Sick & Tired of Trying Everything?

Pimpr

Stop Buying Every Shiny Object
Only to Feel Disappointed Again
When You Don’t Get the Results
You’d Expected

By
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Legal Disclaimer...

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Introduction

About Me

Hi. I'm Trevor Carr. Creator of Pimpr :-)

I live in the UK with my wife and two kids, along with Lucky Jim our insatiable Labrador, and our two mini lop rabbits. We have a lovely home in a great market town, within walking distance of the train station, shops, bars and restaurants. I am always eternally grateful for my life.

I've been in business since before I left college (which was a few years ago now lol). And I've been pulled towards making money online ever since the internet was 'born'.

I built my first website in the late 1990's after discovering that in order to rank organically (free) on a new search engine called Google, I needed to have a website that wasn’t entirely created of flash (which was pretty popular at the time). What did I have? A website created entirely in flash!

After a quick course at a local university, I began building websites that ranked so well I could sit with a client, reel off a load of search terms and literally click on the I’m Feeling Lucky button with 100% confidence that my site (and only mine) would be the result they’d see. This never failed to impress.

This ability to build relatively simple sites that ranked at the top of the mighty G was to lead to me building all sorts of sites for all sorts of ventures. In fact, as a result, I’ve been able to generate in excess of £15,000,000 in sales over the years. That’s over $18m.

But in this life, as you probably already know, everything changes, and nothing is forever.
The day came when it was becoming a bit too much work to rank all keywords at #1 organically and I had to bite the bullet and invest in Pay Per Click advertising. Predominantly Google Adwords. To date I’ve spent over £400k with the mighty G’s adwords platform. Ouch.

But more recently I started making a real effort to use my spare time to build a new kind of income. An income that I could generate from anywhere in the world, with just a laptop and an internet connection.

My Recent Online Adventures

I had become fascinated with the people that I saw posting their daily successes on Facebook.

Did I say fascinated? Erhem, I think I meant FRUSTRATED!

You see I had been “playing around” at Internet Marketing (IM) for some time. Years in fact. But playing around at it was all it really was. I hadn’t dedicated enough quality time to get any real results.

However I could see others were getting real results, and lots of them! And what’s more they were consistent.

But how were they doing it? What was their secret?

So I set to work, studying many winners in the IM world. I “hung out” with them on Facebook. Read their comments. Saved the posts that resonated with me. And gradually realised that I had identified the common denominator...

Today

$82.18
It sounds a little cliche, and you’ve definitely heard it before but....

The Money is in the List!

Yes, the money is in the list. However, you not only have to get “the list”, you have to get the right kind of list. And to make quick progress in the IM industry, what you need is a buyer’s list.

Now, in 2015 I took some training with a great guy, and successful internet marketer, Fergal Downes. He was my mentor for a while (and I do recommend you get a mentor, at some level). He got my attention when in one of his sales videos he revealed how much he had pulled in on Warrior Plus.

My jaw dropped when I saw it. I’m not sure of the actual figure now, but it was way north of $100,000.

I remember sitting in the car outside the local Lidl supermarket, and thinking I have to know how he did that!

What Fergal was teaching is exactly what I’ve come to learn from my own research too. The best route to financial success is by releasing your own product.

With your own product launch you not only get the holy grail of the buyer’s list, but you also get recognition among your fellow product launchers, and that’s where the juice really starts to flow!

But here’s the thing...
If you are **NEW** - how do you make your own product?

You possibly/probably have...

- No experience
- No track record
- No proof
- Nothing to show anyone
- Nothing really to shout about

**Why would someone buy your product?**

This was the kind of route that my internal thinking was taking. I knew that I could do this, but *where would I start?*

And that, my friend is what lead to the creation of...
What is Pimpr?

Well you might be pleasantly surprised to learn that Pimpr is a **concept**. A way of "tackling" certain things.

But best of all, you can use this concept going forward in **so many things that you do**.

Pimpr is quite simply the concept of taking a PLR product and "pimping" it.

When you become a “Pimpr" here are some of the things you will be doing...

- Search for PLR that appeals to you
- Understand the basic principles of that 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

And to speed the process up, and to dramatically improve the finished result, we use "creative templates".

Your creative templates are a series of designs that have inspired you. Especially if they've been successful (so you know they work).

