

15 STEPS TO RESELL RIGHTS STARDOM

**USING PLR TO CREATE
GREAT PRODUCTS EVERYONE WANT!**

BY DAVID PERDEW
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David Perdew:



David is the founder of NAMS, Inc. – [Novice to Advanced Marketing System](#) – one of the fastest growing affiliate marketing workshops and affiliate training systems available today.

What makes NAMS so different is that the instructors TEACH, demonstrate, and help students implement with hands-on workshops.

Students learn at their current experience level. Beginners work with beginners, Intermediates work with intermediates, and Advanced students work with advanced groups.

Everyone speaks the language they understand.

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From My Keyboard

Dear Budding Reseller...

Hi, and thank you for your wise investment in this step-by-step Resell Rights success manual. It's unlike any other resell rights guide you'll find.

You'll learn about PLR (Private Label Content) and how to use that correctly to create products that you can resell to others who will resell again and again.

In the coming pages, I intend to lead you through a detailed, step-by-step, day-by-day, proven Resell Rights plan.

I will show you what to do to succeed online as a marketing reseller and how you will have the advantage over those average resellers who do not follow these steps.

With this plan, you can blindly follow your way to proven Resell Rights success because you're building businesses instead of pushing standalone products with no system in place.

Don't be fooled by this plan's simplicity though. Most resellers overlook the hidden gems covered in this 15-Step plan. You'll be doing what the average reseller will not, which is the difference between the few who succeed and the thousands who don't.

Don't worry about the failure any longer! You have an advantage. You've got a blueprint, the desire and, with this guide, the focus to build businesses, not just pass resell rights packages around. That, my friend, is the key difference. This manual gives you an immediate edge!

Resell Rights Stardom

There is no guesswork and very little planning required on your part, because you will find the essential steps right here in the coming pages. I will also show you what and where to outsource for all the things you need to get started for under \$200.

Believe me, \$200 is not your biggest issue. Time, persistence, belief in yourself, and willingness to work will be the issues that will dog you. This is one of the best ways to build multiple streams of income. But you have to be willing to do the work.

Multiple Streams of Income – that's the key concept. If you're looking for a way to build a single site that delivers thousands of dollars per day while you lay on that beach, this isn't it.

But if you're looking for a recession-proof way to build hundreds of sites that deliver \$5 per day with limited risk exposure...congratulations! You've found it.

Sorry if that's not what you want to hear, but I won't lie to you.

Okay, let's get busy...

Warm Regards,

David Perdew

[MyNAMS Insiders Club](#)

Before You Begin

Let's play hookie...

Take a day or two off from your regular daytime job, if possible. If you cannot do that, at least take your weekend off and do nothing. Don't think about your daytime job.

Don't think about your boss. And don't even think about your Internet Business.

If you have been working on something that hasn't worked for you, it won't make sense to continue doing the same thing. Just let it go for the time being and get a fresh perspective. One definition on insanity is doing the same thing over and over again and expecting different results.

If what you've done in the past hasn't brought the success you've been seeking, why should the same approach bring any right now?

But if you take your mind off work for a while, you might just see what has been missing. It will appear with a fresh mind!

Also, you will learn that the 15-Step Resell Rights success that you're about to dig into is pretty intense. So you'll need your rest.

The good news is that you won't sink thousands of dollars in mistakes – old or new

So I strongly urge you take a day or two off before starting. Take an evening stroll. Go for a jog in the nearest park. Visit the woods. Or take a short trip and look around to realize how fortunate you really are – at least you have a working computer with an Internet connection.

Let's get started.

Step 1

Figure out who you are and what you like to do...

This manual is written for you if...

You have little or no previous experience in Internet Marketing.

If the little experience you have has been frustrating and costly.

You have very few relationships with other marketers online.

You may not have a web site yet, probably no (workable) auto responder system in place, unsatisfactory web hosting, maybe just a few Resell Rights products in any. Maybe none of this.

You're either going to bag the whole thing or...you're ready to start all over.

This entire 15-Step Resell Rights plan is focused on you and those assumptions above.

Alright, let's kick-start the 15-Step plan today!

So, what is on the plan today? Start with what you know best.

Resell Rights Stardom

It's work time – get paper and pen, and write down a list of 50 to 100 things you are good at or know a lot about.

Don't be afraid. Don't be bashful. And don't be some shrinking violet who is afraid to show your color. Now is the time to think very highly of yourself. If that's a problem get some help from a spouse, friend or colleague.

This is important.

Excuses such as “I am not really good at anything” are not allowed.

Let's face it. That's a lie. You've been good at several things and you certainly enjoy doing some things. Are you writing them down? Get busy!

Our goal is to create a list of 50, but if you can do 100, that's even better. Write as many as possible. These are products possibilities, my friend.

Just to stimulate your thinking, check out the following suggestions:

- Are you good at dancing or sports?
- Do you know how to cook? Do you cook well?
- What are your hobbies? What do you do during your free time?
- Are you experienced in your relationship with your partner/spouse?
- What newspaper topics interest you?New item
- Are you good at writing? What do you write?
- Do you like to read self-help books? Which ones?
- Do you have any ideas you will like to sell to others?
- Are you good at fixing things?
- Are you a professional or consultant? Is there anything you can teach others about your profession?

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Begin with something you like or you are good at, because passion is the fuel that will keep you going until you start making regular money. But also, it's just more fun!

When you're done with your list, take a 5-minute break. Quickly read down your list and check 10 of the 50 to 100 things that jump out at you. These are the topics you'll want to build your Internet Business on immediately – put aside the rest of the list and focus only on these 10.

Don't worry about product or any other negative excuse popping into your head at this point.

After you've picked out your top 10 choices, go online and visit this link:

[Best Free Keyword Research Tool](#)

What you are doing right now is niche market research. You want to meet a huge demand – real people with real money – who are willing to pay for something online. That's a market!

For instance, you may have chosen three things you're passionate about:

- “collecting cans” in your free time
- Becoming the ultimate “tic-tac-toe” wizard
- learning about and working on “relationships”

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We will start with “can collecting” first. Let’s see if there is a niche for can collectors online.

I went to the Keyword Research site above online and type in “collecting cans” in the Search box. After a few seconds, the results are found below (see screenshot):

Average monthly searches for all ideas.
100K – 1M

Ad group ideas Keyword ideas Columns Download Add all (701)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
collecting cans	100 – 1K	Low	\$0.43	–	»

Show rows: 30 1 - 1 of 1 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
recycling cans	1K – 10K	High	\$3.64	–	»
recycle cans	1K – 10K	Medium	\$4.10	–	»
aluminum can recycling	1K – 10K	Low	\$1.55	–	»
can recycling	1K – 10K	Low	\$1.81	–	»

What do those numbers really mean?

First, you’ll see that not only does the tool show you the keyword you input, but others that you may be interested in too. And it gives you all the data for those as well.

If you ever have any question about what a column means, click the “?” next to it for more information.

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The average monthly searches are the first column above. The tool gives you a range. You can click the column header to sort from highest to lowest and vice versa.

Quite simply, the higher the count, the better, as it indicates how often people use the keyword when searching online.

But you have to look at competition numbers tell you whether it's good for you too. High, Medium and Low are indicators of how popular this search is with advertisers. If the competition is high, the bid price is high and the organic search ranking may be more difficult. If it's low, you should have a better chance of ranking for that keyword.

Unfortunately, in the case of can collecting, there are not many people who share your passion in collecting cans, but a ton of competing sites.

Okay, it's not a great internet business, so the best plan may be to sell them to the recycler!

Now, let's search for "Tic Tac Toe". In a few minutes, the results are in.

Average monthly searches for all ideas.
1M – 10M

Ad group ideas Keyword ideas Columns Download Add all (701)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
tic tac toe	100K – 1M	Low	\$0.06	–	»

Show rows: 30 1 - 1 of 1 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
tic tac toe game	1K – 10K	Medium	\$0.40	–	»
tic tac	10K – 100K	Medium	\$1.01	–	»
tic tac toe online	1K – 10K	Low	\$0.48	–	»
noughts and crosses game	100 – 1K	Low	–	–	»

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The keyword “tic tac toe” was searched 100,000 and 1,000,000 times for the main phrase each month. That’s HUGE! But can you CAPITALIZE on this niche? Probably not, even with the search figures in the thousands.

Look at the competition! Very LOW! So, where’s the money? If there were any money in that specific keyword, the competition would be high and the price would not be 6 cents for ads.

But if you look at tic tac toe game – and you’re a game maker, that keyword phrase could be worth using.

Bottom-line: Just because there are plenty of searches for a particular keyword, it does not equate to money.

Now, let’s check out how you can make money from your relationship expertise, particularly “dating”. The following are the searches for “dating”:

Average monthly searches for all ideas.
10M – 100M

Ad group ideas Keyword ideas Columns Download Add all (680)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
dating	100K – 1M	High	\$3.02	–	»

Show rows: 30 1 - 1 of 1 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
gratis dating	10 – 100	Medium	\$1.70	–	»
dating side	10 – 100	Medium	\$2.12	–	»
dating gratis	10 – 100	Low	–	–	»
dating 50	100 – 1K	Medium	\$2.88	–	»

That's a ton of searches with the word "dating" in the last month, and the competition is through the roof with a bid price of \$3.02. Unless you're competing with eHarmony and Match.com, you definitely want to dig a little deeper. But what does this tell you?

If you are indeed a relationship expert – or can become one, you have got quite a niche to capitalize on! The demand for dating is great, and people go online to search for information and services on dating in the masses.

