



Product Pipeline System Module #3

How To Create Your Own PLR Product

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Introduction

Do you have PLR content on your computer? Maybe even a lot of it from a variety of sellers? Or at the very least, have you noticed how popular PLR content is right now?

Here's the thing...

PLR (private label rights) content IS wildly popular. And while most people are trying to figure out how to use PLR content for their business, I'd like to introduce to you another idea.

Specifically, you can profit with PLR content by creating it and selling it to other marketers!

Tip: PLR stands for private label rights, which means that you license people to modify your content and use it in just about any way they choose. This includes deleting some of the content, rewriting it, combining it with other content, putting their name as the author, giving it away, selling it, etc.

This is a great little money-maker since PLR content is almost always in demand. And if you find you enjoy creating and selling your own PLR products, then you can easily turn this into a full-time business.

Either way, this report is designed to help you get your first PLR product created quickly and easily. To that end, you'll discover:

- ✓ **How to choose an in-demand niche** where there are plenty of marketers clamoring for PLR content.
- ✓ **What types of PLR offers to create.** (Hint: Don't just do low-end ebooks!)
- ✓ **How to increase the perceived value of your PLR content** so that you can charge top dollar.
- ✓ **How to create your PLR quickly and easily** – you don't even have to do it yourself if you don't want to!

So let's get started...

Find a Niche

The first thing you need to do is decide what type of PLR content you're going to create and who you're going to sell it to. Obviously, you're going to sell this content to other marketers.

But the question is, in what niche do these marketers have their online businesses? Who are they selling to?

The key here is to create content in markets where the marketers not only use a great deal of content, but they're also actively buying PLR content.

That's because it's much easier to sell to people who already know the value of PLR content (and they're already buying it), as opposed to trying to educate a group of marketers about PLR content's value.

In other words, don't think that a lack of PLR providers in a particular market means that the market is "untapped" or ready for you to exploit.

That may be the case, yes. But unless you're an experienced business owner, then you probably can't tell for sure. If you pursue that niche, you could very well end up chasing after a "dry well." In other words, there could be a lack of PLR providers in the niche simply because no one is buying what they're selling.

So, for now, stick to PLR topics where there's a proven market of buyers. Generally, you'll find these PLR buyers in the big markets, including:

- Online marketing, make money online, home business
- Weight loss
- Bodybuilding
- Health and fitness (including natural health)
- Golf and other major hobbies
- Dog training, dog health, dog care
- Self improvement (including motivation and productivity)

This isn't an exhaustive list, but it gives you an idea of the kinds of markets you should be focusing on. However, let me share with you ways to uncover good PLR markets that you can tap into.

Mainly, these suggestions revolve around you discovering what's already selling.

Note: Don't rely on just one of these methods. Instead, do your research using all seven steps listed below, which will help you better uncover the hot PLR markets...

- ➔ **Look for PLR in payment-processor marketplaces.** The big marketplace is Clickbank.com – just run a search for “private label rights” and/or “PLR”. You can run similar searches on sites like JVzoo, Plimus.com and e-junkie.com.
- ➔ **Search for PLR on forums.** Some marketing forums have “for sale” sections where PLR providers tend to congregate. Examples of these marketplaces include those found on WarriorForum.com, SitePoint.com and DigitalPoint.com.
- ➔ **Ask others for good sources of PLR.** Are you a member of any social networking sites (like a Facebook.com group) or forums (like WarriorForum.com) that cater to marketers? Or do you have any business colleagues that use PLR content? Then ask these folks for links to their favorite sources of PLR.
- ➔ **Ask for requests.** Also, while you're talking to these marketers, ask them if they have any requests for PLR content. That is, what kinds of PLR content would they like to see, and in which niche?

However, don't make any decisions based on just one or two suggestions. Instead, look for patterns, meaning several people make the same request. And make sure that you're talking to people who regularly buy and use PLR content, as opposed to those who just “think” they might buy PLR some day.

- ➔ **Run a Google search for PLR.** You can start by running a series of general searches, including:
 - PLR
 - PLR content
 - PLR articles
 - PLR ebooks
 - PLR videos
 - PLR audios
 - PLR membership site
 - Private label rights
 - Private label rights articles
 - Private label rights videos

Another way to do it is to enter in a more specific search term as a means of confirming that a market is indeed profitable, with lots of buyers and PLR service providers.

Example: Let's suppose you want to see if online marketing PLR is popular. You'd search for all sorts of online marketing terms alongside "PLR" and "private label rights". Let me give you a few specific examples of these searches:

- Online marketing PLR
- Marketing private label rights
- Internet marketing PLR ebooks
- Affiliate marketing private label rights
- Online business PLR

... And so on. Point is, mix and match several of these related terms in order to get a more true and accurate picture of the market.

