



**TURN A \$47 PLR
PRODUCT *INTO* A
\$200K BUSINESS**

**PRIVATE LABEL RIGHTS CONTENT CAN BE
THE KEY TO YOUR BUSINESS SUCCESS...**

Why am I qualified to talk about this?

- NAMS, Inc.
 - (Novice to Advanced Marketing System)
- Online business training since 2005
- Niche marketing
- Affiliate marketing
- Live and Virtual Events
- 135 Instructors
- 1000s of students
- MyNAMS.com Membership site
- and... PLR is my life...



David Perdew

WHAT MAKES ME AN EXPERT ON PLR?

- Using “PLR” for 40 years before I knew what it was...
- In my newspaper business days, we used:
 - Clip Art
 - Feature article services
 - Morgue (clip files)
- Today, I’ve created dozens of courses that had their beginning as a PLR product
 - Our most popular is called ”Found Money”
 - It originally cost \$47 and has been responsible for generating more than \$200k easily in the last 4 years
 - We’ll look at Found Money and it’s rebranding over time



WHAT ABOUT YOU?

- Have you used PLR in your business?
 - A. Haven't started yet...
 - B. Use it some...
 - C. Killing it with PLR already...
- When we talk about PLR, what comes to mind?
 1. Crappy content
 2. Not ethical
 3. Great resource
 4. Cheating



FIRST: GET YOUR MIND RIGHT

- Private Label Rights products is done for you content that can be edited and used as your own with your name and often your copyright
- Can be text, graphics, presentations, photos, ebooks, software, or anything else that can be white labeled
- You have purchased the rights to use this.
- You are NOT stealing it unless...
 - You DON'T adhere to the license terms.

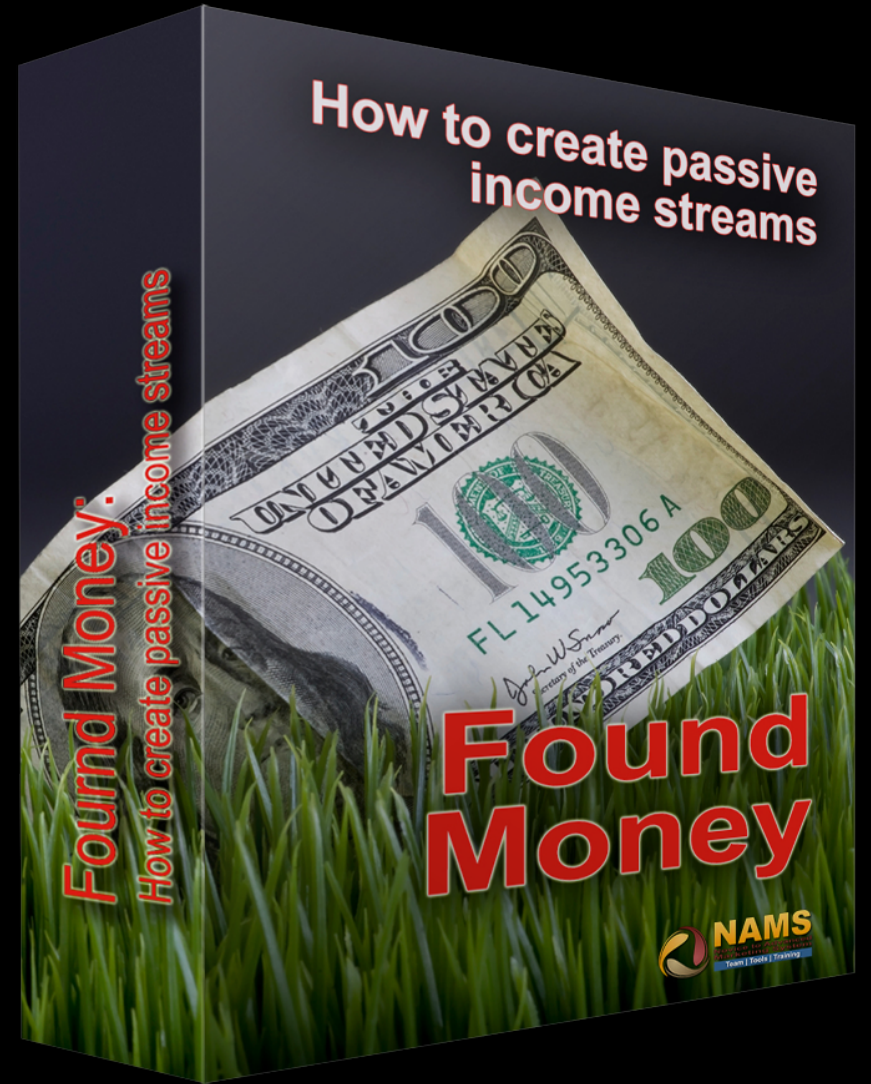




**ONLY ONE
REASON TO
USE PLR**

FOUND MONEY CASE STUDY

MARKET NEED
EXPERIENCE
STARTING POINT
FIT MY GOAL
EASY TO MODIFY



FOUND MONEY ORIGINAL

- Passive Income PLR from CoachGlue



21-Idea-
Blueprint



BONUS-
YouNe...e.pdf



Calendar



Checklist



click-here-
for-m...ls.html



click-to-try-
jigsaw.html



JigsawBox
Step-...ide.pdf



PowerPointSli
des



Resource-
Directory



termsforthisp
ackage.pdf



Tutorial



Worksheet-
Handout

Creating Passive Streams of Income

A Step-by-Step Template

COACH GUS

1

Step 1: What's Possible

- Find a plan that works for YOU
- 5 basic areas of passive income creation



2

Step 1: What's Possible

- Ask your self these questions
 - Are you comfortable selling or promoting?
 - Are you comfortable in front of the camera or behind the scenes?
 - Are you more comfortable leading or following?
- Your answers will determine what action to take