You walk the streets picking up gold in this niche, it seems. But we are not done yet. There are a lot of lonely singles on this planet who are looking for the "right partner", so much so that they are willing to pay for good information on how they can achieve this, or even pay to join services on matchmaking.

Now, I hear you. Dating is a very competitive niche! That's a good thing – and a bad. Because you are going to specialize! Let the big boys with the money to burn on the TV ads fight over the millions in this market. How will you like to have 10,000 search results? That's a good niche business!

Focus on a certain demand. This happens offline all the time. There are repair shops that specialize in repairing cars and there are those that specialize in repairing bikes. A customer may frequent one often and the other never. The key is providing exactly what the customer is looking for.

Resell Rights Stardom

Too few people have what it takes to create and run a big general business like a chain of restaurants, shopping malls, and supermarkets, but everyone can start and run a specialized business, right?

That is what you are going to do. Using the same “dating” case study, check out the other searches that people especially search for:

Perhaps you can start a business on giving “dating tips”? Lots of searches and lots of competition. You can easily dispense dating tips in the form of articles or a short report, much easier than building a dating service!

It pays to be more specific, though – how about dating for guys? “Dating tips” is still too general, but if you focus on “dating tips for guys”, you know very well that your prospects are ALL guys!

You want to be focused on “tips” because the truth is that you cannot be “everything”. With our \$200 budget?! Certainly not! Let’s face it: you cannot give online dating services, run a membership site, and write a series of eBooks on the subject quickly with these 15 steps (probably take years, more money, and staff on salary).

But you can specialize in dating tips and reselling eBooks on dating, right?

Bottom-line: Decide on what niche you’re interested in today. We’ll focus on that during the next 14 steps and beyond.

Yes, I know that ultimately, you want to resell products with Resell Rights. However, meeting the demand comes first, not the product. People must want the information found in the product before you can sell the product.

Step 2

Write 10 articles...the EASY way!

I trust that you have already researched your niche. Now, you are going to write a series of 10 articles for your blog. Hold on! Don't run, it's not that hard...

- Decide the name and theme of your blog.

If you are in the dating niche, for example, you can dispense dating tips to your subscribers. Above all, provide free useful – but incomplete – information to your subscribers.

Give your newsletter or blog a name. For example, you can name your newsletter or blog “Jane’s Dating Tips for Guys blog”. Your blog has got a name, and the theme is clearly spelled out.

- Write Your Thank You Letter

Your subscribers will be getting this letter immediately after subscribing to your blog to confirm their free subscription. Following is just an example. You can do much better!

Resell Rights Stardom

Subject: {First Name}, Your Subscription to Jane's Dating Tips blog

Dear {First Name},

Thank you for your subscription. You are subscribed to my blog as {First Name} {Last Name} at {Email}.

In case you have not received your free copy of my mini report just yet, you can download it from the link below:

{Download Link}

Please check out my first seductive issue on dating tips for guys like you tomorrow, {First Name}!

{Your Name}
{Domain Name}

- Write Your Thank You Letter

Open your Word program or Note Pad and write your articles.

Seems simple, right?

Not so fast. Writing is a lot of work and even if you're a good writer, you want to be a great marketer!

That's what you need to spend your time on. That's where Private Label Content (PLR) comes in.

What's the goal of your 10 articles?

Inform your future subscribers on a weekly basis via your auto responder.

They can be short stories, tips, strategies, personal insights, and so on.

Here's the trick with PLR. People will be tempted to grab PLR articles and load them as is.

Don't do it!

For our dating niche, let's look at Romantic Dating Tips. First thing I'll do is go to [Nicole Dean's Easy PLR](#) site to see if there's a set of articles or a report on dating or dating tips.

(There are many other great private label rights sites and you'll find an index of them in the Appendix.)

And we're in luck. Her site is huge and there's a lot to choose from. I'll settle on Romantic Dates on the Cheap, and article pack that includes 10 articles dating tips on romantic, budget friendly date ideas.

If you go to [Nicole's site](#), this PLR Package will be gone. She controls how many of each pack she sells so the market isn't saturated with the same PLR content.

That wouldn't be a problem for you, because you're going to edit those articles quickly to make them your own.

From Rut To Romance – Budget Friendly Date Ideas For You And Your Spouse

PLR Pack purchased from <http://nams.ws/easyplr>

Articles Included:

1. Let's Do Lunch – Romantic Midday Break For Two
2. Reconnect With Your Wild Side – Spend Time In The Animal Kingdom
3. Backyard Romance – Simple Escapes Right At Home
4. A Couples Retreat At Home – Intimacy After Hours
5. Game Night For Two – Romance Your Spouse With Competitive Fun
6. Old School Romance – Take A Lesson From The Past
7. Enjoy The Show – Productions For Romantic Couples
8. Simple Common Interests – Reconnect With Everyday Events
9. The Great Outdoors – Give Your Romance A Sporting Chance
10. Give Your Spouse The Treatment – The Spa Treatment

10 Articles Titles

Affiliate Ideas for Making Money with this Article Pack

Affiliate ideas - sign up for these affiliate programs

We researched and found these affiliate programs, but have not personally used them all.

1. Hold down the control key and click the link to get it to open in a new window.
2. Sign up for the affiliate programs of your choice.
3. Insert your new links into the articles as you publish them.

[Amazon.com](http://www.amazon.com) – Many of the programs in this package have books associated with them. Nicole recommends: http://www.amazon.com/Gary-Chapman/e/B000APRF2Q/ref=sr_ntt_srch_lnk_3?qid=1289316264&sr=8-3

<http://www.clickbank.com/mkplSearchResult.htm?includeKeywords=%22michael+webb%22> – These are the romance ebooks at Clickbank by Michael Webb – Oprah's relationship expert.

Special Sidebar:

19 Ways to Customize PLR without Rewriting It

Many people (and I'm one) talk about the need to rewrite PLR before using it. But if you have to rewrite it...what's the point of using it in the first place?

There are plenty of things you can do to customize PLR to make it more personal and relevant to your target audience without actually rewriting the entire thing.

Here are 19 of those ideas.

- Insert your own point of view into the content. This is the easiest and most straightforward thing you can do. Adding your own unique thoughts will allow you to connect with your audience better.
- Add examples. Everybody loves examples and it makes content much easier to absorb. Add them wherever you can.
- Create worksheets or checklists to complement the content you publish. If you've got a how-to article or report, taking a few minutes to give your readers an extra like a worksheet or a checklist will go a long way.
- Add photos or other images. You can pay for images at places like [BigStockPhoto](#) and [DepositPhotos](#), or you can find free ones at <http://morguefile.com> and <http://www.sxc.hu>. Images help your content stand out and can create a visual reinforcement of what the content is all about.
- . Make your own drawings. If you've got an artistic flair, consider making your own drawings to illustrate your content. Art is very personal and gives your readers a real glimpse into who you are. Great alternatives to actually drawing images (if you're challenged in that department like me) is to use a special tool like [BoxShotKing](#) and [PikToChart](#) to create meaningful graphics.

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- Include relevant quotations from famous people or from you. Often those quotable quotations are what people remember more than that actual content itself. There are a lot of quotation websites like <http://www.brainyquote.com> and <http://quotegarden.com>.
- Add your own formatting and punctuation. If you format your content in a certain way, you can apply this formatting to your PLR as well. Whether it's bullet points, ellipses or a block quote style in your WordPress theme, use this to make your content more personal
- Use the content as an addition to a product you've created from scratch. If you've already got a product you've created, adding PLR can fill in some gaps and the overall flavour of your content is still completely original.
- Add links. Include useful links to resources, tools and products that your target audience would be most interested in.
- Brand your reports with your logo and other unique images. This is simple to do and only takes a few minutes, but gives your report a polished and branded look. You can even create a template that you use for all your PLR reports. One of my favorite techniques is to create a viral report that is branded with your members affiliate links (like this one...) **[We have a really good course for building reports and lead generation items from scratch using PLR.](#)**
- When it comes to reports, add an introduction and conclusion specifically from you. This can make all the difference when getting your target audience's attention and showcasing you as an authority in your market.

Resell Rights Stardom

- Keyword research and optimize for a new phrase. If your target market is interested in specific information, do some research to find out what phrases they are most likely to searching. Then optimize your content for those phrases.
- Include charts, graphs and diagrams. Not only does they make your content stand out, but charts, graphs and diagrams can make it easier to understand and digest your content. Just going a little extra mile can make all the difference.
- Niche it. General content can be adapted to specific niches. For example, an article on weight loss could be altered to target women after pregnancy, diabetics and other groups. We have an [entire community at MyNAMS.com](#) that is devoted to this technique of building niche businesses. Check it out.
- Case studies and personal stories. If you've got clients who have experience with a specific topic...or if you have that experience...share it in your content. People love to hear stories about other people who have gone through or are going through same thing as them.
- Add videos. You can create your own videos or you can find relevant videos to embed from YouTube. Videos can provide further ideas, opinions or demonstrate a process shown in the written content.
- Add product recommendations. If you have personal experience with products related to the content, include that information. It's useful to your readers and shows you have experience with the topic.
- Current events and news. Make your content more relevant by using current events to further illustrate a point. Not only is it helpful to your readers, but it also shows you as someone who is aware of what's going on and what matters.

Resell Rights Stardom

Rewriting content completely just isn't necessary. Making small adjustments can go a long way to making content more useful to your readers and help you stand apart from the crowd. You can use one of these ideas in each piece of content you publish or incorporate a few ideas for an even more useful and original piece.

