



## The Pimpr Strategy **Cheat Sheet**

OK, so you want to get this thing started really quickly right?

This simple cheat sheet identifies the steps you need to take, for quick reference, so you don't have to keep going back through the main eBook.

### **Step 1** - Find your PLR Product

A great resource for this is [www.BigProductStore.com](http://www.BigProductStore.com) because you can sign up for a membership from as little as \$19.90 for a whole month of unlimited downloads. This gives you the benefit of being able to try countless PLR products and just delete them after you've downloaded them if they're not right for you.

And remember, the PLR product itself doesn't have to be great...you're going to make it great!

### **Step 2** - Consume the content until you fully understand it

Once you've found a PLR product that you like the look of, and are happy to move forward with, you need to go through the whole product. Understand it. Take it apart. Analyse it. Really get to know it.

### **Step 3** - Test it

In this stage you put the product to the test. You need to make sure it actually does what it says on the tin. But don't stress if you don't get quite the same results as the product creator. There are always many variables. And in step 4, when you tweak it, you will be making the necessary changes to ensure you get results.

If however it clearly does not, will not and cannot work....dump it and move on to the next!

## Step 4 - Tweak it

Here is where you begin to make this product YOUR OWN.

You put your stamp on it. You begin to tweak it and improve upon it. And if as said above, during the testing stage you don't get the results you'd hoped for, now you can tweak it to get the results.

How can you improve upon it? How can you do things differently?

Are there tools that you could use, online for example, that could bring something else to the product that would improve the quality and the value provided.

Again if at this stage your aren't happy with the results you're getting....ditch it!

Move on to the next product! (Easy if you have an unlimited membership like [www.BigProductStore.com](http://www.BigProductStore.com) because you can download as many as you like without extra cost).

## Step 5 - Rebrand it

A key element of becoming a "Pimpr" is rebranding your new product.

Remember to use other people's designs as inspiration. Use other product designs and websites, sales pages etc as your creative template. Model your new product on a combination of the look and feel of other products that have caught your eye.

You should also be building a "swipe file" in which you keep designs that inspire you. This could simply be bookmarks to websites, or even pieces of paper from magazines etc, kept in a box! However works for you, you will find it much easier to rebrand if you have some inspiration in front of you.

## Step 6 - Rewrite it

OK, now the fun really starts!

By “rewrite it” I don’t just necessarily mean write an ebook. You could download a PLR eBook and turn it into a video course for example. Once you get started, you should feel your creative juices flowing, and surprise yourself at how easy this is!

Whichever medium you choose, just try to do a quality job. Spend some time on the presentation of the eBook. Or on the slides for example, if you record a video.

You can use Google Documents to make the eBook. That’s 100% free. Then just download as a PDF and voila! You have your eBook.

And for videos I recommend you try Screencast-o-Matic, which is also free, and has worked very well for me.

## Step 7 - Launch it

And you’re there! You have your product, Pimp’d and ready to launch.

Here you have several options. You can “soft launch” to your own list if you already have one.

Or you can send some traffic to your sales page directly, using paid traffic such as Facebook Ads or Bing Ads. You might also want to look at trying some “solo ads”. These can be very effective for building your list.

However, if you can develop good relationships with some successful JV’s/Affiliates, and show them your sparkly, Pimp’d finished product, you might be able to partner up with one of them and launch together. This is by far the best way to get a good number of sales and build your list.

So, go launch your product! I wish you all the very best.

## Summary in a nutshell

- Find your PLR product
- Apply the strategies and test that they work
- Tweak them, improve them and add to them
- Take away unnecessary stuff, or parts that simply don't work
- Re brand the product, Re name the product
- Re-write / re-record the product
- Launch it

Oh and by the way, in order to build your list **you're going to need an "auto responder"**. This is a platform that you store your email addresses in, and send your broadcasts to. My personal weapon of choice is Aweber :-)

You can get a **free 30 day trial** for Aweber here:

<http://email-service.aweber.com>

## Thanks for choosing my product

If you've enjoyed my training, please give me some feedback.

I would LOVE to hear from you.

Please email your feedback, testimonials and success stories to [feedback@phlos.net](mailto:feedback@phlos.net)

I really do look forward to hearing from you.

All the best

Trevor



I dedicate Pimpr to my dear Dad, who I sadly lost recently. I wish he could have seen this, but I know he knew I would get there in the end. Dad, this one's for you! Love you Dad. Miss you so much x

I would also like to say a massive thanks to my wife for believing in me, my mum for always being there for me, and my brother and his lovely wife for lending me the money to buy a new laptop to make all of this possible. And Mark Bishop for being an incredible friend and mentor, who played a huge part in bringing all of this together. And a special shout out to my buddy Fergal Downes, for helping me get started.

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**"There are no guarantees that you can do the same. You may do better, you may not. But unless you take action, you will certainly not be making money in your sleep!"** Trevor Carr, Internet Marketer