3

Step 2: Assessing Your Options

- Leaders - may get bored promoting other people's products
 - Create your own products & recruit your own affiliates
- Followers - may be perfectly happy promoting affiliate products so they don't have to create a product
 - Can also create niche blogs to promote a certain product

4

Affiliate Marketing

- Super Affiliate Status -
 - These people promote affiliate products through multiple methods
 - They use their blogs & possibly anonymous niche blogs to promote products
 - Can earn a full-time salary just by promoting
 - Examples - Russell Gardner, Mark Ling & Lynn Terry

5

Affiliate Marketing

- Niche Bloggers -
 - Create a blog around a particular niche or product
 - Never appear as an individual - focus is solely on the product & content
 - Keep adding more until they have a portfolio of different blogs, sometimes numbering 100+
 - Each blog makes a modest monthly income

6

Advertising

- Build Your Blog Fame -
 - Great for item leaders
 - Become a super blogger so advertisers want to purchase space on your blog
- Create Niche Blogs for Ad Networks
 - Google AdSense, Chitika, ClickBank and Amazon
 - Place ads strategically & you get paid when readers click the ads

7

Selling Yourself

- Become a personality & expert
 - When your tips help people, they turn to you for more advice
- Your readers recommend you & your products
 - Create products for every step of your marketing funnel
 - Products should focus on your strengths
 - Products eventually become passive income

8

Selling Yourself

Type of products you can create:

- Ebooks
- Articles
- Tips sheets/cheat sheets
- Videos
- Courses
- Audios
- Webinars
- Teleseminars
- Forums
- Membership sites
- Coaching

9

Important Points

- Hard work & diligence is required in the early setup phase
- You need to work at establishing your reputation & brand credibility
- Expand your reach with public appearances & a strong social media presence
- Create an affiliate program so affiliates can promote you
- Super affiliates WILL promote newbie products if they're good quality

10

Selling Products

- Choose the right product
 - Instead of sewing 100+ aprons, sell the pattern
 - Create the product once but sell multiple times
 - Setup a sales page online & promote daily
 - This is much less time than physically sewing each apron
- Repurpose your product
 - Bundle similar products & sell together
 - Works well for seasonal items (holidays, summer, etc.)
 - Appears to have greater value & brings in new customers

11

Selling Products

- Outsourcing
 - Hire Virtual Assistants or other experts & delegate work
 - Now you can focus on your main product
 - Much time is wasted trying to learn new things
 - You probably don't have enough time to learn everything well
 - Outsource slowly & only if your budget allows

12

Investing

- Your products are an investment in your business
- Outsourcing is an investment -
 - Pay more upfront in order to save time & make more at the backend
- Repurposing is an investment -
 - Creating multiple products based on one theme will bring more money in the long run

13

Step 3: The Basic Tools

- Autoreponder
 - For collecting & communicating with customers
 - Send out follow-up messages, email series or mini courses to keep your name in front of customers
 - Share niche-breaking news & recommend new products first
 - Ability to pre-program messages
 - Our #1 recommendation is Aweber

14

Autoreponder 1-2-3

- Create a web form for collecting names
- Place the code on your website
- Create a basic subscriber list
- Create a confirmation email, thank you email & download email
- Create a follow up email

- Easy enough to do in 1 afternoon!

15

Content Management

- WordPress is most popular content management system
- There are plenty of tutorials & how-to guides
- Important for setting up your blog & adding content regularly
- Also manage some basic business tasks:
 - Create a business plan
 - Create a sales funnel
 - Track your earnings

16

Things to Remember

- The more products you have = the more passive income you can earn
- The more subscribers you have = the more reach your product will have = the more money you can earn
- The more affiliates you attract = the more credibility you earn = the more money you earn
- The more time you invest initially = the better foundation you have for success

17

Income Strategies

- | | |
|---|---|
| Strategy #1 | Strategy #2 |
| 1. Create a blog | 1. Create a blog |
| 2. Build a list of subscribers & turn it into a community | 2. ADVERTISE |
| 3. Make them want to return to your blog | 3. Build a list of subscribers & turn it into a community |
| | 4. Make them want to return to your blog |

18

Step 4: Plan Your Portfolio

- Don't try to be everything to everyone
- Pick the method that appeals most to you
- Commit to spending a certain amount of time each day to your passive income model
- Consistent work will yield the most earnings
- The more completely you set up your passive income stream, the less work it will require in the future
- Ready to start? Utilize the planner in the workbook!