After you have written (customized or edited PLR) 10 articles in the topic you've chosen, take an hour's break, then review your articles. Proof-read and correct any parts of your articles that don't make sense.

You have to do this only once.

It's very helpful to get someone else to read them as well.

Bottom-line: You've just hit on the key to making reselling work for you! Most resellers put little emphasis on list-building. And as you know, without a list, you're continually making one-time sales. The difference between you and most other resellers is that you're going to make multiple "backend sales."

Not sure what the "backend" is? Check out my program Sales Funnel Leverage to learn the basics of creating profitable and automated sales and products for your business.

As an Internet Business owner, your most important asset is your list. Without a list of 100 or 100,000 people who are interested in what you're offering, you don't have a sustainable business. We'll deal with building your list in a later section, but for now, just know that the content you're creating in this section and the next help make your business a reality.

Step 3

A little more effort and you'll have done the hardest part!

You thought I was crazy when I suggested writing 10 articles? Get ready! Today, I'm suggesting that we write 30 articles!!

Okay, I know this may sound insane but believe me that this is actually very achievable. No, you are not going to write a 3-page essay per article, as if you are entering the exam hall to sit for your test.

With our 10 articles, we relied on [Nicole Dean's EasyPLR](#) to get us started fast. Instead of writing from scratch, we edited existing articles to create our 10 very fast.

We'll do the same with the next 30.

So, is this some kind of trick? Why do we need 30 more articles?

(By the way, I will be using "dating" as an example throughout the 15-Step plan, if you have not guessed, but you are free to choose your own niche market.)

There are two types of people: 1) Those who love (or at least tolerate) writing; and 2) those who are challenged by writing.

If you're an expert in your domain, and have no problem writing, you will be able to complete a first draft of all 30 articles in one day, probably.

If you're in the second category – those of you burying your face in your hands right now – there's a better way to do this.

Resell Rights Stardom

We've already looked at the [PLR in Nicole's site](#). Are there others?

Of course, we'll start with [MyNAMS Insiders Club](#). For just a few dollars per month, you get access to 50 PLR articles with resell rights, graphics, royalty free audio, and ebooks plus a massive training and resource library available to you 24/7.

Next are a list of companies that offer incredibly high quality PLR and done for you products.

- [All PLR Content](#)
- [Coachglue.](#)
- [PLR.Me](#)
- [ListMagnets PLR](#)
- [Content Sparks](#)
- [Tools for Motivation](#)
- [White Label Perks](#)

For our 30 articles, I suggest starting with these sites to find content that you can edit quickly.

The next best thing is not as quick and requires more work, but there are other benefits too.

Go to [ezinearticles.com](#), [medium.com](#), [LinkedIn Pulse](#) or another article directory of your choice and find as many articles on your topic as you like. Make a note of which articles are driving the most views and downloads in the article directory.

That will tell you more about your target market: What do they want to read?

Then get busy rewriting those articles that are most popular and fit within your keyword structure!

You've probably heard of F. Scott Fitzgerald, Ernest Hemingway, Thomas Wolfe, and William Faulkner – all great American novelists.

But have you heard of Maxwell Perkins?

Probably not...but without him, these guys will never have made it as writers. Perkins was their editor. He couldn't write a lick, but he could rewrite and restructure novels like no one else. He was a genius when it came to seeing a story and pulling it out of a writer's mess.

One quick example: The great American novelist brought Perkins a novel he called "O Lost". Perkins recognized the great story the huge manuscript contained and cut it by half. The novel became Thomas Wolfe's "Look Homeward, Angel" – his best-selling novel and the one that established him as the greatest writer of his generation.

You don't have to be Maxwell Perkins. But realize that you can take existing articles, add your own voice and your own experience to them and then save them as your own with substantial rewriting.

DO NOT STEAL! Rewrite!

Forget almost everything your English teachers told you and try to focus on the reader to make sure they understand your points.

So, write 30 articles today. You can even dictate them into an audio recorder and load them to a transcription source like [REV.com](#). Before you know it, they'll be back in your inbox and ready to use.

Get them all done and retire for the day.

If You Are Truly a Hopeless Writer

I don't believe you are...But you may! Here are some suggestions on how you can get these 30 articles done:

Why 30 Articles?

You will discover why this is the case in the next few steps of the plan. Also, if you are familiar with article writing, notice that I did not ask you to include your resource box just yet.

We will save that step for later on when you have acquired a rich domain name that will be your Internet Business home.

Step 4

Add your own voice to your free report...

Create an 8 to 20-page free report of your own, which is relevant to your niche market, and appealing to your will-be subscribers. This report will be free for your subscribers to give away to other people in their network.

Most resellers do not have a “voice” of their own. You might want to ask yourself: “Why should people buy from ME rather than from the principal product author, or other resellers?”

The answer is simple. You deliver more and better content which helps build a loyal relationship.

You have written articles for the last two steps of the process.

So, hold on! Is this book about creating and selling resell rights products or article writing? We’re getting there. The key is to get people coming back to your products for a very long time. That means giving them lots of content that lives on the web and gets found for years.

The truth is that if you do not do all the articles, you’ll be like most resellers – unsuccessful.

Your report will give you more authority and credibility with your audience and your articles are the basis of that report...

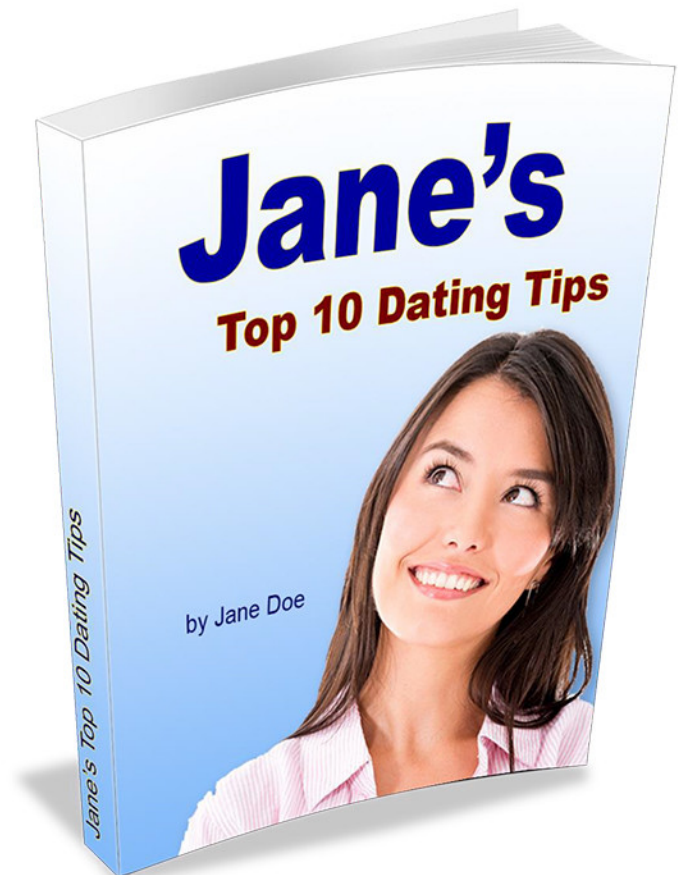
Invest some additional effort to create an above-average income.

With the Internet completely awash with blogs, standing out from the crowd is more important than ever. Offering a copy of your free report is an incentive for subscribers to join your mailing list if it solves one of their burning issues.

If your subscribers like your report, encourage them to give it away too. That's viral marketing. Your mini-report can be 8 to 20 pages. As a viral report, people may purchase from your built-in affiliate links in your report and can result in bringing you backend income! (More on that later)

Creating Your Report, Step-by-Step

Open your Word program, and create your front cover with a title. Don't worry if you do not have good designing skills, because your front cover be done simple and professionally like in the example below:



Resell Rights Stardom

You can include any suitable image on your front report cover. It can even be a picture of you, too! I made this cover in 3 minutes using a program called [BoxshotKing](#), one of my go-to tools for easy cover creation.

Alternatively, you can source for stock images at [BigStockPhoto](#).

Here are some simple thumbnails of reports I've created in the parenting niche by using pictures from BigStockPhoto for less than \$2 each and BoxShotKing:



Create **8 to 20** pages of content in your report. Since the pages are relatively short compared to other eBooks out there, having your own Table of Contents page is optional.

Quick Tip 1: Remember the articles you have written for the last two steps? You can edit, mix, and match some of that content into your report, which saves you time in creating it from scratch. After you've completed your articles in the earlier steps, you can bang out this report – a high quality report – in no time flat.

Quick Tip 2: If you need more content, a quick and free way you can use is to use articles with free reprint rights found at <http://www.ezinearticles.com/>.

There are plenty of articles found in this article directory and they all have free reprint rights. You are allowed to use any articles of your choice to include in your short report as long as you include their author's resource box/bylines. You can pick and choose any articles you want from that article directory that demonstrates some of your points in your report.

Once you are done, take a break, and later review your copy to improve. Leave it in Word format for now. This step is complete!

If you want more information on creating outstanding free reports from PLR and done for you content, [check out my course Opt In Funnel Creation](#), where we teach you step by step how to create both your free report and low cost trip wire offer all at once!

Step 5

Let's create a storefront...

It is already Step 5 of the 15-Step program, and so far, all you have done is writing, editing, more writing and more editing. There will be hardly any writing for you to do in this step.

Let's get an account with PayPal at <https://www.paypal.com>.