For example, when you have a piece of PLR, you will want to rebrand it. Design a logo, and generally “pimp” it to make it look visually appealing.

You are starting with a blank canvas, and your goal is to make this product look “the business”!

You’ll also want to re-create the content too, so you can put your own spin on it, add to it, and improve it wherever possible.
Often the finished product will be almost unrecognisable compared to the original PLR.

To get the very best results, and convert your work to cash, you really want to go to town on this. Commit to making it the best work you’ve ever done (so far). And end up with something you that you are immensely proud to deliver to the world!

For example, to turn a blank ecover into something like this that I did for Pimpr, I was inspired by various designs. Other ecovers, websites etc. I knew what I liked, and I also knew what was selling. I keep “swipe files” of designs that I’ve seen and loved. That’s a great thing for you to do when you begin your journey as a Pimpr.

“Modelling” is not outright copying

It just makes the whole process of coming up with something that will sell, a lot easier when you use something that already does as your template.

In fact, I’ve always used some of the basic concepts of Pimpr, even from a very early age.

For example, I started drawing cartoons when I was a young lad. But I soon found it was MUCH easier to take a comic and use the cartoons in there as my “creative template”.

Comics like The Beano and Dandy at the time :-)

I found if I had something to “copy” I could achieve a much higher quality end result. Even as a little kid. Something to make the grown ups go “Wow!” when they saw it.
So when I was introduced to the “creative template” concept by another mentor of mine, Andrew Reynolds, it made absolute perfect sense!

It’s so much easier when you need to “design” something if you have an example of what you’d like the finished product to look like before you start.

Andrew taught the concept of the creative template through some training that I had invested in. And I went on to develop that “skill” and apply it many different products. Not just digital either.

I also went on to create a whole range of “how to” DVD’s that I bought the licence for.

They all came with a blank disc that just had the name of the product on it. I renamed them, rebranded them and sold them! But that’s another story (although it was one of my first real examples of being a Pimpr!)

Where there is money to be made from this “physical product” strategy, I have found that using the same strategies (Pimpr) on digital products is a LOT LESS WORK and much more profitable!

These are all 100% genuine, actual earnings from my own accounts.
Why Become a Pimpr?

OK, so you’re now becoming familiar with what it means to pimp PLR.

But why?

Why should you become a Pimpr?

I’m going to...

- Tell you why you should
- Show you what I achieved when I did
- Reveal the easy steps that you can copy & paste to do the same

Let me start with a case study...

In 2016 I launched Easy Traffic Magnet.

I needed my “own” product to kick things off, but as I had never launched a product before, it was kind of difficult to know what to come up.

Now, I’d been looking at using some PLR products to release as products, but only for my own promotions. The idea being that I would take the PLR, “pimp” it, then list it on W+ or JVZoo, and kind of sit and wait.

Well during my research stage I came across a set of videos with PLR rights. They were focused on using hashtags to drive traffic, and it seemed to be a reasonable basis for a product. And I thought “that will do”.

But as I started diving into the material, it started to dawn on me that I could probably do a better job. To be completely honest, I found the original videos lacked something, and I wanted to see if I could improve on them.
So I re-recorded the whole set of videos, and during that time I also added a lot more content.

The original PLR consisted of just 9 videos. But my “version” went on to have 19 videos in total! That’s 10 more than the original.

I wanted to add more value, and develop a course that would provide authentic and useful training for the people that bought it.

And I found as I went through and re-recorded each video, I got to really understand the content, and it became really easy to tweak it, add alternative solutions, and clearer demonstrations.
The end result was a full set of quality training videos that I was proud to put my name to. And a “product” that was worthy of a real product launch.

So I teamed up with Fergal, and we launched Easy Traffic Magnet on the Warrior Plus platform.

This was an exciting time for me, as it was my first real launch.

The sales started coming in, the money started coming in, but best of all...the buyer’s email addresses started coming in!

This was the exact point that EVERYTHING started to change for me. For the better.

With my fresh and responsive buyer’s list, and my raised profile, I was then able to generate regular affiliate commissions for the first time since I had started my internet marketing career.

And it was at this stage that I realised ANYONE can do this. And I needed to show them exactly how!
Easy Traffic Magnet went on to sell over 500 copies!

Each copy sold for a minimum of $5.95 so there’s $3,000 in gross sales on the front end alone :-) But of course we had upsells/OTO’s

Suffice to say, this $5 PLR had delivered a more than acceptable return on investment!