19

ORIGINAL POWERPOINT

Notice that it's all text

That's a good thing

Easy to create graphics

Grab the concepts

Modify concepts to fit your current model

GREAT starting point

Found Money

1

Loser

Winner

What's the difference?

2

Time for Dollars

Passive Income

3

Time for Dollars

?

Passive Income

4

Do the WORK once, get PAID forever...

Work

Passive Income

Freedom

5

So, What am I working on?

Work

Passive Income

Freedom

PIE (Passive Income Evaluation) Test...

7

So, What am I working on?

Work

Passive Income

Freedom

Affiliate Marketing

9

So, What am I working on?

Work

Passive Income

Freedom

Intellectual Property – Turning Your Knowledge into CASH!

13

Counting – Creating Wealth!

14

Are You Asking The Right Questions?

15

Don't ignore your passion!

16

So, What am I working on?

Work

Passive Income

Freedom

17

Investing – Taking Care of Business First!

18

So, What am I working on?

Work

Passive Income

Freedom

19

So, What am I working on?

Work

Passive Income

Freedom

Selling Products

21

So, What am I working on?

Work

Passive Income

Freedom

22

So, What am I working on?

Work

Passive Income

Freedom

23

So, What am I working on?

Work

Passive Income

Freedom

24

Advertising – Scalability, Growth, ROI

25

NAMS Insiders

26

A REVISED POWERPOINT

- Much more graphical
- Created a theme with 5 Areas
- Created P.I.E Concept
- Contains all the information PLUS
- Talking points
- Continually modify

KEY CONCEPT CAME FROM ORIGINAL

- 5 Areas of Passive income Creation jumped out from the Original PowerPoint
- It's dealt with in the text documents too
- The concept has legs
- It fits with what I'm already doing
- It's ugly

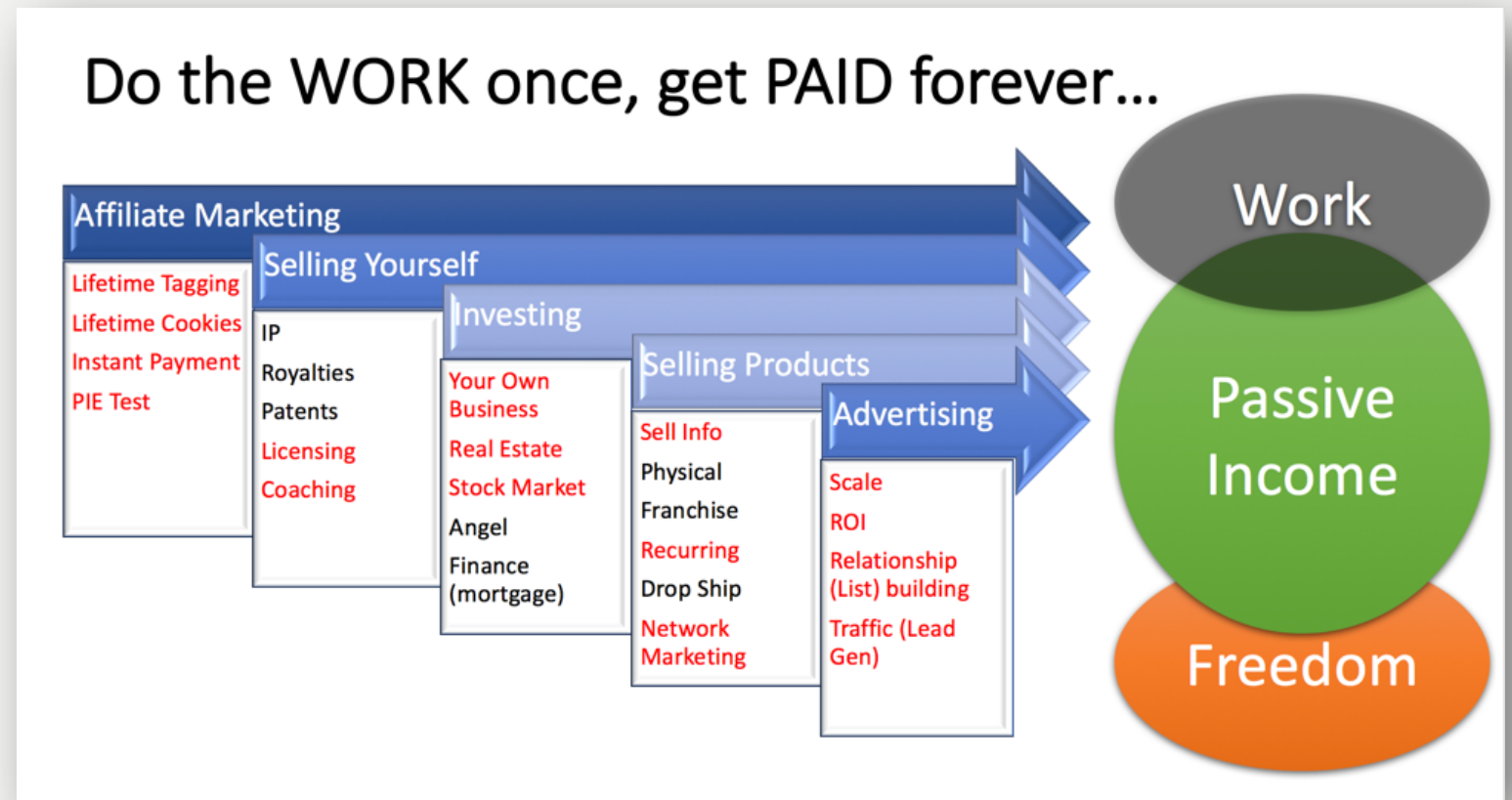
Step 1: What's Possible

- **Find a plan that works for YOU**
- **5 basic areas of passive income creation**

