-in high perceived value. And best of all, once the live event is over you'll have the recordings to offer as audio or video bonuses later on.

So how do you do it?

Simple: Take your existing text PLR content and use it as the basis for your live event.

Example: If you have a five-step report about housetraining a puppy, then go over these five steps during your live event.

Tip: For teleseminars you'll need a teleconference bridge line, like the kind you can find at www.e-teleconferencing.com (or by searching Google for "telephone conferencing" or "teleseminar bridge line"). To create a webinar, you'll need to use a service like <http://gotomeeting.com/webinar>.

eClass

All you have to do to create an eClass out of PLR material is to break up the content into smaller lessons that you can deliver on a weekly basis. Then you can deliver these lessons for about 4-8 weeks.

The only thing about this bonus is that you do have to offer some one-on-one instruction (e.g., answer student's questions).

As such, this isn't a good choice for a low-ticket product like a \$27 ebook. Instead, use it to compliment high-dollar products like home study courses.

Personal Coaching

There are a few different ways to approach this:

- 1. You can just answer questions or offer critiques.**

Example: Let's say your customers purchased a copywriting course from. As a bonus, you can offer a critique of a sales letter. Obviously, you can't create this sort of bonus out of PLR content, but it is a valuable bonus nonetheless.

2. You offer a coaching session. In this case, you can base the session (or sessions) off of your PLR content.

Example: You can offer motivation tips and instruction as a bonus for anyone who buys a weight-loss product from you. Or you can offer marketing training to anyone who purchases an online marketing product from you.

Access to a FTM Site

FTM stands for "fixed term membership" site. Like most membership sites, fresh content is delivered regularly (such as once per week). And like most membership sites, members need to pay a monthly fee in order to keep receiving these ongoing lessons, training or other content and materials.

The difference, however, is that a Fixed-Term membership site has a definite end date.

Example: New lessons are delivered every week for three months, six months a year or more - and members pay their monthly fee for the duration of the term. When the specified term ends, customers are no longer charged and you no longer deliver new content.

It's easy enough to do: Simply break up your PLR content into multiple lessons and deliver these messages via an autoresponder service (like Aweber.com).

Access to a "Vault" Site

If you have a lot of related bonus material to offer, you might create a membership site - a "vault" site - where members get instant access to all the materials as soon as they join.

In this case, you can offer a variety of content, including ebooks, reports, articles, blog posts, audios, videos and more.

Templates

If your main product tells people what to do, then your bonus can give them the tools to do it. And a set of templates is one such tool.

Examples:

- If your main product is how to write a resume, you can offer a set of resume templates or power words to use in a resume.
- If the main product is about writing a sales letter, you can offer a set of headline templates (such as "How to _____" or "The Secrets of _____").

RR / MRR / PLR Package

Does your PLR content come with unrestricted rights, meaning you can transfer the rights to others? Then you can offer one or more of these products to your customers with resell rights, master resell rights or private label rights.

Tip: This is most useful if you're selling make money or marketing related content. If you're selling in other niches (like golf), then your customers won't be as interested in getting the rights to the product.

Quick Recap

You just learned ten bonus products you can create out of PLR content. But what makes a bonus product desirable and valuable? Read on...

Using Bonuses to Boost Your Response Rate

You *can't* just throw a pile of bonuses on top of a product and expect your prospects to drool all over your offer like Pavlov's dogs.

If you want to enjoy more success, then you need to apply the following 10 surefire keys to using bonuses...

Key 1: Do Create an Offer With a High Perceived Value

Your bonus needs to not only be valuable, **it also needs to have a high perceived value.**

In other words, your prospects need to instantly recognize the value of the bonus.

As you've discovered, one way to do that is by offering the bonus in a highly valued format (such as audio, video or even via a live event). Another way to do it is by making sure you create titles that reflect the high value.

Example: "Housetraining a Puppy" is ok, but not spectacular. A title that helps boost the value is something like this: "The Secrets of Housetraining a Puppy Perfectly In Just Three Days!" Doesn't that sound like it's worth more? ☺

Key 2: Don't Go Overboard

Have you ever seen those offers where there's thousands of dollars worth of bonuses piled on top of a \$27 ebook?

Yeah, me too. And if you're like me, this dumping on of bonuses just cheapens the whole offer.

Point is, **keep your bonus value at or around the value of your main offer.**

Example: So if your main offer is \$100, then offer bonuses valued from about \$50 to \$150.

Key 3: Do Make Sure Your Bonus Compliments the Main Offer

I mentioned this key earlier in the report. So let give you a few more examples of bonuses that compliment or enhance the main offer:

- You offer a bonus "How to Make Money on Facebook" report alongside a "How to Make Money Online" ebook.

