

**PLR KNOW HOW:**

**ADVANCED  
GUIDE**

**THINKING OUTSIDE THE  
BOX STRATEGIES**

**ADVANCED GUIDE**

**THINKING  
'OUTSIDE  
THE BOX'  
STRATEGIES**



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# Foreword

This expert's guide to PLR is for the heavy-hitters who want to make some serious money using PLR products. If you're not serious about making 5-6 figure monthly incomes, then this book isn't for you.

This guide is not about showing you the basics of PLR. You already know that and you've seen its power. This guide is for you to start really using PLR to take your business to the next level.

We're going to talk about how you can recuperate your investment with ease and bring in the ongoing profits using 12 powerful strategies for using PLR. The strategies will help you not only build a solid foundation for your business, but also help make people see you as an expert in the field and a marketing mogul.

So without further ado, let's dive into some killer strategies to start raking profits for you immediately!

# Chapter 1:

## *Giveaway Events*

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We all very well know the important of having a huge qualified subscriber list. Your email list is your rice bowl. The bigger and more qualified your list, the more valuable your list as an asset becomes. Relationships are also very important with list. You need to be seen as a trusted expert in your niche in order for people to buy things for you.

One of the best ways to grow a responsive, qualified list is by joining giveaway events. A giveaway event is an online gathering where marketers offer free gifts such as e-books or video courses in exchange for new subscribers. Every marketer involved promotes the giveaway event to their own list and you will benefit from the views and clicks from subscribers of other marketers that come to the event for free gifts.

If you got your hands on some PLR products, you can use them as free gifts. You can do the conventional style by giving away an e-book, or you could set the bar higher by creating a mega-product by combining 3 e-books into one. You can also turn e-books into video courses which are better at attracting new subscribers.

The quality of your free gift ultimately determines what kind of list you will have. If your free gift can really benefit your subscribers, chances are you will be more likely to monetize from them later on in the future. That's why, choose PLR products which complement your

niche or paid product so that your new subscribers will be “trained” to like your stuff and it will become easier to sell to them next time.



You can also use PLR to help you host your own giveaway event. Use PLR products to attract people to join or promote your event by giving away useful content for free. Hold contests to see who can make the most referrals and reward them with books made from your PLR products. You can use the e-books as gifts for people who joined your event or signed up to your list as tokens of gratitude or just a simple gesture of goodwill.

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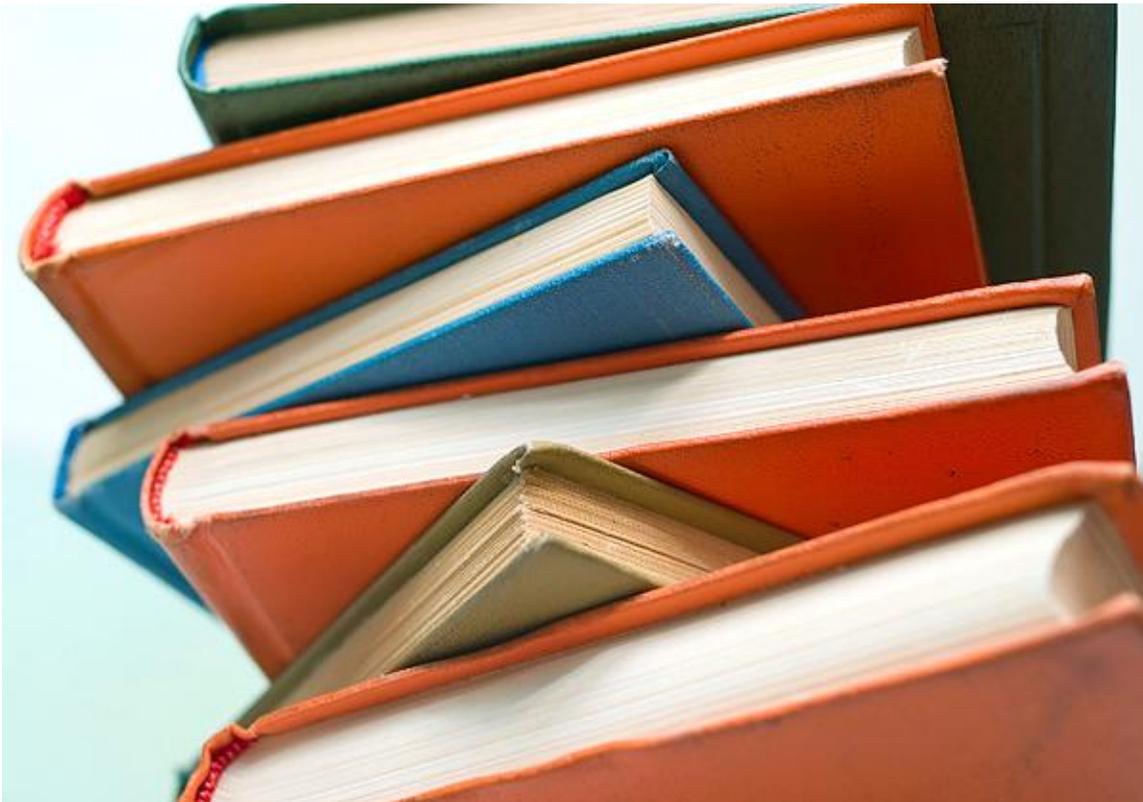
# Chapter 2:

## *The “Big Marketing Book” Strategy*

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### Synopsis

In the last chapter, we talked briefly about combining E-books to become bigger, bulkier products. Huge E-books (100+ pages) have a higher perceived value and with that you can charge a premium price to your customers. With PLR products, the task becomes a walk in the park.



To illustrate, let us say you get your hands on some PLR e-books related to the personal development niche. Some topics include the holistic approach, meditation and yoga. Since these topics are somewhat related, why not turn it into the “Big book of wellbeing”? Customers who are interested in one product are also interested in finding more products related to the topic. Instead, why not give them all 3 for the price of one?

Do not underestimate the power of compact reports. These small 20-page e-books usually consist of big ideas in small packages and when combined, has great monetization potential. Feeling generous? Then give your mega e-book away and your subscribers will love you even more! The more you give, the more you get... That’s the law of attraction!

Wait... there’s more! Combining e-books to make e-books is one thing, but you can also create big products using multi PLR e-books such as a huge training course or video course. With PLR at your fingertips, the power to create endless products for your subscribers is all yours.

# Chapter 3:

## *Affiliate E-book Giveaway Strategy*

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### Synopsis

Everyone loves free gifts! What better way to share free gifts than by turning your PLR products into e-books to giveaway? When you give free content to your subscribers, you build trust and credibility with them and they will love you even more.



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But let's take things a step further... Inside your free e-books, you can include links to products of interest... Something related to what they are reading. These links are actually your **Affiliate Links**. So, if they happen to buy something through your link, you will be paid commissions by the vendor!

You can also encourage your subscribers to share the e-books with others if they liked it. That way, your affiliate links in the book will be spread to even more people virally and the chances of you making a commission through click-throughs increases as well.

Free gifts not necessarily need to be in the form of e-books. You can also give free access to membership sites or videos. These free content serves two purposes: The first is providing valuable content to your subscribers and the second is to encourage them to share or direct them to relevant sources which could be either your affiliate links or sales pages.

Try and brainstorm a couple of free products that you can come up with and give it to your subscribers. They say that the amount of rewards you get is directly proportionate to the amount of value you provide. So let's start the ball rolling and start giving out more value to our subscribers!

# Chapter 4:

## *Podcasting PLR For Profits*

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### Synopsis

Here's a useful strategy. Have you tapped into the power of audio yet? Studies have shown that majority of people prefer to listen than read. So why not jump on the bandwagon by creating nifty products in audio format using PLR?

One good strategy is to do a Podcast of PLR product that you have. A Podcast is a more interesting product than the conventional e-book and with that you can charge your customers a fee to listen to it. To add more value to your podcast, try giving away master resell rights to it! Meaning, people who purchase a copy of your podcast can sell it to others and keep the profit for themselves. This encourages them to promote it and let the word of your services reach a wider audience.

When you give away Master Resell Rights (MRR) to a product, a smart thing to do would be to leave traces of information that lead to your website or business inside the product. That way the more others sell your product, the more coverage you will get.

Why not **double the value** by giving customers free download access to the word transcript of the podcast? That way they can listen to it when they feel like or go back and study the podcast in the text format! People love access to different file formats and if your business can be the one to provide for that, they'll love you for it.