Tip: Be sure to pay attention to both the regular search results as well as the sponsored results. The sponsored results are those pay per click ads that appear at the top of the regular search results as well as along the right side of the regular results.

➔ **Use keyword tools.** Still another way to find out what the PLR market wants is to see what kind of PLR-related searches into Google and other search engines. You can do that by using a free tool like Google's, which you can find here: <https://adwords.google.com/select/KeywordToolExternal>.

Simply plug in a broad search like "PLR" or "private label rights" into the keyword tool, and then see what niches pop up in your results.

➔ **Look for other licensed products.** Another thing you'll want to do is take a close look at OTHER licensed products. Namely, these include products with resell rights and master resell rights.

The reason is simple: The market is basically the same. That is, those who buy resell rights are likely open to buying private label rights content.

So, if you see a lot of resell rights content providers and buyers in a particular niche, then it's a good bet that these marketers will purchase PLR content, too.

How do you find these other licensed products? The same way you find your private label content: By using the steps outlined above. Obviously, however, you're running searches and looking for keywords like "resell rights" and "master resells rights" (rather than anything PLR related).

Quick Summary

If you follow the steps outlined in this section, you'll soon discover the big marketers where there are plenty of business owners clamoring to buy PLR content.

So, what happens when you uncover many viable niches and you can't decide which one to pursue? In that case, choose one where you have some experience.

Example: If you're a health-care provider, then it makes sense to choose a health-care niche.

Don't have that kind of experience? Then with all else being equal, choose the niche that most appeals to you.

One final tip...

Don't worry about the competition for now. Once people start buying PLR content in a particular niche, they usually need a steady stream of it. That means there's plenty of room in most markets for yet another PLR provider.

PLUS, just a bit later you'll learn how to make your PLR stand out and have a higher perceived value, which effectively wipes out a great deal of your competition. But first, let's talk about the different types of PLR offers you can create...

Decide What Kind of Content to Offer

You've done your research in order to choose the general topic for your PLR product. Next up, you need to decide what kind of content you're going to offer.

These include low-end offers, mid-range offers, high-end offers and even multiple related offers. All of these packages come at different price points.

Don't worry about the actual pricing for now, because you'll learn about how to increase the perceived value of your packages in the next section. For now, just take a look at the different types of content you can offer...

Low-End Offers

These are your inexpensive offers, which usually range from as little as \$5 to around \$50. These could be individual short reports, article packs or ebooks.

However, you can also combine multiple pieces of PLR content into one big package, and then offer it for an extraordinarily low price.

Mid-Range Offers

These are offers that range from just over \$50 to a few hundred dollars.

Typically, you can price PLR licenses from 5X to 10X the regular purchase price. So technically, these licenses would sell for \$235 to \$470. However, this particular offer is discounted to \$177 – it's a mid range offer, but a great deal for buyers.

Example: Here's another package which includes extras such as the sales letter. Here too the original product sells for \$47, but those wishing to buy the private label rights can purchase a license for just \$147.

There are multiple reasons that you can price a PLR product at a mid-range price point.

These reasons include:

- The original product is a proven seller.
- It's higher-end product.
- You're offering a package which includes extras such as the sales letters.

... And several other reasons, which you'll learn about just a bit later in this report.

High-End Offers

These are your premium offers that start around \$200 to \$300 for the licensing rights and can go up into the thousands. Most of these are included in Building Your Own High-Ticket offers already.

Once again, the reason these are high-priced offers is because there's a high perceived value associated with the content.

All of this content is created by me which naturally increases the price since I'm well-known in online marketing circles.

However, this is some of my premium content, which is why the PLR licenses are also priced at a premium.

Multiple Related Offers

This is where you package together several tightly-related pieces of PLR content. Not only are these pieces all targeted towards the same niche, you can have them all sharing a same theme.

Generally, this sort of offer should be priced in the mid-range to high-end pricing scale, since this is a premium offer. That's because you're effectively creating a sales funnel for those who buy the PLR licenses – and people will pay a premium for it.

Membership Offers

Yet another way to sell private label rights materials is by offering the content via a monthly membership site. This is where you charge a monthly fee, which is rebilled automatically to members (perhaps using a payment processor such as Clickbank.com). In return, members get fresh PLR content on a monthly or even a weekly basis.

How much you charge per month depends on how many members there are (i.e., how many licenses you're selling), how much content you're offering every month, what all is included, and several other factors.

Generally, you'll usually charge a bit less for a membership than if you were selling the content individually. That's because you don't need to find new members each month and persuade them to buy. Instead, your existing members get rebilled automatically, so you make money virtually on autopilot.

Example: So let's say you'd normally charge \$37 for a particular PLR content piece or package. If you put this same piece into a membership site, then you'd charge members \$27 or even \$17 per month to access it.