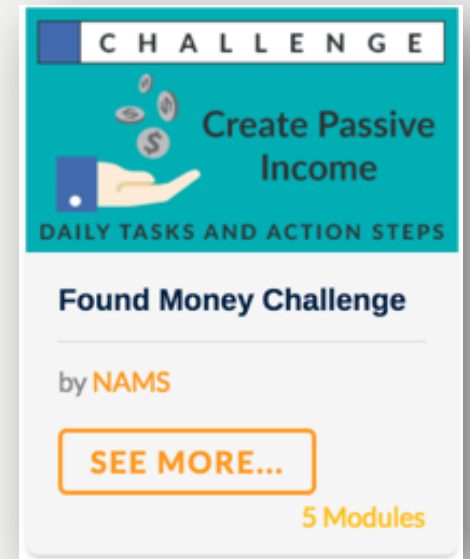
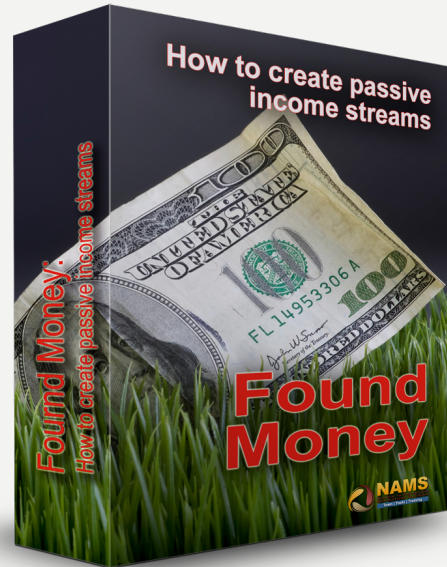
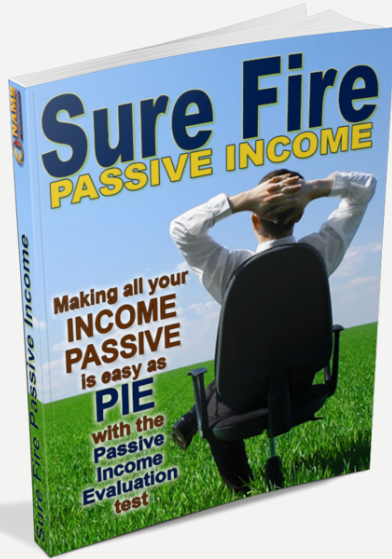


MORE DETAIL, MORE ARTISTIC

- Same 5 Areas of Passive income
- Added detail of the types of income streams we're involved in
- Becomes personal to NAMS
- Highlights key purpose of passive income and my favorite mantra
- “Do the work once, get paid forever...”



ALWAYS THINK 'FUNNEL'



Free
Report

\$0
List
Builder

\$17
Course

\$40k
Course

Live Pres
MNIC

\$175k
Insiders &
Coaching

More
NAMS

\$\$\$\$
Cross selling
machine



HOW TO GET STARTED WITH PLR

DO'S AND DON'TS TO MAKE YOUR LIFE
EASIER – THAT'S THE POINT, RIGHT?