And of course, it wasn’t just the original sales that made this worthwhile. It was the holy grail of affiliate marketing, the buyer’s list.

Once you have a buyer’s list, if you treat it with respect, you should never look back.

My buyer’s list enabled me to completely change my internet marketing results.

I went from occasionally getting a small sale (after lots and lots of effort!) to pulling in impressive, daily affiliate commissions on platforms such as Warrior Plus and JVZoo.

And what’s even more exciting about this business is quite often these commissions literally do come in while you sleep!

What better way to start the day than to wake up, check your accounts, and discover you’ve been pulling in cash all night while you’ve been dreaming...about pulling in cash!
I love waking up, rolling over, checking my phone and seeing this...

Would seeing these little gifts every morning help you to spring out of bed and go get 'em?
OK, time to get to business!

It’s your turn to **catapult yourself** into the internet marketing arena, and be seen as an accomplished and **successful internet marketer**.

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](http://email-service.aweber.com)

Now! Let me show you **step by step**, exactly what you need to do in order to **copy and paste my success**...
Getting Started!

The whole Pimpr strategy can be broken down into **7 simple steps**

1. Find your PLR Product
2. Consume the content until you fully understand it
3. Test it
4. Tweak it
5. Re-brand it
6. Re-write it
7. Launch it

I will now cover each step, but I will keep it as simple as possible.

It’s really important not to overthink this. Or at any stage to feel overwhelmed.

In a nutshell, all you need to do is find a PLR product that you like the look of. Make sure it works. Improve upon it and launch it.

**DONE.**
Step 1 - Find Your PLR Product

Well there are a lot of PLR resources out there these days, and you may already either have your own favourites, or you might even subscribe to a PLR membership.

But if you haven't looked into PLR much before this, then let me help you.

Searching for the Perfect PLR Solution

The thing is, the PLR doesn't need to be perfect. Far from it. But the content needs to be good quality. Or at least good enough that it explains the concept, and you can test it to get a positive result.

So don't concentrate on finding perfection. Just look closer at things that stick out for you.

For me, I was originally looking for video sets that I could put on a website and sell access to. So my searches were often related to video PLR. But you might find a decent ebook, then take the contents of that ebook, rewrite it and turn it into a set of videos.

Where to Look

I actually bought a lifetime membership back in 2012 for Big Product Store. It’s not bad, especially considering that you never have to pay again. So once you’ve got your initial investment back, everything else is literally FREE ;-) And in fact, this is where I found my PLR that went on to generate thousands of dollars in sales!

But you don’t have to go for lifetime access. They also have monthly, 3 monthly and 6 monthly options available for you.

www.BigProductStore.com
You can also do specific searches for the particular niche or product that you’re looking for.

I would recommend using Google for the best results, but whichever search engine works for you is fine.

Here is how I would search:

![Google search for video plr products](image)

If you type “video plr products” into Google, at the time of writing this there are 252,000 results. However, those results are not all going to deliver the resources that you need. You’ll usually find the best results for each specific search on page 1 of the results.

In my results I found this link, which in the context of this training is absolutely perfect for what you are looking to achieve....

This takes you to this page. On here there loads of PLR video sets that look at lot like the original one I used.

And each set of videos is around $5.00! Perfect.

Here’s the link if you want it

So now you have your PLR product, let’s move onto step 2.
Step 2 - Consume the Content Until You Fully Understand It

Well this is easy :-)

But here are my tips to help you get the most out of step 2

- Watch each video in the PLR series that you've bought
- Make notes on each video, identifying them by number. Eg. Video 1, Video 2 etc
- Watch out for key elements that you can enlarge on. Note them down under each video heading (as above, Video 1 etc)
- If they recommend websites, look for alternatives that may work better, or might be more current. The PLR could be dated.
- If they recommend resources, also look for alternatives that could work more effectively.
- Understand the training. Watch it until you get it. You will then be much better equipped to improve upon it
Step 3 - Test It

Once you’ve spent some time going through the material (videos or ebooks), you then need to make sure that this thing has some ‘legs’. Whatever it is the product is aiming to show you how to do, make sure it actually works.

The last thing you want to do is invest your time in pimping a product that doesn’t even do what it says on the tin!