Quick Recap

You just learned five different ways you can package and sell private label rights content. But which one should you choose?

If you're just looking for a one-shot moneymaker (which I really don't recommend), then you'll probably want to create a lower-priced package. This includes low-end offers as well as the lower end of the mid-range offers. That's because lower-end offers don't take as long to create. Plus, you don't need any prerequisites (like an established reputation as a good PLR provider) in order to start making money.

If, however, you're looking to build a PLR business, then my answer is that you should seek to create PLR offers from ALL of these categories. That's because you'll want to establish a sales funnel, where you promote multiple offers to your prospects as well as your existing customers.

If this is the route you're taking, then you can start by creating a low-end offer, which can be the entry point into your sales funnel. Then you can create all the other types of offers, which you pitch on the backend to your existing customers.

Now let's move on to discussing what factors help increase or decrease the perceived value of your offer...

Understand What Makes PLR Valuable

Sometimes beginning PLR service providers put a high price tag on a PLR package. They get visions of selling a boatload of these packages and making a nice tidy profit. But then later they're disappointed to discover that no one is buying. So they drop the price, at which point the sales start coming in.

The reason this happens is because most people don't understand all the factors that increase or decrease the perceived value of a package. But you won't make this mistake, because you're about to learn the top 11 factors that affect the price of a PLR package. Read on...

1. What Niche?

Simply put, PLR content in certain niches is worth more money than PLR content in other niches. Often this is because the topic is complex, requires technical writing or even requires an expert to write it (which we'll talk about in moment).

Example: Anyone can do some research and write an article about dog training. Fewer people, however, are willing to delve into more complex topics such as FOREX trading. And most people should NOT write about legal topics, unless they're attorneys.

To figure out if your chosen niche falls in this category, you'll need to do a little research.

For starters, see what other PLR sellers are charging for similar content. Be sure to keep in mind the other 10 factors that you'll soon learn about, as you want to make sure that you're truly comparing apples to apples.

Secondly, however, you can also see what business owners are charging for the content they sell to their customers. If it tends to be higher than other niches, then there's a possibility that they'll pay more for their PLR content, too.

2. Who's the Author?

No matter what niche you're working in, your PLR content will have a higher perceived value if you have some sort of special credentials for creating it.

Tip: This of course means that if you outsource your content creation, you need to go over the ghostwriter's work, tweak it if needed, etc. Otherwise, your credentials or expertise mean nothing if a ghostwriter creates it and you don't even review the material.

Here's what I mean by special credentials:

- **You're an expert or authority in the niche.** If you have extensive experience in the niche, then you'd be considered an expert or authority. This works more to your favor if others know that you're an expert. (See the last point below.)
- **You hold or have held a related job.** For example, maybe you're a dog trainer writing about dog training. Or perhaps you're a teacher writing about homeschooling. Point is, you hold a special credential to create the content.

Tip: This one is even more favorable to you if you have a job with some sort of "authority". For example, if you're a doctor writing about health issues or an attorney

writing about legal issues, then your content becomes even more valuable.

- **You have a related degree.** For example, maybe you have a degree in psychology – in that case, topics such as depression and anxiety might be good choices, because you have related credentials.

Tip: Don't have a degree but perhaps you "minored" in a topic by taking a lot of related college classes? Use your best judgment about whether to advertise this fact or not. In many cases it can work in your favor.

- **You've won a related award or contests.** Let's say you're creating content about training for a marathon. If you've won a marathon, then that's a good credential to mention as it makes you more qualified to dispense advice.
- **You possess some other special qualification.** Let's say you're creating PLR content about how to get a book published. Obviously, your content will have a higher perceived value if you're a published author.
- **You're well-known in certain circles.** In other words, are you some type of niche "celebrity"? Would people recognize your name? For example, my internet marketing PLR content has a high perceived value because people in this niche recognize my name – so they know the content is solid.

3. Have You Established a Good Reputation?

Another factor that influences the perceived value of your PLR content is your reputation as a PLR content provider.

Obviously, if you're just getting started as a PLR content provider, then you won't be able to tout a good reputation. However, you should keep this factor in mind, even as you create your first PLR package. That's because this factor will come into play later. And that means you'll want to start establishing your good reputation now.

Here's how:

- **Provide quality content.** This is one of the big keys. If you want to be known as a good PLR content provider, then you need to offer top notch content.

If you decide to outsource the content creation, then choose a good writer with a good reputation. Sure, you'll need to pay a little more, but you're paying for quality. In the long run, the extra money you pay for a good ghostwriter will be well worth the cost, since your customers will be thrilled with your content.

- **Over deliver.** In other words, go the extra mile. Provide more than your customers are expecting. You may even throw in a few unadvertised bonus pieces of content just to surprise and delight your customers.