Registering for a PayPal account is free, and the great thing about this merchant account is that the deduction rates are so low that they are negligible. At this time of writing, PayPal rates are 2.9% + \$0.30.

So where do you find products to sell? Three resources are listed below to help you quickly find digital products. There are others for physical products, but for our purposes we'll stick with digital.

Resell Rights Stardom

ClickBank – This is the oldest and most trusted name in affiliate sales products in the information product world. With 25,000 products in nearly 100 categories and more than 100,000 registered affiliates, **ClickBank** offers a ton of choices for the affiliate.

And becoming an affiliate is simple and free. Register as an affiliate, read the FAQ and help guides, then search the categories you want to promote for available products. It's that simple.

My favorite tool for finding products on Clickbank is simple **Clickbank Engine** – it makes finding products and getting your affiliate links incredibly simple while comparing a ton of products in similar niches.

Zaxaa - Registering an account with **Zaxaa** is free, too, as long as you have either a **PayPal** or StormPay account registered. There is an option where you can upgrade to full-featured account to sell products too, but you do not need to do that as basically, you just want to join some useful affiliate programs that you can recommend in your 8 to 20 page report.

Once you have registered with **ClickBank** and **Zaxaa**, look at the marketplace and search for affiliate programs to join. Find suitable products to recommend in your report - preferably with affiliate commissions that pay you on a recurring basis. Affiliate programs like these are likely to be in the form of membership sites and services.

After you have signed up for a few affiliate programs (3 to 4 will do), include all of your affiliate links in your report in the form of advertisements or recommendations to your reader.

When you are done embedding affiliate links into your report, proof-read your work again. Leave your Word document the way it is for now as we will come back to that later.

Step 6

Create your web pages, even if you don't know what html is...

Next, you are going to create 3 simple, easy-to-do web pages for your coming soon web site.

- Your Main Page (Index)

This is where all of your visitors should go to first when they visit your web site.

We suggest doing this in WordPress. If you have experience with WordPress, great. You'll know how simple this is. If not, we seriously suggest you take a look at Wordpress Magic with master WordPress consultant, Paul Taubman.

The purpose of this page is collecting your visitor's names and email addresses. There won't be hard selling on this page, well... not just yet!

So, how are you going to collect your visitor's details? How are you going MAKE them give willingly? Simple.

Resell Rights Stardom

Remember the short report you have created previously? You'll give it away for free in exchange for visitor's email addresses. Now, you have permission to follow up with your prospects later with additional offers and content which you will have in the near future.

That's why we created so many good articles. You now have really good content waiting for your prospects.

You have probably guessed it by now where you are really heading – you are going to build a mailing list of your own.

Here is a rough format of how your lead capture page can look like:

Resell Rights Stardom

Insert Attention-Grabbing Headline Here

Insert Sub-headline here

From: [Insert Your Name Here]

Date: [Today's Date]

Dear Friend,

[Introduce yourself]

[Address your prospect]

[Introduce your free report]

[Sell your visitor on the benefits of your free report, neatly arranged in a table with bullet points]

[Gently remind your visitor that he or she will be subscribed to your mailing list and that he may unsubscribe at any time and his email address will not be shared with anyone]

[Insert Opt-in Form here]

Warm Regards,

[Insert Your Name Here]

Resell Rights Stardom

It may look like any other sales letter you read out there on the Internet but the fact is that if you do not sell your prospect on the benefits of getting a copy of your free report and subscribe to your mailing list, then you've not reached your market with the right offer.

Everything in your page should be completed except for the Opt-in form. You will be getting an [autoresponder](#) for this at a later time.

- One Time Offer (OTO)

This is where your prospects that opt-in to your mailing list from the initial page go before downloading your free report. They will see this page where you give your "One Time Offer".

So, what is going to be in your One Time Offer? We have not really discussed anything much about you reselling products with Resell Rights up until now, but this is where you will be adding a group of "common-themed" Resell Rights products for your One Time Offer.

For more information, including a complete checklist and template, take a look at our Opt In Funnel Creation course.

I will show you where you can get high-quality, in-demand Resell Rights products by the truckload later. For now, create the frames of your One Time Offer page using your WordPress Editor.

You can copy the example in the next page for your One Time Offer page:

Note: Leave your One Time Offer component blank for now. We will come to this part later.

Resell Rights Stardom

Just before you download my report...

Check Out My One Time Offer Below!

Important! Read the offer below – very carefully – as you will see this only once! Once you click away from this page, this offer will NOT be made available to you, FOREVER!

(Insert Your One Time Offer Here)

Insert Headline

Insert Subheadline

This is where you include a group of high-quality Resell Rights products for offer!

Yes, I would like to take advantage of this offer.

No, thanks. I will have to pass this offer, knowing that it will not be made available to me again, ever. Now, please direct me to the download page where I can get my free report.

- Thank You for Subscribing Page

You can name this web page file ANYTHING BUT “thankyou.html”.

“Download.html” is just as bad. Easy to guess; easy to steal! It must be something difficult to guess such as “tq.html” or random letters.

This is where you include the download link to your report for your prospects who have decided to pass on your offer and want to proceed to getting a copy of your free report. Your Thank You page format can be like the following:

Thank You for Your Subscription

Please check your mailbox soon for your confirmation mail. We'll provide you updates to the report when they are completed as well as provide you with occasional related news that you'll find valuable.

Mean while, you can download your copy of the report below:

[Insert download link]

Warm Regards,

[Insert Your Name Here]

Special Sidebar:

How to Grow Your Mailing List with PLR

We've talked about the importance of building your list and creating an asset for your business.

We've all heard the saying, "The money's in the list" and it's absolutely true.

Website visitors come and go, but subscribers to your mailing list are people you can contact over and over again.

Of course, growing your list takes time and effort, but you can make it a whole lot easier by using PLR in a variety of ways. In fact, we've got plenty of ideas for you right here.

- Offer a PLR report as a valuable free gift with opt-in. This is the most obvious use of your PLR because it's a powerful strategy. We've talked about this a lot already and it is the cornerstone of our plan. Just asking people to sign up for your newsletter isn't enough. You have to give them a reason to sign up and a useful report can help you do just that. (In fact, your report **MUST** solve a real problem, otherwise people won't download it, and if they do, they'll have a bad opinion of you if it doesn't solve their issue.)
- Repeat #1 many times over. The more free gifts you have out there, the faster you'll grow your list. Don't just stop at one report. You can offer a variety of reports to better target your subscribers and get more people on your list.

Resell Rights Stardom

- Publish PLR articles (edited and rewritten a bit) on your site and include a relevant recommendation for one of your free reports. Whenever you publish an article or a blog post that is on the same topic as one of your report, mention that in the article. Tell them you have this fabulous free report and where they can get it.
- Create a video from PLR content that also promotes your free report. Along the same lines as #3, you can create a video that direct your viewers to claim your free report. PLR with how to information is easy to turn into a how to video or you can do a compelling talking head video if you prefer.
- Create an audio recording or podcast that promotes your free report. Whenever you record yourself reading your PLR content, always make sure you mention your free report.
- Create a free membership site filled with quality PLR content. A free membership site is a very easy way to get people onto your list. They have to register for the membership to get all the valuable content, so you'll be able to contact them over and over again.
- Offer a bonus product for someone else's product and have a customer opt-in to get the gift. Find a popular product seller that you already know or look for popular products on Clickbank. Ask the owner if you could offer a free bonus.

- Run a free webinar or teleseminar. Free events like this can attract a lot of new subscribers and you can create your script from PLR content. Just create a subscription form that requires the user to register and then you can deliver the webinar or teleseminar information on the thank you page.

List building is much easier when you have the core content components all ready to go. By using PLR, you can set things up quickly and then spend more of your time promoting your offers and growing your list more quickly.

Be sure to check out Phil Hollows master eBook on [Listbuilding for Bloggers](#). It's one of the best values around.

Step 7

What will you call your business?

Now, it's time to spend a little money. Your first investment is getting a domain name and web hosting. Don't get them at the same place.

If your host goes belly up and you purchased your domain through them too, you don't have any recourse. Your site is gone. But if you purchased your domain from [Simple Niche Domains](#), or your other favorite domain registrar, and your host goes bad, you can simply get a new [hosting company](#), upload your files from your computer, and your site is up and running quickly.

Once you are done registering for a domain name and web hosting account, go back to your previously written report (which is still in .doc format), and your 30 articles.

Resell Rights Stardom

Write a short resource box to be included at the bottom of each of your articles. Your resource box should not exceed 400 characters or exceed 5 lines (standard article directory regulations).

Your resource box is a brief detail about yourself and your business. blog publishers and article directory webmasters do not like to accept “cloaked sales letter” articles. However, you can include a link to your domain name in your resource box.

Here’s an example of your resource box:

How’s Your Dating Life? Jane Doe invites you to STOP making the same 10 Dating Mistakes by downloading her latest free report covering dating tips, methods and relationship insights by visiting www.janedatingtips.com. Jane is a relationship expert with over 7 years of experience in relationship counseling.

Once you have included your resource box in each of your articles, include your domain name details and resource box (or About Author page) in your report, so you can gain some funneled targeted traffic from your readers.

Proof-read your report for the last time, and convert your .doc report into .pdf format using your Adobe PDF Converter program. Notice that everything in your report remains intact. The words are the same, the links are still clickable, and the colors are true. However, your document, now in PDF format, is locked.