- You offer a "How to Housetrain a Puppy" video alongside a "How to Raise a Puppy" product.
- The main offer is how to Profit from PLR - the bonus is a valuable PLR package that customers can make money with once they start applying what they've learned

Key 4: Do Create a Sense of Urgency

Offering a desirable bonus with a high-perceived value will make your offer more attractive. But put a limit on this offer and you'll get your prospects scrambling to the order button so that they don't miss out.

Here are three ways to do this:

- **Limited-time bonus.** Here you offer a "fast action" or "early bird" bonus, where those who offer within a specific time frame (such as the next three days) will get the bonus... and everyone else will miss out.
- **Limited-quantity bonus.** Instead of having prospects race against the clock, you have prospects racing against each other to get the bonus.

Example: "This offer is available for the next 100 customers only..."

- **Combination.** Yet another way to do it is to offer both a time-limited and quantity limited bonus.

Example: "This offer available until [date] or until 100 copies are gone - whichever comes first..."

Key 5: Do Modify and Re-Label the PLR Content

If you're creating a bonus out of PLR content, it doesn't do you much good if the prospect can get the same product from dozens of other marketers who're offering the same product.

See, you can make your bonus instantly more valuable by making it unique. And that's why you should modify any PLR content you're using and re-label it (by changing the title and putting your name as the author).

Here's how:

- **Change the format.** Take text PLR and change it into an audio or video product. Or take audio or video PLR and change it into a text-based product. You can even take downloadable PLR and turn it into a physical product that you ship. Point is, you can make your product unique without changing a word of the content – just change the format.
- **Change the content.** You can combine multiple PLR sources to create a new product. You can delete, modify and rewrite a content (by at least 35% or more) to create a unique product.

Key 6: Do Consider Offering a "Delayed" Bonus

Instead of dropping your bonus in your customer's lap the minute he buys your product, you can offer a delay.

Generally, this delay is used to reduce refunds and/or only give the bonus to people who don't take advantage of your guarantee. (In other words, you're only giving the bonus to your true customers.)

The most common way to do this is to simply advertise a bonus that's offered after the guarantee term expires.

Key 7: Do Let Refunders Keep the Bonus

The previous strategy sought to reduce refunds by only giving the bonus to those who do not ask for a refund. Here's an entirely different strategy: Tell the prospects that they can keep the bonus... even if they ask for a refund.

Infomercial-type vendors do this all the time (usually because their shipping and handling charge covers the cost of the bonus). But you can do the same with digital products.

Indeed, it's sort of obvious that the customer could just keep a copy of the product even if they asked for a refund... so you're not telling them anything they don't know. Yet several marketers have reported that mentioning this fact in the guarantee tends to boost the conversion rate.

Will it do the same for you?

There's only one way to find out... test it for yourself and see!

Key 8: Don't Make it Hard On Yourself (or Your Customers)

Your customers shouldn't have to jump through hoops to get your bonus. And likewise, you shouldn't be tied down to your computer 24/7 making sure that your customers get their bonuses.

That's why you should create an "autopilot" system that makes bonus delivery as efficient and "hands off" for you as possible.

Here's the easiest way to do that: Offer the bonus on the download page.

This can be a downloadable product like an ebook. Or if it's in a different format (like the FTM site where members get their info via autoresponder), then be sure the download page has all the information or forms required for customers to quickly and easily claim their bonus.

Key 9: Do Consider Offering a Physical Bonus

I know, I know – I just said that it's easiest to use downloadable bonuses since it's a "hands off" process for you.

Nonetheless, a physical bonus DOES increase the perceived value of the entire offer.

And what's more, having a physical bonus can decrease the refund rate, since many buyers are too lazy to ship back a product just to get their money back.

If you're selling physical products, then it's easy to include a physical bonus. Otherwise, to make it easy on yourself you'll need to set up a system with a fulfillment company. Check www.kunaki.com to explore your options.

Key 10: Don't Limit Yourself to Advertised Bonuses

Sure, advertising a bonus on the sales page helps boost your conversion rate. But offering an unadvertised bonus after the sale surprises your customers... in a good way. Suddenly you didn't just deliver a product and meet their expectations.

Instead, you over-delivered on your offer and exceeded their expectations.

That's the sort of thing that creates wildly satisfied customers who buy from you again. These are the sort of folks who tell their friends about your products, too!

Conclusion

And there you have it – everything you need to know about selling more products, simply by offering an attractive "buy now" incentive to your prospects.

To that end, you just discovered:

a) 10 different type of bonus products (most of which you can create out of PLR content):

These ranged from ebooks to videos to live events. As you learned, some of these products carry a higher perceived value than others, which makes your overall offer more attractive and valuable.

b) 10 keys to creating a bonus offer:

The overall key is that creating a bonus offer shouldn't be an afterthought. If you plan it out carefully – being sure to incorporate as many of the 10 keys as possible – you'll end up with a higher conversion rate, less refunds and more satisfied customers!

Of course this is just one way to get more people clamoring to buy your PLR offers. The other modules inside the Product Pipeline System show you many others...