So make sure it works before you commit to this being your next product.
Step 4 - Tweak It

- So, you have your PLR Product ✔
- You’ve tested it and it works ✔

Now you need to tweak it.

At this stage this just means you note down what improvements and changes you’re going to make.

What is it about the training that you could improve upon? Is anything outdated?

- What will you include from the original training?
- What will you exclude from the original training?
- What will you ADD to the original training?
- Are any of the strategies or methods out of date? How can you bring them up to date?
- Are any of the websites out of date? Which websites will you be using/recommending?
- What would you do differently?
- How could you improve upon this product?
- Start to think about the “hook”

This process will begin to make the product YOURS.
Step 5 - Rebrand it

Possibly one of the most important elements to becoming a successful Pimpr is being able to rebrand your PLR product and transform it from lame to super converting eye candy!

Take this very PDF for example.

I have stuck to a brand throughout, and this ties in with the brand of Pimpr itself.

This could very well have been a PLR product that I had pimped. But of course in this instance it isn’t. But the process is the same.

You will want to rename your product, design a new logo, create some attractive ecover artwork, and also think about the style of the product. Formal? Informal? Or perhaps somewhere in between.

Using the “creative template” theme again, I like to look at what has been very successful recently in the niche that my product is in. And then take those successful products as inspiration on how to rebrand mine.

Let’s take a look at an example...Flipp Me

Flipp Me was a very successful launch, selling over 7,500 copies and pulling in over $100k. Yes, you read that correctly. Over one hundred thousand dollars!

$100,000+
Brought to market by 3 of the top internet marketers in the industry, Art Flair, Mark Bishop Venkata Ramana, this product was a smoking hot success story!

But the success of Flipp Me wasn’t just down to branding...it was also thanks to a clever "hook".

The hook is how you grab the reader’s attention. You only have seconds to do this, so it has to be compelling. The hook for Flipp Me was based around a solution to make money that ticked these boxes...

- Super easy
- Anyone can do it
- Very fast results
- Copy and paste strategy

So think about what your hook could be for your product when you start to rebrand it. It can make the world of difference!

Now let’s look a little closer at the branding of Flipp Me. And note the attention to detail.

Here you can see the browser tab, as it appears in Google Chrome when you’re on the Flipp Me sales page. Note the product creator / website designer has chosen
an eye catching Favicon. This is the image that loads to the left of the Title of the page in the browser tabs.

And let's look at the logo....

Simple lines, eye catching, very professional and simply ooooonozes quality!

Also note the use of the font variations. Bold, coloured, white.

These elements are perfect for your swipe file, which you should build as you browse products and designs that inspire you.

The rest of the website doesn’t disappoint either! Take a look at the first thing you see. This is called “above the fold”, relating to back in the day with broadsheet newspapers. It basically means it’s what you see without having to scroll.
And below the fold, the sales page for this product goes on, and on, and on.
All perfectly branded, this is a high converting sales page, with lots of content and close attention to detail.

Now here’s the thing...

How much do you think this product was selling for when it launched?

It certainly has all the hallmarks of a mid to high ticket sales page.

So, shall we guess at $27?

$47?

$97?

No, no, no! Believe it or not, this beautifully branded product, with it’s irresistible hook was launched at just seven dollars!

Yep, just $7.00!

All that work on the sales page. A high quality training product from 3 leading, successful internet marketers.

But before you stop to consider whether this product was underpriced or not, think back to the number of units sold (over 7,500) and the total revenue generated ($100k+)

That is the power of branding. And all of this is now at your fingertips.
Step 6 - Rewrite it

By rewrite it I mean either **rewrite** it or **record** it if it’s a video based PLR.

By this stage you would have **consumed** it. **Tested** it and **tweaked** it.

Well would you believe it? **YOU** are now an **authority** on this new "subject"!

That being the case, you should now find it relatively easy to make this product your own. So get to work and make it yours.

**Think about how you would like to produce your new product**

There are several scenarios.

1. You bought PLR rights to an ebook and you want to produce an ebook
2. You bought PLR rights to an ebook and you want to produce and ebook, and accompanying videos
3. You bought PLR rights to an ebook and you want to turn it into a video course
4. You bought PLR rights to a video course and you want to produce a better video course
5. You bought PLR rights to a video course and you want to turn it into an ebook
6. You bought PLR rights to a video course and you want to produce a video course with accompanying videos

At the end of the day, you have content. And you can do what you want with it, but whatever you choose it will be much easier than if you just start with a blank canvas and hope something comes to you.
Re-writing an ebook...as an ebook

This is nowhere near as daunting as it may sound (if you haven’t done it before).