Remember to disable the copying function before beginning the conversion process to prevent content thieves from conveniently copying your work. After that, upload your first file (the report in PDF format) onto web host server via FTP program or File Transfer Manager.

Step 8

Clone yourself and be personal...in an automated way!

Next, make two more very important small investments for your Internet Business.

Get an autoresponder with broadcast feature account at Feedblitz or Aweber.

An autoresponder is a key component in your business. You need this to build your own mailing list and since it has a broadcast feature, you can easily send out your own emails and offers anytime you want, which is something a free autoresponder won't do.

This tool gives you the ability to communicate with your readers personally and regularly, but in an automated way.

There are hundreds of autoresponders available. Don't scrimp here. This is a long-term relationship. And changing autoresponder companies can cost you the major portion of your subscriber base.

The two choices I've recommended are comparable in e-mail delivery with Aweber leading slightly. But Infusionsoft offers many more features including a shopping cart.

Register for an account with Aweber for a small monthly fee. Feedblitz not only handles your broadcast e-mail, but also manages your RSS subscriptions and other list access points such as Twitter and Facebook.

Resell Rights Stardom

With both, you can open unlimited number of autoresponders and send unlimited number of broadcast emails, which is perfect, because eventually, you need to build at least two separate mailing lists: one for your prospects, and the other for your customers. If you want affiliates, you need an e-mail list for them too. And eventually, you'll want to communicate with your best partners separately as well to arrange special or exclusive promotions.

You can conveniently follow up later with your customers to make more offers, perhaps a customer only special price.

To quote the online masters, the fortune is in the follow-up. Yet, many... actually, most...resellers don't take advantage of this opportunity.

There's your own gold mine...all you have to do is dig a little deeper than the other guys!

After you register for an autoresponder account, upload the 10 articles you wrote in Step 2. Aren't you glad they're done already!

In your autoresponder control panel, the first letter should be the "Thank You for Your Subscription" letter to go out immediately upon your subscriber's subscription.

Next, set your second letter, the first of your first of 10 articles, to go out on the next day – one day after your first letter. Subsequently, set the remaining 9 articles to be released to your subscribers on a weekly basis. In other words, set the 3rd article 7-days and each following at 1 week intervals.

Resell Rights Stardom

You're feeding your subscribers with free information. You now have 9 or 10 weeks of content going to your prospects. But because you included affiliate links and promotional information in your article, you will soon be profiting from each article.

Now, go back to your first created web page, the "index.html" file you have made on Step 6, and paste the Opt-in form codes at the bottom of the page, and route it to direct your prospects to the "One Time Offer" page link. Your index and main page is now complete!

Alright, now that you are done with your autoresponder and routing, what's next on the todo list for today? Ah yes, you haven't acquired any products with Resell Rights, have you? Not to worry, there's a gazillion ways to do that.

My absolute favorite is to pick up PLR (Private Label Rights) products. I've mentioned them before and I'll mention them again. These guys offer great quality products with lots of marketing material and sometimes, you'll even get a PowerPoint presentation that you can use to create video presentations.

- [All PLR Content](#)
- [Coachglue](#)
- [PLR.Me](#)
- [ListMagnets PLR](#)
- [Content Sparks](#)
- [Tools for Motivation](#)
- [White Label Perks](#)

If you are into the dating niche, obviously the types of Resell Rights products you are looking at are dating-related. Since these are resell and private label rights resource sites, we should be able to see what is offered.

Purchase the package you need for your niche. Download all (and I mean literally ALL!) the products with Resell Rights together with their Reseller Materials Packs and save them into your hard drive.

Ah, finally! You have acquired a collection of Resell Rights products!

We will put turn them into assets tomorrow.

Step 9

Add the missing pieces to your OTO!

Next, you'll construct your One Time Offer sales letter next. Don't worry if this is your first time writing your own sales copy, and trust me, this can be accomplished in a day – if you follow me closely on this.

Find a partner. That's the easiest way. Someone has a product already and you can use your affiliate link to upsell the customer to that product.

Set a standard – be sure that all the products you are going to offer are not only high in quality but they are something that your customers can benefit from and use.

So, go back to your half-done One Time Offer web page template and write your own sales copy in the One Time Offer component. Don't worry if this is your first sales copy, as I will give you a rough format guide you can easily follow, edit, mix and match, and adapt to.

Resell Rights Stardom

Okay, here is something I think you should know – most principal product authors who provide Reseller packs for resellers to use usually give a pre-written or principal sales letter in their Reseller pack.

And very often, product authors allow their resellers to edit the sales letters, which is obviously a good thing for you. You can conveniently copy and paste (with minor editing) the benefits of that product, together with other products, in your One Time Offer page!

You save time on writing nearly half of your sales copy on your One Time Offer!

Alright, here is an example of how you can start addressing your prospect in your One Time Offer:

Hello Friend

Your download link is zooming to your e-mail inbox now, but before you rush over there to pick it up, please read this page VERY CAREFULLY as you will see this offer ONLY ONCE!,

This is a good way to start your letter, right? Continue your letter, confirming your prospect's problems/challenges and later introduce the all-in-one solution, which he probably could not find anywhere else.

Resell Rights Stardom

This is where you introduce the products with Resell Rights, all lined up well, like in the example below:

Insert Product Title #1 (Worth \$XX)

[Insert Product Benefits]

Insert Product Title #2 (Worth \$XX)

[Insert Product Benefits]

Insert Product Title #3 (Worth \$XX)

[Insert Product Benefits]

Copy and paste the benefits from each product's individual sales letter all into one – your OTO page! Also, you can use the product's eCovers and images to impress your prospect with the professionalism of the offer and to give yourself a better shot at making the sale.

Add some bonus products as an incentive for your prospect to take advantage of your offer right now, on the spot. Summarize your letter by totaling the amount of products value and later pitch in that he can get all of the products worth \$XXX for the price of \$37 to \$97.

It can't be any simpler! You don't really need to attend a copywriting course to do this. Tap onto your prospect's desire to get all the turnkey solutions with the idea that he can save so much time and money (and maybe pain as well!). But of course, he must take advantage of your offer right now

Complete your sales letter, take an hour's rest, and return to it to proof-read it from the perspective of a prospect. Do some corrections where necessary and leave it. Soon, we'll test it against the marketplace.

This is so much easier to do if you have a blueprint to follow. Lucky for you we've got a very useful one in our Sales Funnel Leverage course.

Step 10

Complete the sales AND delivery process...

Task 1: Create a Thank You Page

Create a Thank You page for your customers who purchase your One Time Offer special. Your customers will be redirected to this page to download both your free report and your offered products with Resell Rights.

Task 2: Create a Buy Button with your PayPal account

Now, go online and log into your PayPal account. Create a purchase button, set with your OTO product price and details. This is so your customers can pay you via credit card or PayPal.

PayPal is the Internet's most-used money broker online, so it will be wise to use PayPal to accept your customers' credit card transactions.

Later, copy and paste the code from your PayPal control panel into the bottom of your OTO sales letter, where your Order Button or Order Form is placed. Route it to the Thank You page URL where your customers can go to download the offered products with Resell Rights and your report after purchasing your package.

Resell Rights Stardom

Once you are done with this, upload all of your files and products to your web host via the File Transfer Manager or your FTP program.

Check everything to make sure it's correct and that the download links are working. In fact, this is a very good time to make your first sale. If you have a second PayPal account, you can make the purchase yourself. If not, get a friend or family member to make the purchase with their account to make sure everything works properly.

You can always reimburse them for the expense.

Your web site is up for business!

Task 3: Submit ALL of your articles!

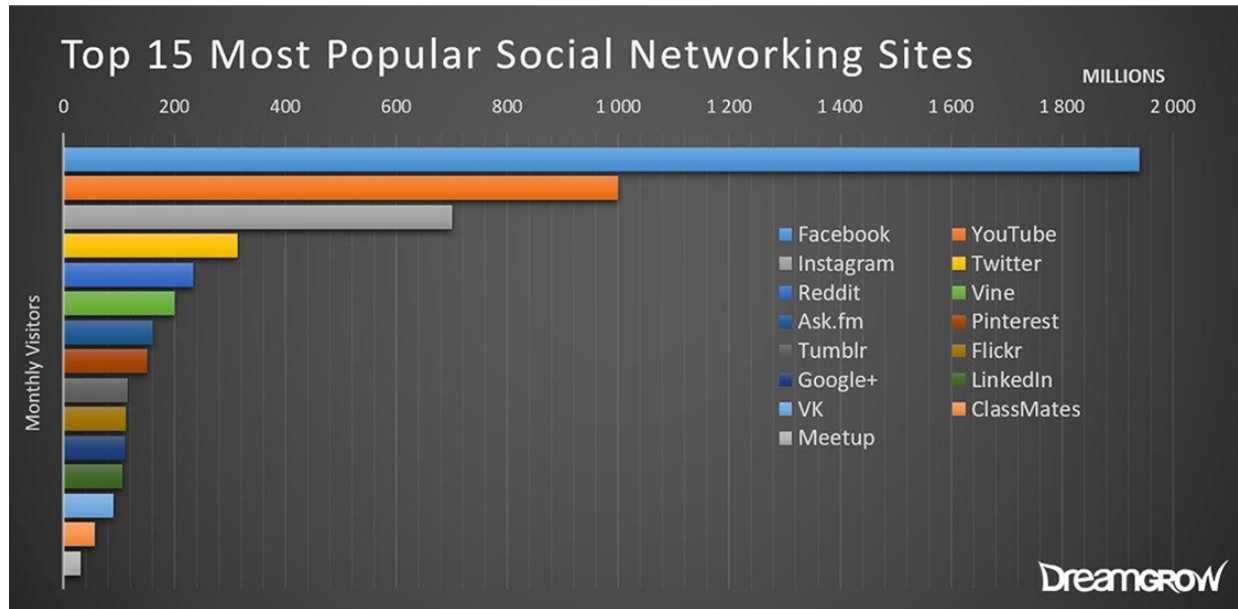
Now, the promotion and marketing efforts begin. Setting up the infrastructure is complete. This is the best part: You only have to do the infrastructure setup once! Now, you can focus on marketing and making money from this work.

