NAMS
Novice to Advanced Marketing System
Team | Tools | Training

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

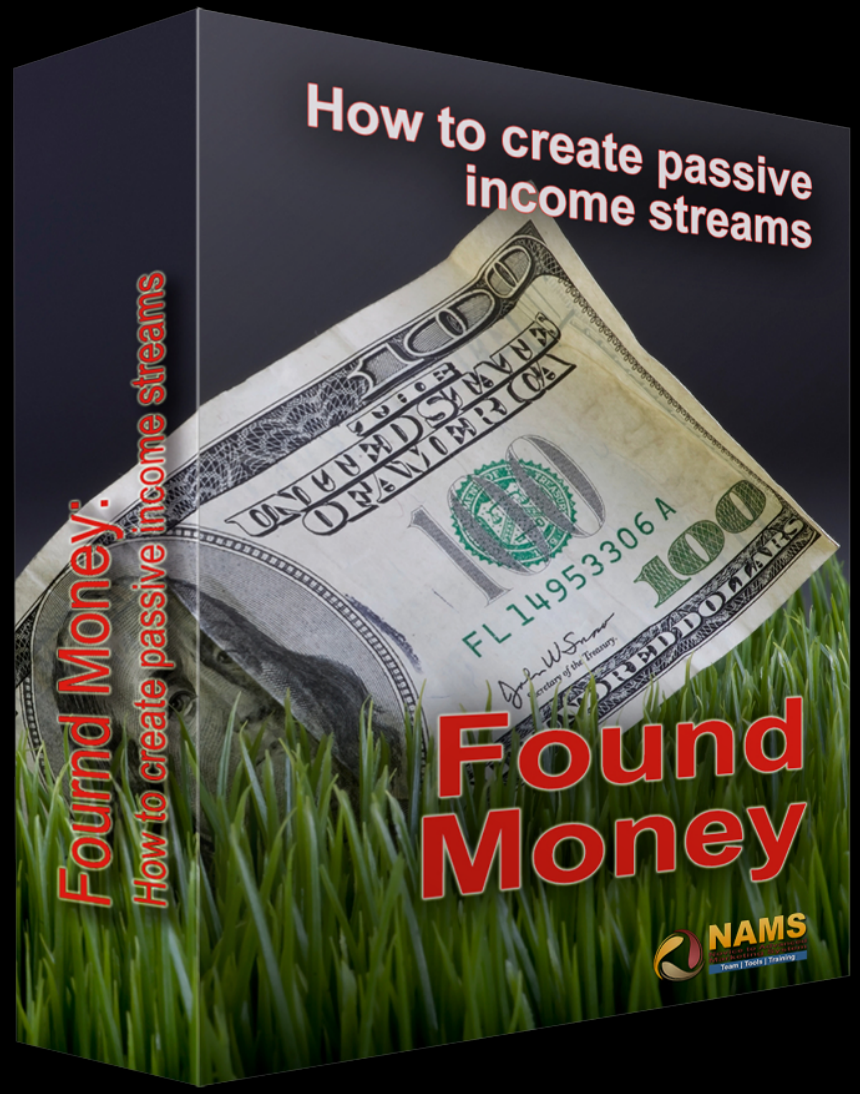
FIRST: GET YOUR MIND RIGHT

- 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