When it comes to internet marketing products it’s pretty much always a PDF (Portable Document Format) that is used.

I did invest in some fancy ebook software a few years back, but there’s no point. This ebook was produced on Google Documents...and it looks ok doesn’t it? ;-)

The PDF is widely accepted across the world as a perfectly appropriate way of delivering written content. It’s safe, and can be opened on PC’s, Mac’s, Smart Phones, Kindles...you name it.

And it’s REALLY easy to create a PDF ebook these days.

For me, I use Google Documents.

For many years now I’ve used “cloud” services, after having several computers die on me, leaving me with untold lost data. I don’t take that chance anymore!

So Google is my first choice.

It saves as you go, and you can access it from anywhere in the world with a computer and an internet connection.

**Trevi Tip:** Create a Copy of your document every now and then...just in case.

Simply go to the File Menu, click it and select Make a Copy.

You can also email as an attachment to be super sure!
Creating an Ebook Using Google Docs

To open a new Google Document, go to Google (signed in) and hover over the chequered square (as shown).

A drop down similar to this one will appear.

When it does, click on Drive, which will open your Google Drive.

Then click on NEW...

And then select the Google Docs tab to open a new Google document.

Et voila! Your new ebook has begun :-)

You can then get to work. Start typing.

Choose some nice fonts. For example in this ebook I’ve used Lato, point size 12 for the body, with some bold, italic and red emphasis.

I’ve also used Oswald for the main headings. I have Mark Bishop (internet marketer) to thank for these font design inspirations. I often use his designs as my creative template ;-)

As you can see, the end result looks pretty good. And it’s really easy to use...and it’s FREE!
Adding a Header Image

You can see, I've added an image along the top in the Header area.

To access the header, just double click it, and a line appears...

That line indicates that you have access to the header section.

While the line is there, you can go to the top menu and Insert, Image.

The same goes for the footer area. Just double click it to get access. Then whatever you put in the header and footer will be repeated throughout the document. You only have to put it there once.

Another useful thing when putting your ebook together is you can paste images in from pretty much anywhere. Make sure you have the rights to use them though. But my point is it can be a quick way to get your ebook sprinkled with some images to break it up. Rather than find an image, save it, upload it etc...you can just copy and paste.
Adding Images to Your Ebook

When looking for images to use for your ebook and your website, sales page, videos etc, a great resource is Pixabay.com

The great thing about Pixabay is that attribution is NOT required. Which means you can use any of the images on there 100% free, and freely, wherever you want, for whatever you want.

And with over 870,000 photos, vectors and illustrations on there, you’re likely to find something that fits the bill.

So simply search for the image you’d like...
Click on the image, and then Right Click and select Copy Image.

Then you can simply paste it into your Google Document.

How easy?

No attribution (you can use it freely without having to say where it came from and who ‘owns’ it). Just copy and paste.

And if you need to crop the image, you can do that right here in Google docs as well! Just double click the image and drag one of those little black bars/corners.
Converting Your Google Doc Ebook to a PDF

Did I already say this was easy? Well it is!

When you're ready (or when you just want to see how your new, snazzy creation will look as a PDF ebook, just go File>Download as>PDF document (pdf)... et voila! You now have a PDF, ready to upload and sell!
Creating a Video Based Product

This is actually incredibly easy to do. I enjoy putting an ebook together, but you’d be pleasantly surprised at just how easy it is to produce a video course.

You have a few choices when it comes to how you go about it, and sometimes this will be depending on how you feel about having YOU on video.

But one thing I would say, is please, please, pleeeeeaaase….don’t look for a “Text to Speech” solution for the voice over. Do it yourself. Nobody likes to hear their own voice played back, but it will serve you well to get over any insecurities you have around this, and get used to recording your own.

If you really can’t bring yourself to use your own voice, you can pay for someone to do it for you. But this can work out costly, and it also means you’re limited to what you can do, when. You really don’t want to be waiting around for recordings to be delivered for approval, then sent back, then wait again, then sent back….

Simple “Over the Shoulder” Video

This is by far one of the quickest ways to get a product out there.