Remember the 30 articles you have written on Step 3?

We're going to use all those articles to create a little storm of traffic by spreading the love out on [Medium](#), [Linkedin Pulse](#), and [eZinearticles](#). And from all of those, you'll use those links to distribute that content on different social media platforms like Twitter, Facebook, Tumblr and others.

In early 2017, these are the most popular social media properties and they have taken over the world in both free and paid traffic. Get very familiar with these and drop your links in the neighborhoods where your market hangs out.

Resell Rights Stardom



For our purposes, we'll schedule your articles all at once, but to be delivered over several days to get you the most play.

The rational behind this is that you want to get as much exposure as possible. While there are several article directories out there, [eZinearticles](#) is one of the few web sites that provides the kind of heavy traffic you want. But you'll also want to add a few of the other top directories.

Plus, another added benefit is that you now have created excellent backlinks to your web site from an authority sites. The search engines love that.

Yes, Google changes have made article marketing and back linking questionable unless you do it properly, but we're after real target audience interested in our specific topics.

Now, that is where some of your initial traffic will come from, and how you can start building your mailing list from scratch – cost free!

Resell Rights Stardom

Since articles on [Medium](#), [LinkedIn Pulse](#), and [eZinearticles](#) receive high daily traffic, your articles serve as an auto-pilot traffic funnel into your domain's lead capture page where your opt-in form is strategically placed!

Given the Google changes I hinted at above, this may seem like a risky use of your time. Believe me, it's not. My friend and NAMS Instructor, Jeff Herring, has more than 1500 articles on [eZinearticles](#) alone and has received more than 1,000,000 views on those articles and CONTINUES to receive traffic that he couldn't shut off if he wanted to! It works.

What's his secret? He doesn't publish crap. It's good content that people want to read. Yours should be too.

You can use the templates he provides to write as many articles as quickly as possible and maintain the high level of quality. He and I both LOVE Jim Edwards [Content Creation Wizard](#) using Jeff's built-in templates. This is the fastest way to create articles from scratch.

And you can monitor with [eZinearticles.com](#) stats pages how many views you receive as well as how many downloads. If you're not getting the kind of attention you want, you can easily edit the articles to improve them or create a new, more effective resource box.

Step 11

Set it free...driving traffic on autopilot!

This is the first of three steps where we take advantage of all the free traffic resources we can muster. And fortunately, the hills are alive with free traffic resources.

First, we'll start with Social Media - this is so easy!

Your article submissions have given you some upfront exposure, but that will not be enough, especially if you want to build your mailing list into to at least the 1,000 subscriber base range as quickly as possible.

The social platforms such as Twitter, Facebook, and many others offer you an opportunity to publish your content in a personal free blog on those platforms as well.

And once again, the back links from those authority sites are key to improving your FREE organic search rankings inside Google, Yahoo, and MSN among other search engines.

At [MyNAMS](#) - the hub of the entire Novice to Advanced Marketing System online empire - we devote a lot of time to leveraging the social media world, as do our instructors.

While e-mail marketing is still key, there's a concept that is affecting everything as a result of Facebook, Twitter and other social platforms. It basically means that if you're not on the screen in front of your audience, they will not see you.

That's called engagement. People don't wade through old e-mail or yesterday's Facebook posts any longer, so it's extremely important to create conversations, attention-getting and shareable content that has the potential to go viral, and comment on other people's conversations so those people get to know you and create a desire to know more about you.

Yes, it's time consuming, but well worth it if you continue to be helpful. And occasionally, drive them to your free content or tools to continue to build your list...

In keeping with our stay-within-a-budget-of-\$200 theme, getting involved in the social networking platforms and maintaining an active, service-oriented presence is the key to building a following.

And let's face it, the more people following you, the more people will buy from you since they want to hear what you have to say if you engage with them properly.

So, how do you find out about all of these social platform sites? [Click here for more information...](#)

Part of our ongoing training at MyNAMS is to keep our community abreast of the latest tips tools and tricks in social media. Whether you are plugged in with the [MyNAMS community](#) or you have other communities, make sure you stay focused on what's happening in the social media world. You can't afford to let it pass you by. It changes too fast.

Why is a list of 1000 a great goal initially?

If you want to participate in Joint Venture events, most of the webmasters will require each participating partner to have a minimum 1,000 subscriber mailing list.

Resell Rights Stardom

JV Events can be low-cost events where marketers come together with the agreement to promote the giveaway to drive additional traffic into their systems and get new sign ups.

Although many people have built large lists using giveaways, these are most helpful for marketers with smaller lists to get a quick list bump.

But to be effective, you must build your relationships quickly with those subscribers. If you don't, they'll drop so fast, you won't know what happened.

You'll need articles, autoresponders and reports in place before you jump into the dozens of giveaway programs available almost daily.

But for now, you still have virtually zero new subscribers in your mailing list. Remember, your article submissions just took off, and they take a day or two to be approved.

So, now is the time to begin building the free channels that we've talked about above.

If you're not posting on Facebook, Twitter and other social marketing platforms, get busy.

And start looking for opportunities to join giveaways or other joint ventures with your material.

Step 12

Say what you want...whenever you want...with your blog!

Let's talk about your blog?

You may not have taken me seriously earlier when I talked about your blog. This is THE number 1 tool you have in your arsenal.

Yes, you can successfully sell products without a blog, but you can't really build a long-term, sustainable and scalable business without building a list. The blog is your hub. It's your world headquarters. It's your face to the world.

So, let's get serious about your blog.

WordPress is easy to install through your host if they use Cpanel - be sure to follow best security practices as outlined by [Regina Smola, the resident Novice to Advanced Marketing System security guru](#).

If you don't have a hosting account yet, or need another, check out my host. They have great support and easy Cpanel integration.

A blog can live on your main domain, or in a subfolder of your domain such as [www.yourdomain.com/blog](#). This is your communication tool to the world about your topic.

You already have 30 articles that you can begin posting to your blog. You can even schedule them to post automatically every other day for the next 60 days to give yourself time to write additional articles. I recommend adding a free plugin to your WordPress setup that lets you schedule your posts - it's simply called WP Editorial Calendar.

Posting frequently to a blog is important for many reasons. Let's just go over a couple here:

- **Relationships**- Make sure your community hear from you. It's just like maintaining contact with a friend. If you don't call or write, the relationship dies. If you don't post on your blog, readers won't come back.
- **SEO Rankings** - The more active you are with QUALITY content, the more the search engines see you as an authority site and rank you toward the top. Frequently changing content is a good thing.
- **Sell More Product** - With each post, you have a new opportunity to sell your product
- **Engage Your Readers** - Be sure to enable comments functionality so readers can interact with you. Remember the old restaurant trick: If the parking lot is empty, employees park around front to make it look like there's lots of people inside to people driving by. It's the same with comments. The more you have, the more you'll get.

Working with your first WordPress blog can be a little intimidating, but there's no reason to panic. Installing, configuring and creating content for your WordPress blog is beyond the scope of this eBook, but Paul Taubman , a NAMS instructor and WordPress coach, did a [5- hour recorded workshop](#) that will help you get up and running very quickly – even if you thought you knew everything about WordPress already.

Special Sidebar:

WordPress Blog Setup Made Easy Checklist

If you need help with some of these steps, you'll want to go to MyNAMS and search for answers. We have ALL of the answers in the 56-module training system at MyNAMS - from beginner to advanced.

- Choosing my Domain
 - I know my business goals for my blog, and I'm clear about the purpose of my domain name (Check all that apply)
 - Support my affiliate marketing efforts
 - Help brand me as the "go to" person in my niche
 - Personal Journal
 - Platform for AdSense banners and ad buttons
 - Other_____
 - I know whether or not I need my domain name to be strictly keywordbased
 - I've done basic Google and AdWords KeyTool research on likely keywords to incorporate into my name
 - I've made a list of at least 5-10 potential .com domain names I really like from the results
 - I've put myself in my potential audience's mindset to pinpoint what terms they'd use for searching my blog topic
 - I've checked my potential domain names for:
 - Good visual "flow"
 - Relevance and impact
 - Memorability (is it easy to remember?)
 - I've read my domain name out loud, to make sure my tongue doesn't "trip" over the syllables
 - I've made a decision on which domain registration route I want to go:
 - Letting my new web host register my domain name for me (one step)
 - Purchasing my domain name separately from hosting, for maximum savings

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Remember, we suggest keeping domain and hosting separate so if something goes wrong with either, you can recover your site fast! That's why we recommend [Simple Niche Domains](#) for your registrar and this [host](#) to house your sites.