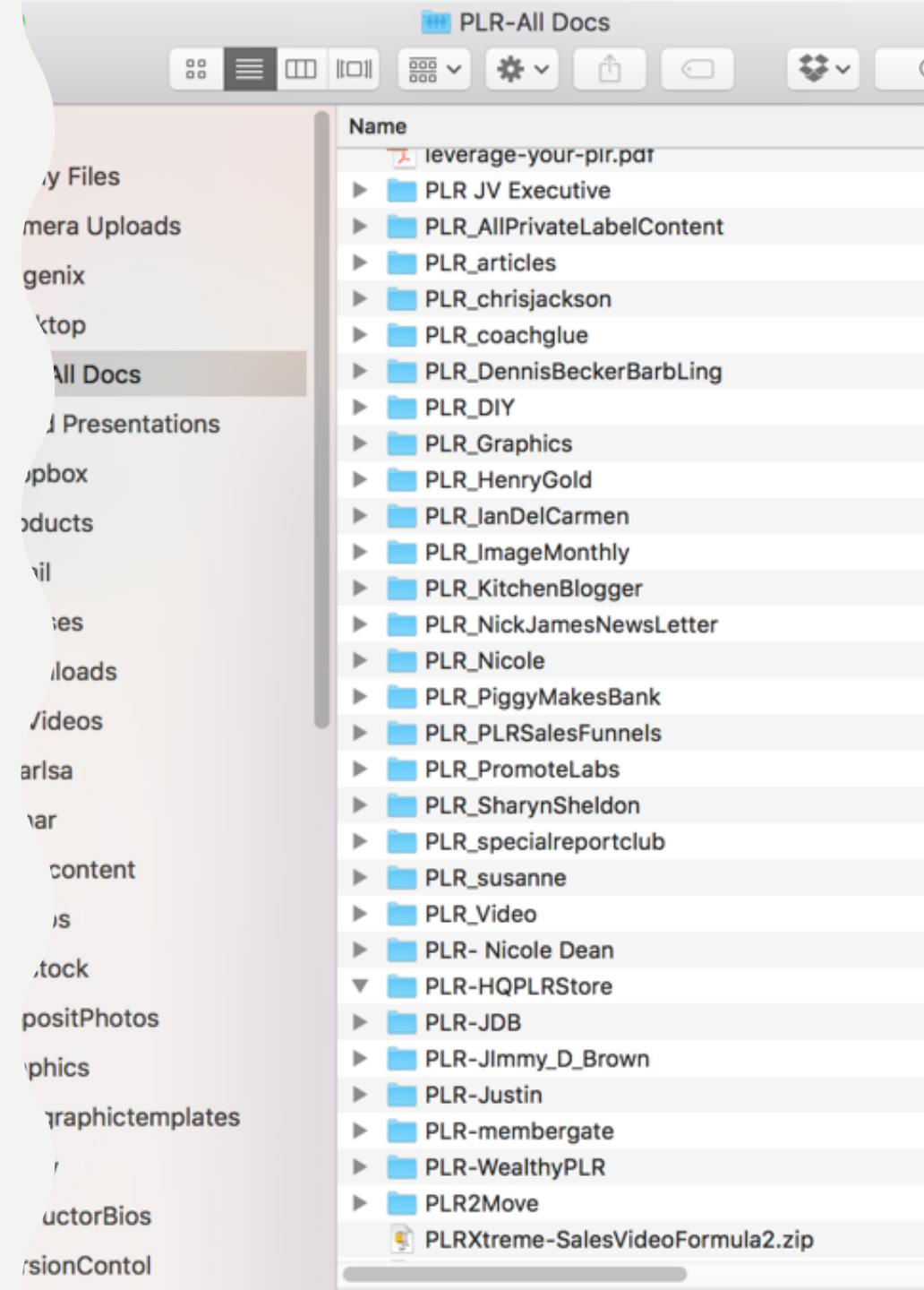
IT'S ABOUT TRAFFIC AND CONVERSIONS ALWAYS!

- Your PLR should provide you with enough information and tools that you'll be able to create automatic traffic funnels



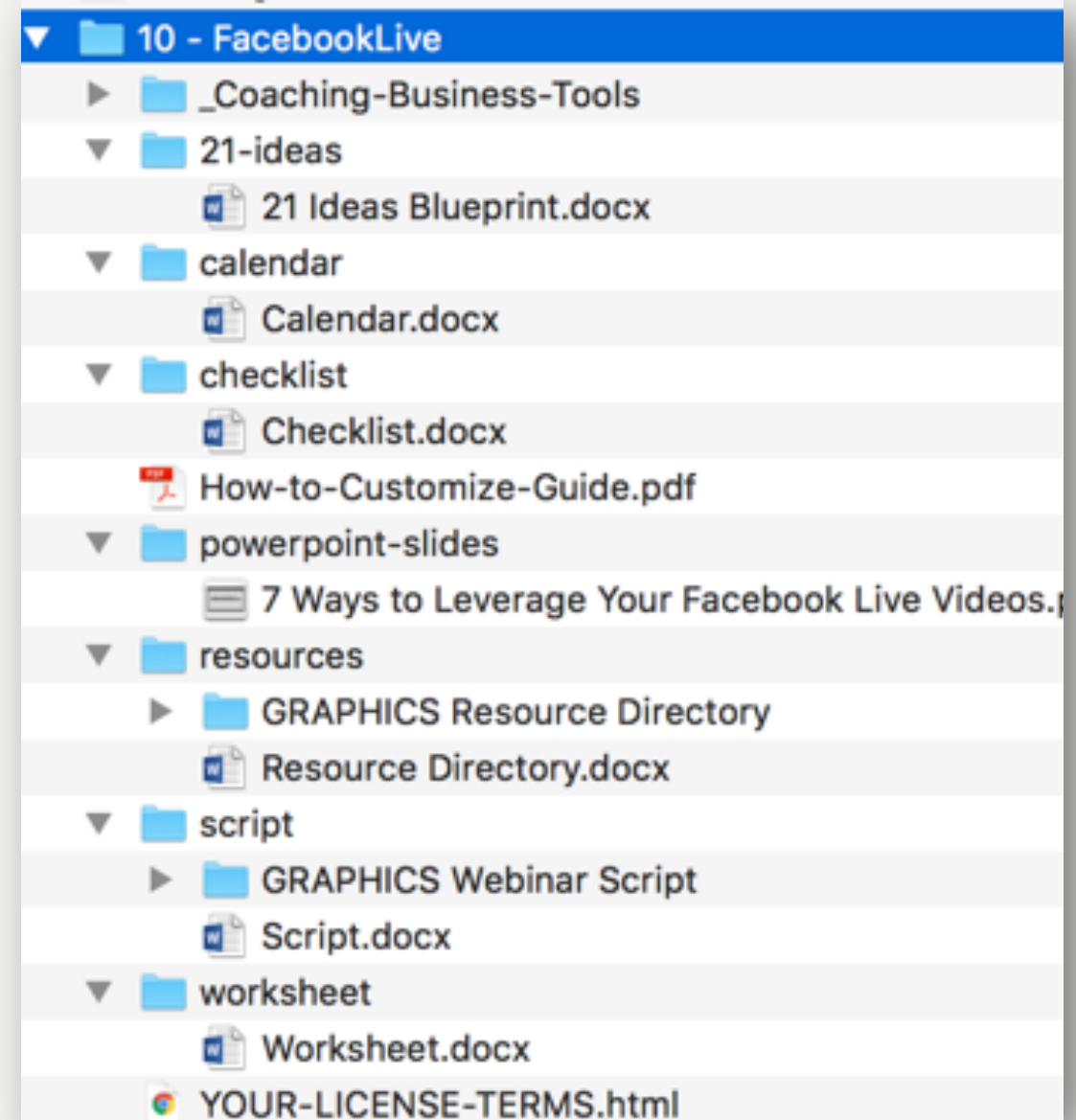
BEFORE YOU DO ANYTHING ELSE:

- Create a dedicated folder on your computer!
- Use a descriptive naming convention
- Read the license / TOS / Readme First file



STEP 1: SEE WHAT YOU'VE GOT

- Check out contents of the product to get ideas on how to use it
- Clients love tools. Take a look at any tools and resources included in your pack to make sure you have a clear Tools and Resources package
- Is promotional content included? Emails, reports, tweets, articles or graphics



STEP 2: MAKE A DECISION TO USE IT

Many ways to use PLR:

- Focus on re-use too
- Break up ebooks, reports and courses into articles to use on your website for quick, quality content.
- Presentations
- Scripts.
- Webinar
- Video training series, or live offline seminar
- Tweets

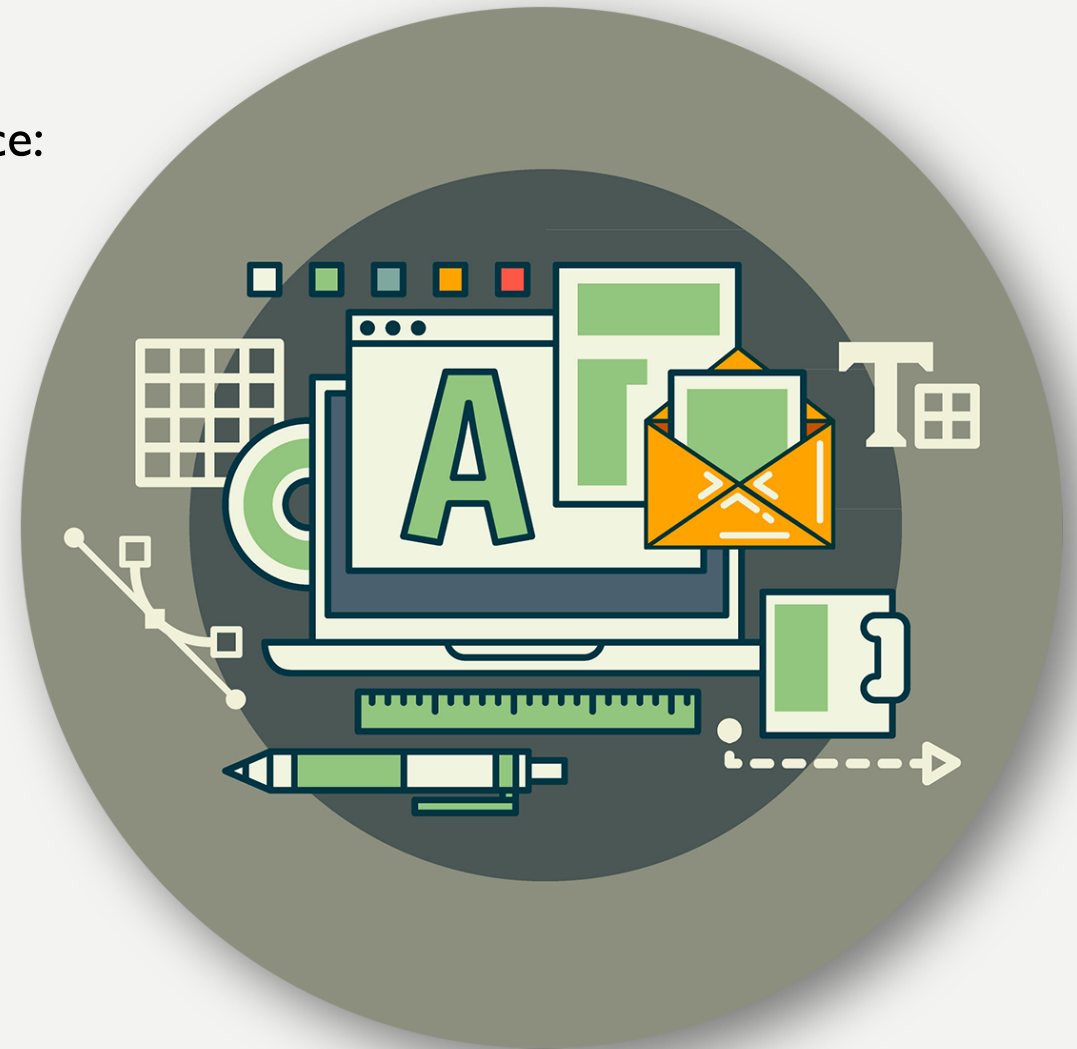
- Quotes
- Inspirational infographics
- Create longer training series or ebook
- Worksheets
- Checklists
- Lead Generators
- Rewrite and add more details
- Infographics
- Autoresponder series
- eCourse by email