You literally navigate your way through various websites, demonstrating the strategies that you are teaching.

For this technique, and for the same but with my face in the corner, I use Screencast-o-Matic. This is FREE. Although if you want to remove the watermark and make recordings that last longer than 15 minutes, you can upgrade for a very small annual fee.

There are other options, such as Snagit, and the most famous, Camtasia. But if you’re on a budget then Screencast-o-Matic is a great, and very affordable option.
Here you can see one of my video courses, (www.internetmarketingclub.net) in which I often use the “over the shoulder” screen capture approach, with my ugly mug in the corner!

You see I think it really helps to see the presenter. You get to know me and at the same time it builds my brand.

If you can manage this, I’d definitely recommend it. And this can be achieved with Screencast-o-matic for FREE :-)  

Once you’ve done this a few times, you will be surprised how much easier it becomes to record these “face to camera” pieces. And you know what? There’s a very good chance that you’ll actually come to enjoy it :-) I do!

Get started now for free with Screencast-o-matic here:
www.screencast-o-matic.com

Once you’ve signed up for your free account, you can start using the online recording tool.

And whenever you want to start the software again, simply go to
www.screencast-o-matic.com and click on the Start Recorder button. Once active, you’ll see something like this...

In this example, you can see me giving you the thumbs up (which in the UK is a good thing lol. If it’s not in your culture, I apologise!).

As you can see, I have this set to record both the screen AND the webcam, and it has the webcam in the bottom right hand corner.

The other settings that you can see are pretty self explanatory.

The Screen is for just recording the screen and everything you do on it.

And the Webcam is...the webcam only! :-)

When recording, always check that you can see those little green lights flashing as you talk, indicating the the mic can hear you.

I have found that I get pretty good audio from an external webcam that I bought, very inexpensively. It’s a Logitech HD720p webcam with a built in mic. Which gives me much better visual and audio results when compared to the inbuilt ones on my laptop.
Once you’ve finished your recording, you will be presented with some options.

Save As, Upload to Screencast-o-matic or Upload to YouTube.

I personally don’t use the Upload to Screencast-o-matic option, so I can’t give you any advice on that. But I do use the other two.

And it varies, depending on what I’m doing.

I tend to use Save As, and download to my hard drive for my monthly membership videos, because I upload and host them on Vimeo.

But I do also upload to YouTube directly from Screencast-o-matic.

If you are uploading training videos that you will be including in your paid access area of your product, then you want to upload them as “Unlisted”. This will stop them being found in the YouTube search engine, but they will still embed and play fine in your direct access area of your site. More on that in the next section.

**Trevi Tip:** Upload your video directly from Screencast-o-matic to YouTube, and choose the Unlisted option when you are uploading training videos that you intend to charge for.

This will prevent them from appearing in the search results on YouTube, and therefore protect your content.
Uploading Your Videos/Ebooks and Preparing Access to Your Content - How to Deliver!

Right! So by this stage you should be well on your way to completing your product. And hopefully it’s been a relatively fast and simple process.

So now we turn to the question of how to deliver your content.

Initially you will most likely be thinking….“Hmmm must super protect my content! Don’t want some black hat hacker to come along and steal it!”

Relax! You really shouldn’t lose any sleep over this.

You see there are plenty of good, professional membership sites out there. But they not only cost money, setting up a full membership site can be time consuming and tricky.

Now, believe it or not, a LOT of very successful internet marketers don’t even bother with a membership site.

**Warrior+Plus** Chances are you’ve had first hand experience of this yourself!

Have you ever bought a product from say Warrior Plus, and the access link took you straight to the content without you needing to login?

No user name and password box. Just content right there, immediately.
This practice is very common, and also extremely user friendly. You see when you launch a product, chances are **you’re going to sell hundreds, if not thousands** in a few days. And that is a LOT of “new members”. Can you imagine the headache you’d have if something went wrong with your membership site settings **on the day of the launch!**

**NOT GOOD!**

Your sales would plummet, and refund requests would be hitting you left, right and centre!

The last thing you want is a whole bunch of disgruntled customers.

Your reputation as a product creator would be in tatters, and so would your bank balance.

So for this reason, I **strongly recommend** that, at least for your first few launches, you use the **direct access method** that I am about to demonstrate to you.