Example: Let's suppose you've created a PLR package that includes a squeeze page and a lead-generating report. You might toss in a set of 12 autoresponder messages as an unadvertised bonus.

- **Offer good customer service.** Finally, be sure to rank good customer service as one of your top priorities. You see, you can have spectacular content, but if your customer service is mediocre or poor, then your customers will complain all over the web. And you won't have a good reputation.

So what does good customer service means? It's common sense, really. But the basics including providing polite, professional and prompt answers to all inquiries (meaning you should strive to answer inquiries on the same day as they arrive, if they arrive during business hours).

4. Are You Offering Proven Content?

Many PLR providers just create the content and sell the PLR licenses only. However, you can increase the perceived value of your content by first demonstrating that it's a proven seller. That means you need to actually go into the niche and market your content to end users (e.g., customers who buy content for their personal use).

Example: If you're selling dog training PLR, then you'd first sell the content to people who want to train their dogs.

You don't need to sell a boatload of products. However, it is nice to be able to provide some data to your license buyers. For example, your content will have a higher perceived value if you're able to include a sales letter with actual conversion rate data.

Tip: Do you already sell information products in various niches? If so, then one good way to squeeze even more profits from this

content is by offering the private label rights to other marketers in your niche.

5. Do You Have a Strong USP?

Your USP (unique selling proposition) is that factor that makes you different and better than the other PLR sellers. And the truth is, just having a good unique selling proposition will boost the perceived values of your offers.

Here's the thing...

If you're catering to a market of proven buyers, then obviously you're going to have some competition in that niche. And that means you need to differentiate yourself. You need to tell your prospects WHY they should buy from you instead of your competitors. That's what a USP does.

Your USP needs to be something that's important to your buyers. For example:

- **You possess special credentials.**

Example: You can make your PLR products stand out if you advertise the fact that you're a known expert in the niche.

- **You're offering a strong or unusual guarantee.**

Example #1: Maybe you make an offer such as, "If you don't make money or get more subscribers or prospects with this PLR content, then it's free."

Example #2: Another idea is to offer a long guarantee, such as six months or even a year. This will stand out from the other PLR sellers who offer the standard 30 day guarantee.

- **You offer content in other formats.** Let's say most of your competition offers text content only. Your offers will stand out if you offer text content plus audio or video (or both).
- **You offer good customer service.** Much of your competition likely offers email-based customer service. You can stand out by offering email plus phone service, perhaps for extended hours. This is particularly valuable to your customers if you offer something like software (like a bonus WordPress plug in), which they may need your help in installing.

- **You offer content in other languages.** Perhaps you offer packages that include content in both English and Spanish.
- **You offer a steady supply of content in one niche.** And that means your customers know they can go back to you again and again for all their content needs.
- **You offer extended services.**

Example: Perhaps you offer the additional service of tweaking the content.

And so on. Point is, you just need to find a way to differentiate yourself from your competitors.

Tip: Read reviews about your competitors and their products. If you see prospects and customers complaining about something, then you can use that factor as your USP.

Example: Maybe your competitor's customers complain that the competitor just offers the content as .txt files. You may offer the content in a variety of formats, including .doc and even .PDF, thus setting yourself apart from the competitor.

6. Do You Offer any Extras?

When most people think of PLR content, they think of the content itself, such as ebooks or report. Thus you can boost the perceived value of your offers by adding extras or creating packages of related content.

For example, let's suppose your main offer is an ebook with private label rights. You may add one or more of the following to boost the perceived value of your offer:

- **Sales letter.** Any sales letter will do, but the sales letter will have more worth if it's a proven sales letter. If it's not prove (e.g., you don't intend to sell the content to end users before selling the PLR licenses), then hire a professional copywriter to create the letter.
- **Website.** Generally, this is a mini-site design that includes a header, footer and "buy now" graphics.

- **Graphics.** This includes graphics such as ecovers, buy buttons and related graphics. It also includes graphics within the actual ebook, which helps raise the perceived value of the ebook itself.
- **Ebook templates.** This makes the ebook look professional, which raises the perceived value of the ebook (thus raising the perceived value of the PLR licenses).
- **Blog content.** Generally, this is content buyers can use to promote the ebook. Some of it may even be optimized for the search engines (e.g., an article pack).
- **Blog templates.** You can offer a unique WordPress theme that reflects the niche.
- **Squeeze page.** This is a sales page that helps your buyers build a newsletter list.
- **Lead-generating report.** This is the "freebie" that your buyers can offer their prospects as an incentive to join the newsletter list.
- **Autoresponder series.** This is a series of five to ten emails your buyers can use to build relationships with their prospects and help close the sale.
- **Video or audio.** Finally, you can offer the ebook in other formats, such as an audio book or video.