- Bundle several PLR articles
- eMail sales funnel
- Load with affiliate links and give away
- Content for your affiliates
- Offline seminar
- Classroom-based training program.
- Offline newsletters

STEP 3: CUSTOMIZE YOURS

Everyone, including Google, appreciates unique content that adds value. PLR content is a great starting point to customize it for your own audience:

- Brand with your logo
- Change the title
- Create new graphics
- Customize for your keywords
- Add introductory and conclusion paragraph
- Add “tips” boxes in each



MORE REBRANDING

- Case studies
- Add more industry-specific content
- More graphics to illustrate points
- Rewrite entirely
- Create key point slides and load to Slideshare.net
- Add slide voiceover using articles for a script
- Use that audio for a podcast
- Create video from slides and audio
- Change all affiliate links to yours



WORK WITH TEMPLATES AND DOCS

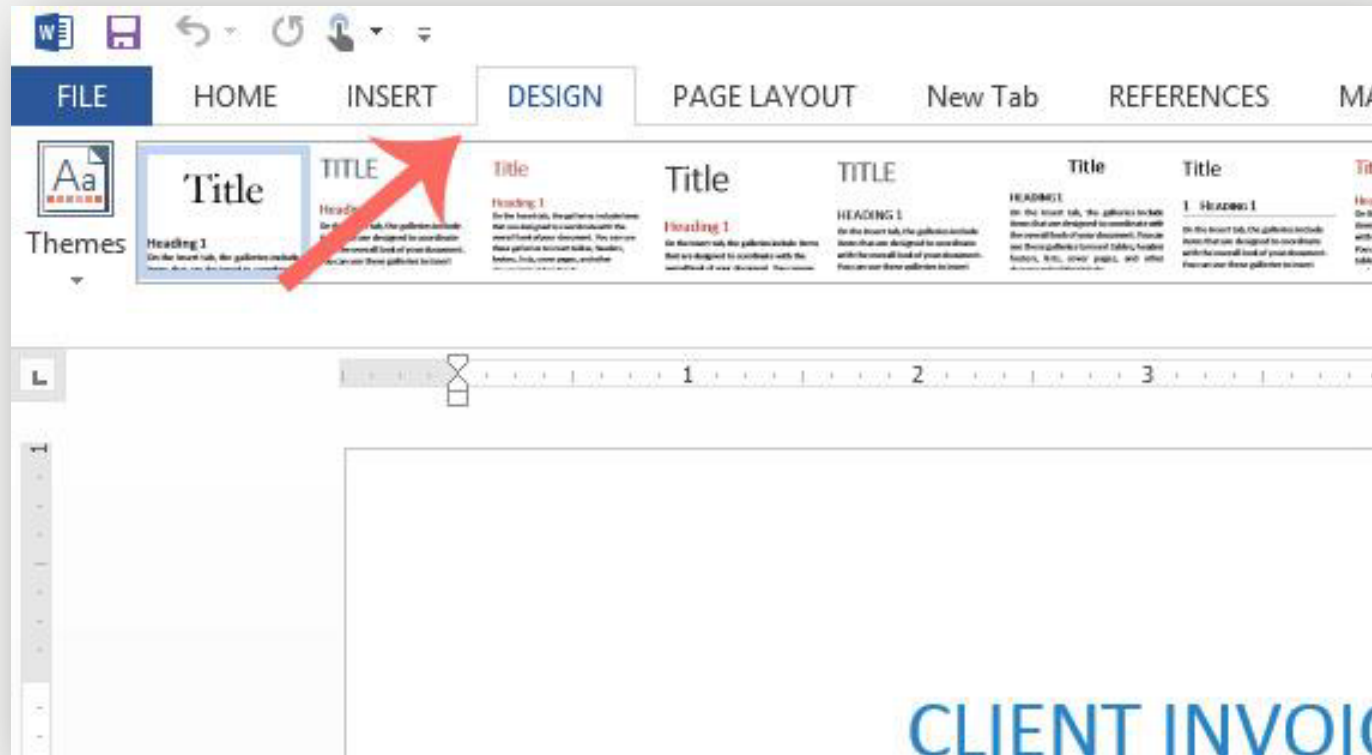
MODIFY CORE FILES
APPLY CHANGES
COLORS AND FONTS