- Choosing my Domain
 - I've researched web hosting companies and determined that they do have:
 - Linux-based servers
 - PHP
 - Fantastico DeLuxe
 - A cPanel interface
 - Reseller or Multi Plan, to allow me to easily host multiple, separate .com domains on my server
 - I have checked to ensure how much bandwidth and email usage I'm allowed on my new server; and how that's going to fit in with my longterm business and blogging goals
 - Unlimited bandwidth
 - Set bandwidth (Amount: _____)
 - Unlimited emails
 - Set number of emails (Amount: _____)
 - I have successfully [created my web hosting account](#)
-

- Setting Name Servers
 - I have decided on a domain registrar company and plan, and registered my domain
 - I have retrieved the Nameserver information from my account information at my Domain Registrar
 - I am perfectly clear that pointing my Nameservers is not the same as a transfer
 - I have pointed the Nameservers over to my new account as instructed
 - I have allowed time for my new site to become active
 - I have located my cpanel log-in information (username and password) in my new web hosting company's Welcome Letter

One of the benefits of becoming a [MyNAMS Insiders Club](#) member is that we provide more than 1300 tutorial videos on technical topics such as registering domains, finding and setting up your nameservers, cPanel usage and much more.

- Setting up my Email Accounts
 - I have located the “Email Accounts” button under the “Mail” tab in my cPanel
 - I have decided to:
 - Create a new email account on my new server
 - Use an existing email account
 - Create a new gmail account dedicated to my new blog
 - Other_____
 - I have retrieved any recommended information (welcome letters, tutorials, etc.) from my web host or from my email Client (Outlook Express, Mozilla Firefox, etc.)
 - I am following them, step by step, in setting up my new email account
 - I’ve provided an existing contact email so that I can be contacted by my web host support staff, when necessary and saved all my new account passwords and other information

Installing WordPress

- I have logged into my cPanel successfully and located the “Fantastico DeLuxe” icon under “Software/Services” (or my web host’s equivalent category)
- I have selected “Fantastico DeLuxe” by pressing the icon, and I’ve located “WordPress” in the list on the left, in the page that came up
- I have selected “WordPress” in the list on the left, and I see “New Installation” in the text area box that has appeared on the right-hand side
- I’ve selected “New Installation”
- I’ve decided whether I want to make my main domain my blog – or have my blog as an add-on
- Option 1: If I have decided that my main .com domain will be my blog:
 - I’ve left “Install in Directory” completely blank
- Option 2: If I have decided that my blog will be attached as an addition to my main .com domain:
 - I’ve typed “Blog” into the “Install in Directory” box
- I have typed “admin” as both my Administrator Username and my Admin Nickname
- I’ve created a strong password consisting of at least 18 letters, numbers and special characters
- I’m keeping a record of all passwords, usernames and log in information as I work

A HUGE mistake is not using [LastPass](#) to keep track of all your username and password information from all your sites and programs. [LastPass](#) captures your information and keeps it securely for you until you retrieve it when needed. Let me emphasize securely! If you are keeping your information in a spreadsheet or word document, it's incredibly easy for a hacker to get that document and compromise all your information. Not so with [LastPass](#).

- I have typed my chosen Admin email address into the "Admin email" text area box. (I understand this is not the blog site email address: It's the one I want to be contacted at, if I forget my password!)
- Under "Site Name", I've put the name of my domain/blog
- Under "Description", I've put my best tag line, which incorporates that longtailed keyword
- I have clicked on the "Install WordPress" button and selected "Finish Installation"
 - I've bookmarked my new blog address as instructed!
 - I've sent a confirmation email to myself, using my best email address (not my new blog one)
 - I've selected "Back to WordPress Overview"
 - "Current installations", showing my new blog link, has appeared in the WordPress text area box
 - I've selected "Visit Site" to go have a look at my new blog!

Security is key. Recovering from hacking is expensive and frustrating. Be sure to follow Regina Smola's 15 Tips for Wordpress Security to protect yourself from the day you create your blog.

Customizing WordPress: How to Select a Theme

- I have researched blog themes at Wordpress.org, using search terms relevant to my niche and blog focus
- I have thought about what I need in my blog theme:
 - AdSense
 - Ad buttons
 - Number of columns
 - Dark or light background
 - Other_____
- I have made a list of themes I particularly like
- I have explored some paid themes also
- I've checked in previews to see if the themes I like are compatible with my needs, and that they have the basics of:
 - Cross browser compatibility
 - Widget ready
 - Valid XHTML and CSS
 - WordPress 3.0 (and upwards) compatible
 - Advertisement ready (if I need that)
 - AdSense ready (if I need that)
 - Graphics support
 - Other_____

How to Install a Theme

- I have located "Themes" in my Dashboard left-hand menu, under the "Appearances" tab
- I've been able to select "Themes" and see thumbnails of Themes already installed
- I have selected the "Install Themes" tab to go search WordPress.org's Theme Library from within my Dashboard
- I've entered my search parameters or the name of a theme I've made a note of
- I've previewed themes I'm interested in, getting out of preview mode by clicking in the top right corner within the preview itself
- I've clicked on "Install" and installed my best choice
- I've confirmed that choice by clicking "Activate"
- I am aware that I can go back and re-install the original theme or an earlier one, if I don't like the one I've selected now by returning to the "Appearances" tab in my Dashboard's left-hand menu and selecting "Themes" again; then selecting the thumbnail of the previous one I want to return to

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- I have customized all Settings as per instructed in the theme installation instructions:
 - General
 - Writing (including copy-pasting in the Guide's list of currently potent ping sites)
 - Reading
 - Discussion
 - Privacy
 - Permalinks
- I have been careful to "Save Changes" on every single setting tab!
- I have set up my Akismet plug in – and got my API key in a confirmation email
 - I have entered my API key as instructed
 - I have "Activated" the Akismet plugin
 - I have remembered to press "Update options"
- I have searched Plugins at WordPress.org through my dashboard, exactly as I searched Themes, and installed the two other crucial plugins for good SEO
 - All in One SEO pack
- I understand I can install more plugins as need (TIP: Keep them to a minimum: Too many plugins can slow your site!)
- I have remembered to check if my plugins need to be configured and "Enabled" All in One SEO pack
- I have "Activated" my new plugins!
- I have read the tutorial on adding new posts, and understand it.

Once again, one of the benefits of becoming a [MyNAMS Insiders Club](#) member is that we offer massive resources and training in the fundamentals and intricacies of building a WordPressbased business, including which plugins to use and what's working for our community.

- I've practiced scheduling a post for a future date
- I'm aware I can also "Save Drafts" or "Edit" my posts (as well as create pages and categories – sparingly – in a similar manner)
- I'm aware of the "Post Tags" text area box for up to 5 of my best post keywords, if I need them
- I've remembered to edit my Permalink to a keyword-based or easy-to-remember [filename.html] syntax (HINT: Look above "Title" for the option to edit)
- I've remembered to drop down to the bottom of my screen and enter my
 - Post Title (max: 60 words)
 - Description (max 160 words)
- For the "All in One SEO" plugin to use in my blog's SEO
 - I have customized my widgets so that my sidebars display exactly what I want
 - I have practiced adding a graphic to my post and uploading it
 - I've discovered that blogging is going to be easy!

Step 13

Drive traffic for years with press releases

Two more steps until the 15-Step plan is finished!

Okay, the routine is getting clearer. Stay focused on building your list and networking – two important things that most resellers (and yes, I'm guilty of this sometimes, too) either ignore or take too lightly.

Today, we're sticking with the free resources as much as possible, but you may choose to invest a little money here – it's up to you really.

Press Releases should be in every marketer's arsenal of online tools for several reasons.

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Press Releases have a very long shelf life. Put out a release today and you could be reaping traffic for years to come as long as you create your press release correctly...and I'll help you with that part too.

Like article directories, there's a ton of press release sites and many of them are free. The best, like PRWeb.com, PRNewswire.com and BusinessWire.com are paid.

Unlike normal article writing, press releases fit an easy-to-follow template that is widely accepted. You can find for a standard, traditional press release template [here](#). It's a great idea to familiarize yourself with the standard press release format.

Don't get too creative in the format. Most Press Release sites are very particular. But you can be very creative in creating attention-getting press announcements.

When do you create a press release? As often as you can!

Don't wait for news to happen. Make news! The biggest mistake newcomers to PR make is thinking that a significant news happening is the only time you can send out a press release.

Look for reasons to send a press release. Scan the newspaper for ideas. If you can tie your company or your product to an event in the news, that's all the better.

Include pictures whenever possible. News "with art" always gets more attention from editors. The key is to be different. Make your story stand out. Add a little excitement and imagination. The editors will reward you for your effort. And the more your image, company name and release cross the desk of your media contacts, the more you become known as an expert in your field.

For a complete listing of free and paid press release sites, search Google for "Press Release Distribution Services." We'll list only the top 3 or 4 here:

Premium Press Release Distribution Services:

- [PR Newswire](#) - starts at \$170 for 400 word release
- [BusinessWire](#) - starts at \$180 for 400 word release
- [PRWeb](#) - Packages are between \$80 and \$360
- [Online PR News](#) - Multiple packages from free to \$349

Free Press Release Distribution Services (Free with advertising)

- [PRLog](#) - Ad Supported (premium upgrades)
- [24-7 Press Release](#) - Ad Supported (premium upgrades)
- [Wikio](#) - Free
- [The Open Press](#) - Ad Supported (premium upgrades)

Step 14

Find sellers, buyers and partners by networking online

Next, we'll bring out the tried and true technique for building lists and building your reputation. This technique has been and still is being used by most of the "online marketing gurus".

And it's so easy. Just make yourself visible.

Yeah, yeah, yeah...What's the trick here?

Simple. Join a dozen of your favorite forums and Facebook groups related to your niche topic and participate wholeheartedly.