7. How Many Licenses Are Available?

PLR content is different than other types of licenses (such as resell rights) in that license holders can modify the content. Thus those who modify the content make it unique, meaning they lessen their direct competition since they're not selling or otherwise using the exact content as everyone else.

Nonetheless, some people won't modify the content. And that means they'll be interested in seeing how many total licenses you're selling, so they can get an idea of how many others are using the exact same content.

There isn't an exact formula when it comes to pricing PLR content. However, the fewer licenses you sell, the higher price you can charge for each license.

Example: Let's say you have a PLR ebook package that you're thinking of selling for \$50. You can sell 200 licenses for \$50. Or you can sell fewer licenses – let's say 50 – for \$200 each.

Again, the pricing isn't always linear like that, so I'm just giving you the above example for illustration purposes only. When in doubt, check what similar PLR content is currently going for in your niche.

8. What Can Buyers Do With the Content?

Another factor that affects pricing is the license you offer. That is, what sorts of terms and conditions are your PLR buyers bound by?

If you make the license too restrictive – such as by not allowing people to turn the digital content into physical products – then the product will have a lower perceived value.

On the flip side, you can lower the perceived value of the product by making the license too lenient, such as by offering "unrestricted, transferable" PLR, which usually means people who buy licenses can resell the licenses to others. This quickly devalues your content, simply because thousands upon thousands of people could hold a license to use your PLR content.

Tip: Your PLR license is actually a legal document. And since I'm not a lawyer, I'm not going to give you specifics about what you should include or not include within this document. Talk to your attorney, or at least have an attorney review the license you create.

9. Is the Content Evergreen?

Evergreen content is content without an expiration date. It's proven. It's tried and true. It will be just as fresh one year from now as it is today. You see, when you're selling PLR content then you're selling content that your license buyers hope to use for many months or even years. And that means you need to offer evergreen content.

So how do you create evergreen content? Simple:

- **Don't make any references that date your content.**

Example: Don't say "Last year during the summer Olympics," because that dates the content. Likewise, referring to any specific dates, previous events, upcoming events, etc will all date the content.

- **Don't refer to new ideas or products in the content.** That's because these new ideas or products may fall out of favor with time. As such, stick to writing about tried and true concepts only.

Example #1: If you're creating dog training content, then it's safe to talk about using kennels to housetrain puppies, since that's something that's been done for years.

Example #2: If you're creating weight loss PLR, then it's safe to talk about lowering calories and increasing exercise as a means of losing weight. It's NOT safe to refer to a brand new supplement or diet on the market, as these things may be found to be dangerous in a few months.

10. Is the Content "Nichifiable"?

Sometimes you may offer PLR content in a smaller segment of a broader market (niche), just because there's a big demand for it. If, however, you're offering content in a broader market, then you'll want to create content that's nichifiable.

Nichifiable refers to content that can be used as is, if desired. But it can also quickly and easily be tweaked by your buyer to serve a particular market.

Example #1: Let's suppose you're offering dog training PLR. Be sure to write the content in such a way that your buyers can tweak it to turn it a niche product, such as:

- How to train small dogs.
- How to train poodles.
- How to train big dogs.
- How to train German shepherd dogs.

Or here's another idea...

Example: Let's suppose you sell PLR content that centers around time management. If you make the content broad enough, then your buyers can tweak it to create:

- Time management for CEOs.
- Time management for college students.
- Time management for busy moms.

So, how do you make the content easily nichifiable?

Simple: You keep your examples, stories and other content broad enough to appeal to the wider audience.

Example: Let's say you're creating dog training PLR. You might say something like this:

- "Let's suppose you want to teach your dog to sit."

That's broad, as "dog" can refer to any breed. Thus this product would work for a poodle training guide, a gun dog training guide or any other dog-related guide.

Now here's an example of what NOT to do:

- "Let's say you have a poodle that's not yet housetrained."

See the difference?

Because you referenced a specific dog (poodle), you're making it more difficult for your PLR buyer to sell the content to a specific market (such as people with golden retrievers). Thus you've created more work for the PLR buyer, which lowers the perceived value of your content.

11. Do You Offer Any Bonuses?

Earlier you learned about extras that you can offer to build a PLR package, such as a sales letter or autoresponder messages. And while those extras could certainly be considered bonuses when you're creating the sales page, in this case I'm talking about bonuses that aren't actually pieces of your PLR package.

Let me give you examples:

- A guide that teaches people how to profit from the PLR content they just purchased.

- A piece of software that submits articles to the article directories.
- A mind map that helps your buyers plan their businesses.
- A marketing guide that lists a dozen ways your buyers can get more traffic to their website.
- And some of the other items mentioned previously, such as WordPress templates and ebook templates.