# Chapter 5:

## *Offline Lead Generation Techniques*

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### Synopsis

Here's a great way to generate more leads for your business. Take your PLR products and turn them into "offline" products such as CDs, DVDs, posters or books. Once you have a plethora of offline products in your arsenal, you can target them at the offline market and earn extra leads and build income sources for yourself.

Don't think that all the money you can make is online, for there is still a huge offline market who prefer to buy "physical" things. Furthermore, when you actually hold a physical book or product there is an added sense of satisfaction compared to purchasing and e-book.

With PLR, you can kill two birds with one stone. Create an offline and online version of your products and sell it to different markets. Having published physical books also greatly increases your credibility. Book authors are often known as experts in their field – How would publishing your very own book benefit **your** business?



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# Chapter 6:

## *Squeeze Page or “Opt In” Page*

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### Synopsis

A squeeze page or “opt-in” page is extremely useful in getting you new leads or prospects for your business. The purpose of this page is to offer visitors a useful product or benefit in exchange for their personal information (usually name and email).

The general layout of the squeeze page is as follows:

-One page (usually no scrolling required) consisting of:

- Headline
- Captivating Image Of Product
- Benefits (in point form)
- Opt In Box (obtained from autoresponder provider)

PLR products can be used to build an attractive squeeze page. Most good PLR packages come with ready-made squeeze pages where you can just slap your name on and call it your own. PLR e-books are also great for capturing leads when they are used as the main “benefit” on the squeeze page.

PLR Packages also come with attractive e-book designs which you can put on your squeeze page to increase conversions (number of people who opt-in upon reaching your site).

Choose a PLR product which complements your niche and paid product to be used as an opt-in gift for your squeeze page.

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# Chapter 7:

## *Condensed “Special Reports”*

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### **Synopsis**

Some people love to read, while others rather get straight to the point. Therefore, another way to monetize through PLR is by converting your e-books into condensed special reports (usually about 20 pages). Take the most important ideas of the e-book and turn it into a special report which is perfect for generating leads through a squeeze page or used as a gift in a giveaway event (refer to previous chapters on gifts).

With the abundance of information on the internet nowadays, people want information fast and are willing to pay money to get just the raw facts. No fluff, no hassles and straight facts would be the main selling point of these special reports. These reports are also extremely effective on people with low attention spans and can be used to grab extra sales or leads for your business.

Some examples of good special reports would be how-to training guides, checklists and expert interviews. Example: “Special Report On How I Created \$50,000 In 11 Days!” - These are also great as free gifts or viral reports to be given to your subscribers to help you attract more leads to your website.

# Chapter 8:

## *The Power Of Viral Videos*

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### Synopsis

Viral marketed videos are one of the quickest ways to generate massive traffic and a huge following for your business. With the growth of big video sharing sites like YouTube and Dailymotion, tapping into the power of viral videos has never been easier.

YouTube has millions of users to date and if you can tap into this market, the benefits for your business will be phenomenal. The key is to create multiple videos that provide quality content to your target market. Luckily, we have PLR to do all the product research and content for us.

All we have to do is convert our PLR content into viral videos and upload them into Youtube. It might take awhile to build a small initial following for your videos, but once you video reaches a critical mass of views, it will appear more often on featured pages and will grow virally on its own.

Remember, content is KING. The power of viral sharing lies in the content of the product. So it is highly advisable to edit the PLR content and include your own flair and personality so that people can relate to it. Don't forget to include self-serving links to your business in the viral videos, or all would be for nothing!

# Chapter 9:

## *Use It As A Bonus*

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### Synopsis

One of the fundamentals of online marketing is constructing a high converting sales funnel. There are a many ways you can improve conversions of your sales pages with the help of PLR. One way would be to do time-sensitive offers, another way would be to add e-books or special reports as a bonus. You can use PLR content to create your own special bonus as an add-on for people who purchase your products.

The special bonus can also be used for promoting other people's products (affiliate marketing). For example, if a big launch is coming up and you want to entice people to buy through your affiliate link, offer them bonuses made from PLR which would complement their purchase of the main product.

If you are doing your own launch, you can offer bonus offers to customers after they have purchased your main product. This is part of the fundamentals of sales funnels and is known as a backend. It can be an upsell (something worth more than the main product) or a downsell (something cheaper). Tell your customers that this bonus is a one-time-only bonus (OTO) with your purchase and won't be given anymore after clicking away from the page.