It’s much quicker, and you never have to worry about any of the above. You simply provide the download link and boooom...they are good to go!

**Trevi Tip:** I actually used a Membership Site for Easy Traffic Magnet...and I DID have issues!

I had to manually upgrade almost every new member, due to a technical glitch! And the support team for the membership platform didn’t get back to me!

So, take my advice, go down the direct access route! :-)

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The Direct Access Route

This really is a simple concept. And widely used for pretty much all of the “how to” product launches on Warrior Plus.

If you have a few videos, let’s say 10 videos, and maybe a PDF or two, simply build your “download” page in Wordpress. Embed your videos into the page, along with any text descriptions etc. And then add your download links for your PDF(s).

But the name of the page and the permalink are the important factors here.

All you need to do is rather than call your download page something obvious and searchable like mysite.com/name-of-product-download-page you need to call it something completely random.

In this example I was setting up several download pages, hence the -1 at the end. So the next page would be -2 and so on.

And that’s really all there is to it with regards to this easy hack for your download page.

Don’t stress that people may find it. Some will, but the majority won’t. And your launch will be super smooth!
Step 7 - Launch it!

Well, congratulations! Look at you! You’ve reached the point in this training where, if you’ve been taking action, you’ve actually got yourself a product!

But now the BIG question....

How Are You Going to Launch It?

Here you are. You have your new product. You’ve renamed it, rebranded it. You’ve rewritten it. You’ve even re recorded the videos!

It looks good. In fact it looks stunning. And you are proud. So proud you’ve even shown your significant other.

But how are you going to take it to the masses?

Without a doubt, one of the best ways to get yourself into prime launch position is to team up with someone who has done it before.

Taking on a launch partner who has previous experience will dramatically improve your chances of success when it comes to launching your new product.

So where do you start with that one? How can you possibly find someone who would want to launch with you? A newbie with no previous track record?

Well one way is to reach out to the successful product vendors. The guys who are succeeding in this industry already, and ask them if they would consider launching with you. Now at this stage you should have your product pretty much ready to go. And you should have been applying your newly found “Pimpr” skills, which means your product should look pretty good!
In order to start connecting with these successful affiliate marketers, I recommend that you set up a new Facebook profile, specifically for Internet Marketing.

This new FB profile will be where you hang out with your new “IM” (Internet Marketing) friends.

And before you know it, your timeline will be filled with posts relating to launches and general banter, from all of the top affiliate marketers.

Your job is to interact with these posts. Like them. Comment on them. Share them.

You should also join some Facebook groups in the JV / Internet Marketing communities.

One where you’ll see me hanging out is JV Focus (which I recommend you join now here: https://www.facebook.com/groups/jvfocus/).

And you should begin friend requesting other affiliate marketers and product creators.

But “who are they?” I hear you shout!

Well there’s a really easy way to find out.

If you haven’t already got one, go and get yourself a Warrior Plus account (https://warriorplus.com) and take a look at the top products for the last 7 days as a start.

At the time of writing this ebook, the top product for the
day on the list is ProfiteE by Mosh Bari and Aidan Corkery. These guys have launched this product as a team.

If you go to offers, then click on Launch date so you range the offers in date order, you'll be able to scroll down and see how the latest launches are doing.

You want to pay attention to the number of sales and the conversion rate, to give you a good idea of the popular products.

So, in this example we can see when this is ranged in date order, the first launch to show any significant sales is in fact ProfitE, which is sitting at 1,000+ sales and a conversion rate of 12%.

So from these statistics we know there will be a LOT of other JV's / affiliates promoting this offer, in order to achieve these figures.

Then the next thing you need to do is click on the actual product name, to take you through to the Offer Details page.

On here we will find a link to the “contests” that are being run for that particular product launch (so long as there is a contest).

It will look something like this. Then you'll need to click on one of the contest links and it will bring up details of the contest, and most importantly, you will then see who is on the leaderboard for that contest.
You’ll see a list that looks something like this...