New Client Kit

How-to Guide
to Customizing Your
Worksheet Colors



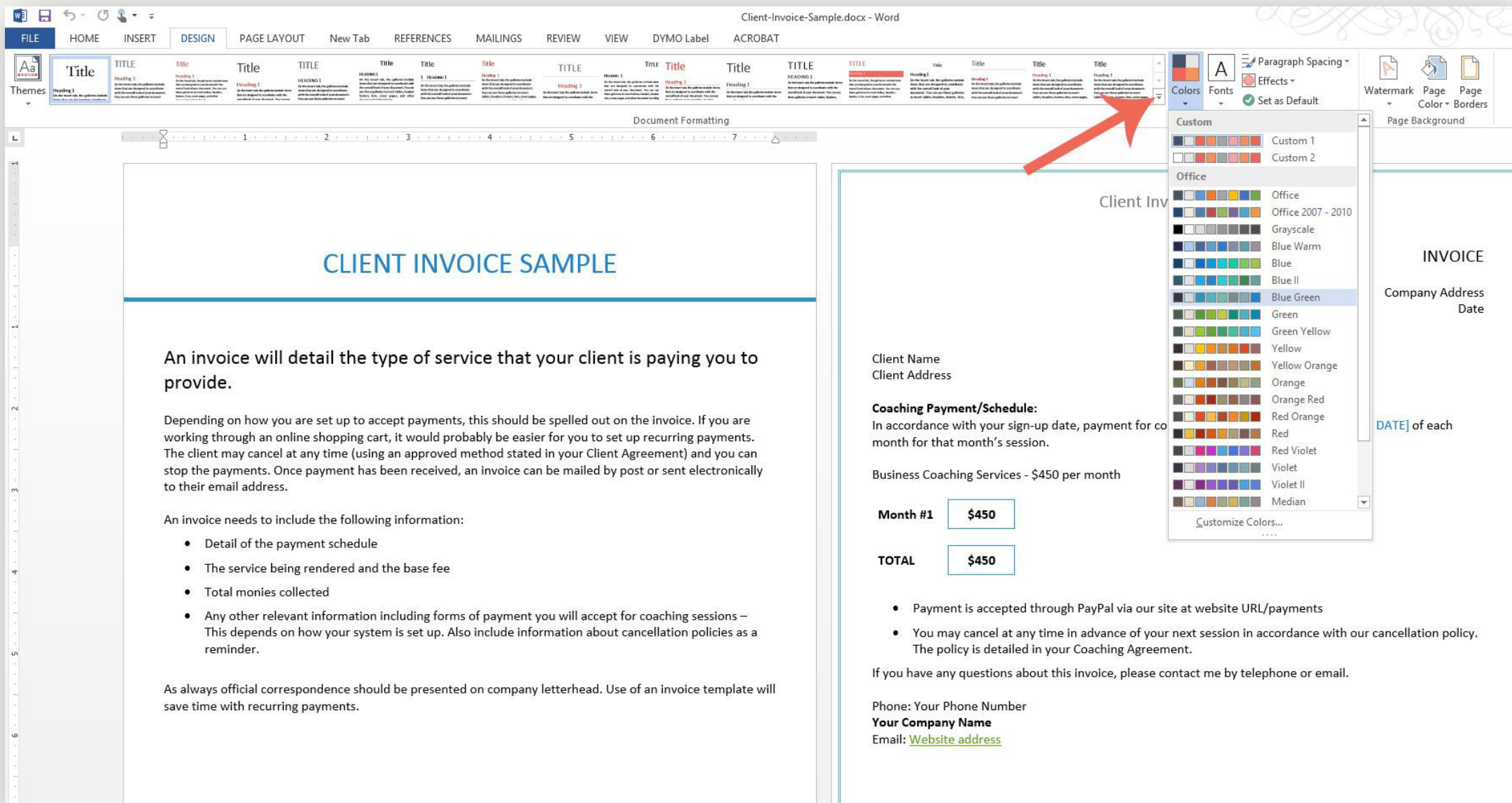
THANKS TO COACHGLUE



Download:

How-to Guide to Customizing
Your Worksheet Colors

<https://NAMS.ws/CGcolor>



A decorative graphic on the left side of the page consisting of three parallel, wavy vertical lines. The outermost line is white, the middle line is a light blue color, and the innermost line is white. They are set against a dark blue background.

RESOURCES

GRAB YOUR PLR AND
GET STARTED TODAY

QUALITY PLR PROVIDERS

Until Midnight 8/31

VERY Special Deal
on 134 PLR
Products



<https://NAMS.ws/jackpotvideo>

QUALITY PLR PROVIDERS

- Coachglue
 - <https://NAMS.ws/coachglue>
 - <https://NAMS.ws/CGVIP>
- List Magnets
 - <https://NAMS.ws/DIYPLR>
- White Label Perks
 - <https://NAMS.ws/WLP>
- Piggy Makes Bank
 - <https://NAMS.ws/PiggyBank>
- Content Sparks
 - <https://NAMS.ws/ContentSparks>
- Tools for Motivation
 - <https://NAMS.ws/Motivate>

OPTIN FUNNEL CREATION

Grab Optin Funnel Creation today to see how to create a real funnel that takes one PLR product and produces a:

- Lead Generation product
- Low-Cost product
- Webinar Course product

We walk through the entire process create an entire funnel live and you get the end result of the product.

<https://NAMS.ws/optinfunnel>