Quick Recap

And there you have it – 11 factors that influence the perceived value of your PLR content. The more of these factors you can positively integrate into your offer, the higher the perceived value of your package.

This higher perceived value either allows you to charge more for your content, or help satisfy customers by really over-delivering. Either of these strategies works to help build your business.

Now that you know what to include in your PLR offer, it's time to actually create the content itself. Read on...

Create Your PLR Content

You know the niche. You know what kind of package or other PLR offer you're going to create. Now it's just a matter of getting it done, which is what you'll learn about in this section.

Basically, there are three ways to do it:

1. Create it yourself.
2. Outsource the task.
3. Do a combination of the above two.

Let's look at each of these separately...

Create the Content Yourself

Do you enjoy writing? Are you a good writer? And do you either know something about the topic OR you're a good researcher? If you answered "yes" to these questions, then you may consider creating the content yourself.

Here's how to do it...

Step 1: Do Preliminary Research and Outline the Topic

If you're not all that familiar with the topic, then the first thing you need to do is some preliminary research in order to get a feel for the topic. Once you do that, then you can outline the topic.

Now before I get into the specifics of doing this research and creating your outline, let me say this: *Do NOT skip this step.*

That's because this is one of the most important steps. If you create a good outline, then you'll find it extremely easy to create the product. And if you create a good outline, then you'll create a good product.

So here's how to do that preliminary research:

- 1. Search Google.** Simply plug in search terms that are relevant to your topic (such as "bodybuilding for women" or "homeschooling"). Then read everything that comes up, as long as the source is credible and trustworthy.
- 2. Find out what other similar products offer.** In this case, you're not looking at PLR content. Rather, you're looking at the products that are already for sale in this particular niche. What you want to do is see what topics these similar products have included.
 - Your first stop is Amazon.com. Simply enter a broad search for your keywords (like "golf" or "dog training"), and you'll get the top selling products in this market. Now use Amazon's feature of allowing you to look at the table of contents for these books. All of these chapters and sections are possible topics to include in your book.
 - Your next stop is the Clickbank.com marketplace. Since there isn't a "sneak peek inside" feature on Clickbank, you'll need to read the product sales letters to get an idea of what topics are covered in

the book. In particular, pay attention to the list of bullet points that appears in most sales letters, as these are all possible topics to include in your product.

- 3. Check out article directories.** Yet another way to find out what's popular is to search for your keywords in an article directory like EzineArticles.com, IdeaMarketers.com, GoArticles.com or one of the other larger directories. What you're looking for are plenty of articles all on the same topic – that's usually a good sign that the topic is in-demand.
- 4. Use keyword tools.** You can use tools like WordTracker.com or even Google's external keyword tool to find out what the readers will want out of this product. Once again, enter your broad keywords, and the tool will display hundreds of related keywords. Pay attention to those search terms that get a lot of searches in Google and elsewhere, as that's a sign of an in-demand topic.
- 5. Ask the prospective readers.** Finally, you can go on niche forums and ask the prospective readers (the end users) what they'd like to see in this book.

Once you've completed the above five steps, then you should have a nice listing of topics to include in your ebook, report or other PLR content piece.

Now, your next step is to arrange these topics. Here are three tips for doing so:

- **Order topics by "steps."** If you're writing a "how to" piece, then obviously you'd simply arrange your topics in the order that the reader needs to complete the steps.
- **Order in another logical way.** If there's no clear "how to" order, then order the content in such a way as to make learning easy.

Example: Let's suppose you're creating a dog training book. In order for a dog to learn how to lie down, he first needs to learn how to sit. Thus a chapter on "sitting" would come before "lying down" in your book.

- **Order from beginner to intermediate to advanced.** If the information in the chapters doesn't necessarily build on one another, then another way to order the topics is from beginner to advanced material.

Example: Let's imagine you're creating a book about copywriting. At the beginning of the book you'd include

easier topics, such as the basics of writing a good sales letter. Later on in the book you may include more advanced topics, such as neuro-linguistic programming (NLP) as it relates to copywriting.

If none of these ordering suggestions apply to your book, then you can just order the topics in a way that makes sense to you. You may use the table of contents from similar topics as a guideline as to how to order your topics.

Tip: Do note that I'm simply referring to using other products as an inspiration for what topics to include in your product and how to arrange these topics. You should NOT in any way copy these products.

Once you have your outline complete (including an introduction and conclusion), then you need to determine how many pages or words you're doing to devote to each topic. This starts with how many words or pages you'd like your overall product to be. And one good way to determine this is to discover the average page length of similar products.