<table>
<thead>
<tr>
<th>Rank</th>
<th>Affiliate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>stefanciancio</td>
</tr>
<tr>
<td>2</td>
<td>investasap</td>
</tr>
<tr>
<td>3</td>
<td>benmartin</td>
</tr>
<tr>
<td>4</td>
<td>mosh.bari</td>
</tr>
<tr>
<td>5</td>
<td>Fergal-Downes</td>
</tr>
<tr>
<td>6</td>
<td>brendan mace</td>
</tr>
<tr>
<td>7</td>
<td>venkata</td>
</tr>
<tr>
<td>8</td>
<td>marion</td>
</tr>
<tr>
<td>9</td>
<td>kevinfaheyy</td>
</tr>
<tr>
<td>10</td>
<td>JaniG5</td>
</tr>
<tr>
<td>11</td>
<td>Seth Blas</td>
</tr>
<tr>
<td>12</td>
<td>TrevorC</td>
</tr>
<tr>
<td>13</td>
<td>glynneleghk</td>
</tr>
<tr>
<td>14</td>
<td>Mark Wightley</td>
</tr>
<tr>
<td>15</td>
<td>net66</td>
</tr>
<tr>
<td>16</td>
<td>Bish</td>
</tr>
</tbody>
</table>

These are all of the JV’s/Affiliates who are promoting this particular offer, ranked in order of **how well** they’ve been doing.

Sometimes this is purely on units sold, sometimes on value of dollars sold, but either way it’s a sure sign that **they have a good list**, and can drive the sales.

And these are the people who you need to be getting to know. Now they will vary from launch to launch, but you will often see the same names coming up.

So the next step is to find these affiliates on Facebook and friend request them. If they are already up to their limit then you’ll automatically be following them, which is OK too.

I must point out though, that not all of the names on these lists will necessarily lead you to their Facebook profile. As you can see, sometimes you have the full name, sometimes a first name, and sometimes something completely different.

So another trick is to search for “launch posts” on Facebook relating to the particular launch, and you should find these people tagged in those posts.

To find launch posts on Facebook, copy and paste the name of the product into the Facebook search box, and see if you can see the product in question. Depending on the name, this may not always bring back the right results first time. If you struggle, try finding the product creator’s profile on Facebook, and see if you can find launch posts from them.
When you find the launch posts, take a note at the people that the product launches have tagged in them.

This is your list of possible JV's to approach with a view to partnering in a launch with them...but remember...**build a relationship with them first!**

Don’t just friend request them, and then hit them with “Hi, I’m launching a new product, will you partner with me?” That is **NOT** going to work.

Build a relationship with as many as you can. And get yourself seen on Facebook where these people **can see you.**

**Like their posts, comment, share...**

Or you might decide that you’d like to try a “soft launch” and not partner up with someone. Although this isn’t going to get you the best results, you will learn the entire process of setting up your product on a platform like Warrior Plus, and promoting your offer.

Once your product and offer are in place, you could then either choose a launch date, or send some paid traffic to your sales page yourself and send traffic to test it.

And you can promote your product with an advertisement on Warrior Plus, right at the top of the “My Approved Offers” section.
To appear here currently costs $89 for a 24hr period, and you can expect to get quite a lot of traffic from it. Something to think about and possibly test.

You can also advertise your new product on Facebook, and take advantage of their comprehensive demographic targeting. And there’s Bing Ads, which unlike Google Adwords, will allow you to run advertisements that include offers relating to making money online.

So what are you waiting for?

You now have the knowledge to make this work. You know exactly what you need to do in order to replicate my success. Simply copy and paste my formula and YOU CAN ACTUALLY DO THIS!

It’s a great business, and very, very rewarding.

Making money while you sleep is NOT BS. It is absolutely achievable!

And you can do it.

But you MUST take action!
I’ve been taking consistent action over the last 6 months that has changed my life. And all I’ve done is follow the very system that I’ve taught you in this training.

I now co host top training webinars like this one above with Mark Bishop, where I share my experiences and offer help and advice to anyone who is interested in making money online.

I see my name on the leaderboards of the affiliate contests, and I now also get to bag myself some cash bonuses from these competitions!

How bad can that be in your spare time?

And stick at it and you’ll be able to scale this up to a full time occupation, where YOU are your own boss. Working when you want, where you want.
So, please go out there and DO THIS!

Grab yourself some PLR (or dust off the stuff you’ve already bought), become a Pimpr and pimp it using my formula!

And 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

I really do look forward to hearing from you.

All the best

Trevor

I dedicate this eBook and the Pimpr course 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.

Written and produced by Trevor Carr
Graphics by Trevor Carr
Pimped by Trevor Carr
All income proof shots are 100% genuine

"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