Here's some DO's and DON'Ts of marketing in those groups ...

Surefire Group Response Killers...

- Start posting ads right away even when the group terms of service provide specific guidance against it...you did read the TOS, right?
- Flame people (ridicule them, yell at them, just be nasty in some way) whenever they post something you don't agree with...
- Using the forum for personal disputes, heated debates, flame wars etc. Take your issue to a private mode of discussion off the groups. Going negative is the fastest way to ruin your reputation.
- Groups are for discussions that may interest all. You'll quickly get a reputation as a "worthless" poster if you engage in personal conversations on the boards.
- Posting just to be posting – examples of this include replying to a message with only 'LOL' or 'I agree', but failing to contribute anything further to the discussion.
- Post the same question to multiple categories in the same groups causes people to have to read the same thing over and over.
- SPAM – Don't do it. Ever

Surefire Forum Superstars...

- Always be helpful. Answer questions if you know the answer. Point people in the right direction if you can.
- Be frequently friendly. Make sure that people enjoy reading your posts because you bring a smile to their faces while offering good information.
- Ask questions. If you've got a legitimate question related to the niche topic of the forum, asking for expertise from others is very likely to make you seem approachable.
- Ask about the experience of others specifically. If you see someone in the group is doing something interesting, point it out and ask for them to share their expertise.

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- Do not post anything until you've read many, many posts and you understand what others are doing in the forum.
- Make sure your resource box drives prospects to your lead page
- Use your real name. Do not hide behind a handle!
- Obey the rules of the group.

Remember, this is networking on a personal level – one on one. These are the people who become your friends online and your joint venture partners in the future.

Okay, now that you know how to act, jump into your favorite forum and get involved. Be as helpful as possible. Get known.

As a networker, identify the top forums in your niche by doing another Google search – “forum: niche” without the quotes. Replace “niche” with your niche interest. For example, I just searched on “forum: parenting” and Google returned 76,500,000 forums.

You can do the very same thing with Facebook Groups. In Facebook, search groups with your keyword and watch what shows up...

Obviously, if that's your niche, you want to join the top ones – usually on page 1, 2, or 3.

MyNAMS.com has a [thriving community](#) where we focus on building your business - in any niche.

If Internet marketing is your niche, join the most popular and highly-trafficked Internet Marketing forum online – the [Warrior Forum](#). While there are many other forums dedicated to Internet Marketing, there are no forums that are quite like this, in my opinion.

Go to <http://www.warriorforum.com/forum> and register for a free account.

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After your first post, check out the other threads in the forum to participate and help out where possible (that is what forums are for). Make an effort to post at least once a day in effort to help, or even ask honest business questions. You will find yourself heading in the right track!

The REAL benefits of forum participation?

(This applies by the way to joining and participating in Facebook groups as well...)

- Joint Venture Partners: We haven't talked much about joint venture partners, but when you're starting out, this is a great place to find those folks that you can work with.
- Sales: If this is your market, the more you post, the more people will click on your signature link back to your site and your sales page. BE SURE to set up your signature in your profile.
- Problems / Solutions: If you got problems, bring them up here to find solutions beyond your ideas. And if you see others have problems that you can help with, provide your solution. DON'T speculate or give bad advice. That only discounts your other contributions too.
- Relationships: You're building friends online. It's the way of the world. And remember, you may meet these folks face-to-face at an event some day. We all need all the friends we can get. The forum is a great place to get to know people.
- Indexing Your Content: Make sure to choose forums like the one at MyNAMS that get indexed in the search engines so your profile and your comments are linking back to you.

Step 15

What about getting traffic from search engines?

I bet you're thinking...

"Wait a minute, if we're trying to drive as much free traffic as possible to our product offerings, why aren't we concentrating on free search engine traffic as our primary source of traffic?"

Great question, but we are... and have been from the very beginning. Didn't you notice?

What do the search engines love more than anything else? Other people (in the form of websites – especially authority websites) pointing to your site.

Let's recap...

- We've concentrated on 30 different high-quality, valuable content articles that we've sprinkled throughout the web with different content repositories and directories because they get the most traffic and have the best search engine following. (And we're not afraid of the nay-sayers who claim article marketing doesn't work any longer! Our friend Jeff Herring is a shining example of how to do article marketing so it ALWAYS works...)
- We've added those articles and other content on the major social networking platforms such as Facebook and Twitter. Search engines love those authority sites as well. And by networking at those sites, you're getting others pointing to you as well.

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- Search engines love blogs because they love fresh content. We talked about using a WordPress blog and the free blogs you find in the social networking world to let your prospects and, consequently, the search engines know about your product presence.
- Press releases are the anchors in the search engine archives. So, it's a long-term affair with PR sites, especially those like PRWeb.com. A posting returns quality backlinks for years to come.
- And networking through forums and social media groups is always good...you get the benefit of immediate notoriety and friendship in the forums as well as having posts that stay in the search engine archives for years to come. (Be sure you don't say something really stupid – it will be there forever...Be nice!)

If you've set up your blog pages and posts as we discussed with your keywords and your SEO plug-in to be more keyword specific and tagged with the right meta data, your search engine preparedness is really quite good already.

You should begin reaping the rewards from Google, Yahoo and MSN almost immediately.

Congratulations! See how easy that was.

Summary

Rinse, repeat...and start another new line!

Steps 1 through 10 have to be done **ONLY ONCE**. Whereas Steps 11 through 15 represents a way of life...well, it's really just a routine that you must remain committed to until you've exhausted this stream of income.

You've chosen your product based on its evergreen value - it's not a fad that will burn out quickly, so it should provide income for a long time. But you should get to a point where you've tweaked it for optimum efficiency and it will become a self-perpetuating income machine.

Now, you can look at the next income stream.

All you need do is spend about half an hour a day and when you become more familiar with it, it only takes up to 10 to 15 minutes of your time a day.

This 15-Step Resell Rights plan stresses two very important, fundamental Internet Business aspects as we said in the beginning – list building and networking.

The following are things you should be actively doing all of the time for your Resell Rights business:

Keep building your list. Once Steps 1-10 are completed, focus on Steps 11-15 regularly to ensure you're driving the greatest amount of traffic possible. Grow that list and start looking for JV partners who can help you grow it even further.

Keep improving your sales letter until your conversion rate on the sales letter hits a minimum 2% to 4 %– the higher, the better.

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As for those who did buy from you for the first time, follow up with additional offers.

Remember those folks you met in your forums? Do they have affiliate programs? Are their products good?

Find a quality product or two that you can safely endorse to your subscribers and make sure it is something they want. If you are into the dating niche, resell products on relationships and dating to them.

It will not make sense to resell a “pets” eBook to your list, since they did not subscribe to your blog for that common interest in the first place, am I right?

Make this a ritual as you build your mailing list. It doesn't matter whether you have 100 or 1,000 subscribers in your mailing list right now – but it does matter that you endorse quality products you have acquired the Resell Rights to your subscribers, something they can find useful or helpful.

All you have to do is carefully pick and choose the products that appeal to your subscribers, promote them to your mailing list – you can be in profit within hours!

However, the real bottom-line of following this plan is that you finally build a business in the right direction that rewards you continuously as a reseller. I have laid the reseller's roadmap out for you and shown you the direction. Having said that, all you need now is the passion and drive to take action and succeed.

I'm sure you have that since you've reached the end of this ebook :)
Congratulations! Now get busy.

Sincerely,

David Perdew
CEO, MyNAMS.com

Recommended Resource Checklist

Additional Resources [Opt in Funnel Creation](#) - Our best course for quickly getting your free reports and low cost tripwire products created using high quality PLR

Recommended Business Training

[MyNAMS Insiders Club](#) – Business training for any experience level

[Found Money](#) – Creating Streams of Passive Income

[Sales Funnel Leverage](#) – Building sales funnels that work for you [Conversion Secrets](#) – Convert more traffic

Recommended Infrastructure Tools

[Our Favorite Host](#) – Inexpensive and reliable hosting

[Dropbox](#) – Storage

[BoxShotKing](#) - Graphic Cover Creator

[FeedBlitz](#) – Newsletter management

[Aweber](#) – Autoresponder

[Infusionsoft](#) – All in one Autoresponder and CRM

[Simple Niche Domains](#) – Domain Registration

[Fiverr Gig Prospector](#) – Outsourcing resources

[Custom Content Creation Wizard](#) – Create original articles fast with the wizard



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- › **MAGNETIZE:** Every business person must have the ability to persist until they prosper by training the right mindset...
- › **MONETIZE:** Making money is urgent and important for ALL businesses. It's the key to financing your growth...
- › **METHODIZE:** After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

CLICK HERE TO START TODAY!

WHAT DO INSIDERS GET?

- ✓ 30-Day Challenge - monthly deep dive into one of 12 essential topics
- ✓ Weekly Live Hangouts - What's working and what's not in your business.
- ✓ Insiders Facebook Group - active peer community
- ✓ PLD Articles - articles, reports and e-course each month
- ✓ Audio Gallery - royalty free songs, sounds, and stingers
- ✓ Graphic Gallery - more than 40 marketing graphics packs
- ✓ Micro Workshops - nearly 2 dozen 4-hour training sessions
- ✓ Tutorial Library - tech tutorials on tools and processes
- ✓ Custom Tutorials - 18 tutorials (and more coming) on specific and essential tools by task
- ✓ Custom Plugins and Software
- ✓ Site Builder with templates
- ✓ And much more...