Let's say you decide to create a 50 page ebook on dog training. Here's what your outline might look like:

-
- A. Introduction - 3 pages
 - B. Training your dog - 8 pages
 - 1. Pack theory
 - 2. Reward
 - 3. Punishment
 - C. Sit - 6 pages
 - D. Down - 2 pages
 - E. Stay - 5 pages
 - F. Heel - 7 pages
 - 1. Choosing a collar and leash
 - 2. Teaching heel
 - G. Housetraining - 12 pages total
 - 1. Choosing a kennel (2 pages)
 - 1a. Materials
 - 1b. Size

- 1c. Other factors
- 2. Determining how often dog should go out (2 pages)
 - 2a. Age of puppy/dog
 - 2b. Usual times to go out
 - 2c. Recognizing when the dog needs to go out
- 3. Developing consistency (4 pages)
 - 3a. Mealtime consistency
 - 3b. Training consistency
- 4. What to do if there's an accident (4 pages)
 - 4a. Caught in the act - say "no," distract dog, rush him outside, praise him when he's finished, then clean up mess with Nature's Miracle.
 - 4b. Not caught in the act - clean up using Nature's Miracle

H. Conclusion - 2 pages

You'll note that some topics require more pages than other topics. Your book will likely follow a similar format.

Now, the above is an abbreviated version of an outline. Ideally, you'll want to make the outline as complete as possible, similar to what I've done in "G," the section on housetraining. You'll see that every sub-topic is broken up into even smaller sections. Likewise, you should do the same with your outline so that it's as detailed as possible.

Creating a detailed outline ensures you're covering all the important topics. It also keeps you on track when you're writing. But another big benefit is that it makes the writing really easy. That's because you no longer have to think of it as "writing a book." Instead, you can just choose a small subtopic from your outline and think of it as writing an article on that topic.

It's a psychological thing, but it works.

Simply put, some people find it easier to create a series of articles rather than to think of the task as writing a book (which can be overwhelming).

Once your outline is detailed and as complete as possible, move on to the next step...

Step 2: Do Your In-Depth Research

Your next step is to now "re-research" these topics. So not only should you research the general topics, you should go to Google to research all your sub-topics.

Tip: For best results, read at least three or four sources for each mini-topic so that you have a good understanding of these topics before you start writing.

Again, just be sure to use credible sources online.

Example: If you're writing about health problems in dogs, then use known authority sites like about.com's veterinary information or the information found at petsmd.com.

Step 3: Create the Product

Now it's just a matter of sitting down to create the product and any supporting content. Since you have the detailed outline, the actual writing should go quite fast.

Just be sure to close all your sources before writing so that you don't inadvertently copy any of them. You want your ebook to be fresh and original.

Having problems getting started writing or sticking to it? Try using these three tips:

- **Schedule regular blocks of time to work.** That is, don't just tell yourself that you'll work on it when you get a chance. Instead, put time on your calendar to work on it every day until it's done.
- **Avoid distractions.** If you're the type of person who gets easily distracted by things like email or looking at YouTube.com videos or chatting on Facebook, then you may need to disconnect from the Internet to get your work done.
- **Overcome writer's block.** If you're having troubles getting started, then sometimes it helps to just start writing... anything.

Example: Write an article about why you have the best dog. Or write an article about who'll win the Super Bowl. Anything. The point is, just get the creative juices flowing and the fingers typing, which will make it that much easier to work on the ebook in front of you.

Step 4: Polish the Product

Finally, you need to proofread your product. Ideally, you should hire someone else to do this for you, simply because it's hard for you to catch your own errors. After all, even bestselling author Stephen King has an editor.

Otherwise, set the product aside for a few days or week and then read it with fresh eyes. This will help you catch more of your errors.

And that's all there is to it.

If you follow these four steps, you'll have a fantastic product in no time. Naturally, however, you don't need to write even one word of it if you don't want to. Instead, you can hire someone else to create the product for you. Read on for the details...

Outsource Your Product Creation

Maybe you don't like writing. Maybe a professional could do a better job. Or maybe you just don't have the time or inclination to create the content yourself. If so, no problem – you can hire someone else to create it for you.

Here's what some people don't realize: A ghostwriter can often times create a product for less cost than if you did it yourself.

That's because time is money. And if you value your time at all – even at \$20 an hour – then you'll quickly see that it's "cheaper" to hire a ghostwriter. This frees your time to work on other important tasks, such as marketing your PLR product.

However, a ghostwriter is only cost-effective if you do your due diligence to choose a freelancer who'll do good work for you. Here's how to do it...

Step 1: Cast a Wide Net

Your search for a good ghostwriter should start with you finding as many prospective ghostwriters as possible. You do this by:

- Posting a project on elance.com, odesk.com or vworker.com. Be sure to provide as many details as possible so that only the most qualified people apply for your job.
- Searching Google. Be sure to use multiple search terms such as "freelance writer" and "ghostwriter" and "writer for hire".
- Asking your colleagues for their recommendations. You can also ask around on business forums like WarriorForum.com.