Good bonuses can have up to 50% conversion rates, so carefully craft your bonus using PLR and make sure it is something that will benefit your customers who just purchased your product. For example, if you

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are selling a product on list building, you might want to offer a bonus such as an e-book on how to build a strong relationship with your list or something on traffic generation.

# Chapter 10:

## *Monetize via AdSense on Blogs*

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### **Synopsis**

Blogging is one of the ways many entrepreneurs have made passive income over the years. To make money through blogging, you need a blog on a certain niche topic with loads of useful content. PLR products can help you fill up your blog with content. You can break down PLR e-books into individual articles and use them as blog posts on your website.

Once you have a substantial amount of content and following on your blog, there are many ad networks you can subscribe to and make money through your blog. One of the the biggest ad networks out there is Google AdSense. If approved, Google will place ads on your blog targeted to your niche, and anytime someone clicks on your ads you will be paid money by Google.

Sounds simple? But be warned, Google has stringent guidelines for approving AdSense accounts. You will need to have a niche blog with original, quality content that does not promote other ad networks. You will also need to have a big enough following before Google decides that your blog can make money for them. Thankfully, we can leverage on PLR products to fill our blog with quality content and we can then sit back and reap the rewards of autopilot blog income.

# Chapter 11:

## *Personal Branding With PLR*

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### Synopsis

This chapter is about personal branding, it's about **you** – as a marketer, entrepreneur, life coach or author. Personal branding is important because with all the competition in your market, what makes you stand out besides your products is your credibility.

You want to be seen as an **expert and trusted person** in the field you are in. That is why, PLR products can give you that edge. It takes long to build a brand for yourself. You need to consistently provide great content to your subscribers. You need to network with other marketers and get testimonials for them. You need to genuinely provide value for your target market and help them solve problems.

Not only can you leverage on PLR products to build your brand, PLR products help free time for you by saving time, money and effort on building products so that you can focus on networking and building credibility for yourself.

For starters, you can start a personal blog and show case your products (free or paid), talk a little about yourself and display testimonials from your customers and other marketers. You can also give free stuff like e-books (made with PLR of course) to your subscribers or customers as a thank-you gift or as a good gesture and they will trust you even more.

# Chapter 12:

## *Autopilot Profits – Email Training Courses*

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### Synopsis



Ultimately, we all want to live the dream of living a four-hour work week and laze around while profits automatically come into our bank accounts. Here is a nifty strategy using PLR to help you create autopilot income through niche blogs.

Let's say you got your hands on some PLR products in the Affirmations niche (a hot personal development market). You can set up a blog, fill it with content (using PLR) and build your list. Now the

key here is in setting up your email autoresponder to mail a series of emails to your new subscribers periodically.

Example –

Day 1: Affirmation Training Series Part 1

Day 3: Affirmation Training Series Part 2

Day 4: Affirmation Training Series Part 3

Day 6: Affirmation Training Series Part 4

Day 7: Affirmation Training Series Part 5

Day 10: Affirmation Mastery Course Launched!

Notice that on Day 1-5, you provide a series of training to your subscribers related to the affirmation niche. On Day 10, the training is complete and you now offer your list an opportunity to take their training to the next level via the Affirmations Mastery course (paid product).

That way, whenever you get a new subscriber, they will automatically be funneled through the whole training series which leads to the promotional email for your paid product and since you have given them adequate training and relationship building, they will be likely to buy your product.

So all you have to do now is create a steady flow of traffic for your blog and sign ups to your email list and *voila!* Let the autopilot income come in. Once you have automated your profits for one niche, you can build multiple blogs catering to multiple niches using the same technique, and then sit back, and relax on multiple streams of passive, autopilot income!

# Wrapping Up

This Advanced PLR Guide has given you 12 powerful strategies on creating massive profits using PLR products. A common theme among all strategies is that you can leverage on PLR in implementing each strategy while saving time, money and effort on creating products on your own.

Still, PLR sitting inside your computer is no use unless you start taking action immediately! Pareto's Principle states that 20% of the most important work results in 80% of the results. This holds true in any business and that PLR helps you do **that important 20%**. So don't sit back and wait for things to happen – See which strategies suit your business and start implementing them immediately.

Last but not least, each of these strategies can be used on its own, or combined to generate exponential results for you and your business. So experiment with different strategies and see what kind of results you can produce. Let's toast to your success!

Get **95** High Quality Products  
Professionally 100% Setup For  
You In **72 Hours** Or Less!

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