- Checking out freelancer ads on marketing forums. Most notably, check the "Warrior for Hire" section on WarriorForum.com.
- Browsing the classified ads for freelancers, both in your local paper as well as on Craigslist.org.
- Posting your own ad on Craigslist.org or in the classifieds.

Example: "Wanted: Experienced freelance writer to create dog training ebook, about 20,000 words. Budget from 5 cents to 8 cents per word. Please send related samples and references to [email address]."

Step 2: Do Your Due Diligence

Now that you have a big pool of prospective writers, your next step is to weed out the questionable ones. Here's how:

- **Look at the writer's samples.** Are they well-written, well-researched and engaging? Would you be proud to attach your name to work like this? Does the writer have experience in your niche?
- **Check the feedback rating.** If you're hiring from a site like elance.com, then check the freelancer's onsite feedback rating. Is it overwhelmingly positive?
- **Talk to the references.** If the writer doesn't have any testimonials or references listed, then ask for them. Be sure to follow up to check that they're legit.
- **Research the writer's reputation.** Simply run a Google search for the writer's name, business name, email addresses and other identifiable information. Again, is the information you discover overwhelmingly positive?
- **Consider the price.** If everything else checks out, then you can consider the price in your final decisions.

Step 3: Hire the Most Suitable Candidate

You may find that you come out of the due diligence process with several suitable candidates. At this point you can do one of two things:

- **Hiring multiple writers for small jobs.** That way, you can see for yourself which writers do the best work for you.
- **Hire the best candidate for a small job.** If it doesn't work out, you can try another writer on your list.

Either way, you need to take these two steps:

1. Sign an agreement. This agreement should outline the scope of the project, payment terms and other relevant details.

Tip: Again, since I'm not an attorney, I can't tell you what to put in this agreement. Talk to a qualified professional.

2. Create a thorough brief. This part is extremely important. Simply put, the better project brief that you can provide to your writer, the better the end result. The more detailed your brief, the less guesswork or room for misinterpretation.

Here's what to include in the brief that you give to your newly hired ghostwriter:

- What you need. Ebook? Report? Articles? Blog posts?
- What is the content about? What niche?
- Who're the readers? Describe everything you know about the target market.
- How the content will be used? Will it be sold? Given away?
- What do you want the readers to do after they finish reading it?
- How long is the content? Hint: use word count rather than number of pages, since word count is an exact measurement that's not influenced by font size, graphics, etc.
- What all is included? Here you'll want to provide a detailed outline.
- Do you need any extras included, such as graphics? (Note: You may have to hire someone separately to create these.)
- Any notes regarding formatting or writing style?

- Do you have any examples of similar work that you really like?

Again, the more thorough you are with your project brief, the more likely it is that you'll be happy with the end result.

Now let's move on to the final product-creation option...

Combine a Freelancer's Efforts With Yours

There are plenty of reasons to create part of your PLR package yourself while hiring one or more freelancers to do the rest. Specifically:

- You want to get the product to market more quickly.
- You have a little time and a little money, so this is a way for you to save both.
- There are parts of the project that you're unwilling or unable to create yourself.

Example #1: Maybe you're creating a PLR package about natural health care. And maybe you work in the healthcare industry, so it makes sense for you to create the ebook yourself. However, if you intend to include a sales letter, then it makes sense to hire a professional copywriter to create that letter for you.

Example #2: Maybe you're creating a large PLR package. You figure it would take weeks if not months to complete it. So you split the work among yourself and a handful of freelancers.

Quick Recap

You just learned how to quickly and easily create your PLR product. And as you learned, you can do it yourself, hire someone else to do all the work, or you can even split the work with freelancers.

Now let's wrap things up...

Conclusion

Congratulations – you now know exactly how to quickly and easily create your own profitable PLR product!

Let's recap what you just learned:

- ✓ **You found out how to choose an in-demand niche.** The easiest money you'll make in this business is by selling PLR content that your prospects are already buying!
- ✓ **You learned about all the different types of PLR offers you can create, from low-end to high-end and everything in between.**
- ✓ **You learned all about the 11 factors that affect the perceived value of your PLR offer.** Use these factors to your advantage and you can charge top dollar!
- ✓ **You found out how to create your PLR product, either by doing it yourself, hiring someone else to do it, or splitting the work with competent freelancers.**

You know how to do it – so your next step is to take action.

Go ahead and start your research today. And before you know it, you'll have your first PLR product on the market! And you'll be well on your way to starting your own profitable PLR business.

However, I realize there are some pieces missing.

For example, how to market your PLR is beyond the scope of this report. And we just touched on things like hiring ghostwriters. So if you're serious about turning a profit with your PLR business, then you probably still have questions.