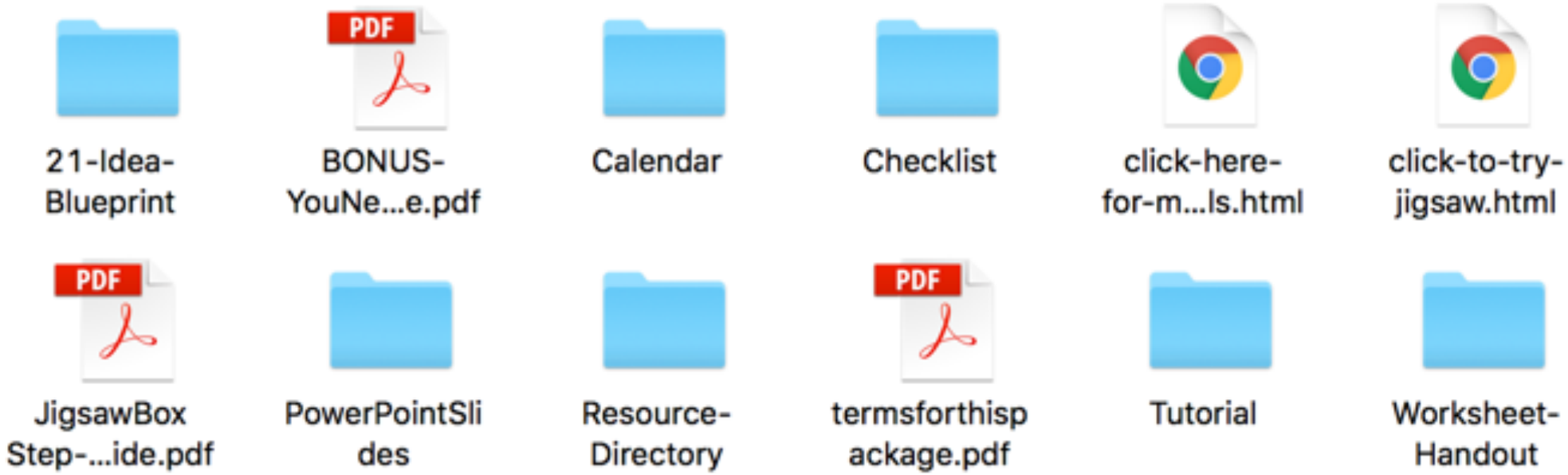
FOUND MONEY CASE STUDY

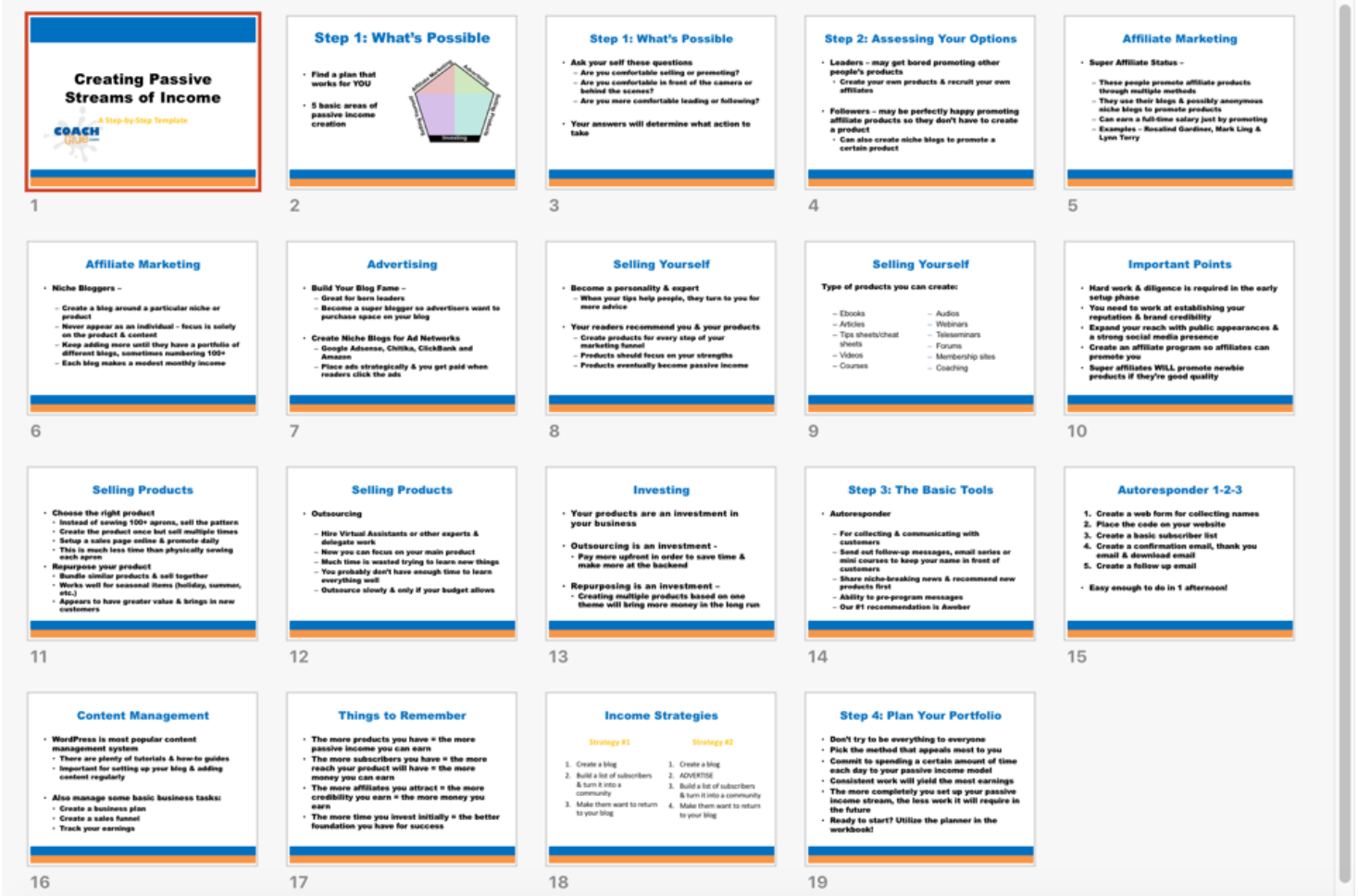
MARKET NEED
EXPERIENCE
STARTING POINT
FIT MY GOAL
EASY TO MODIFY



FOUND MONEY ORIGINAL

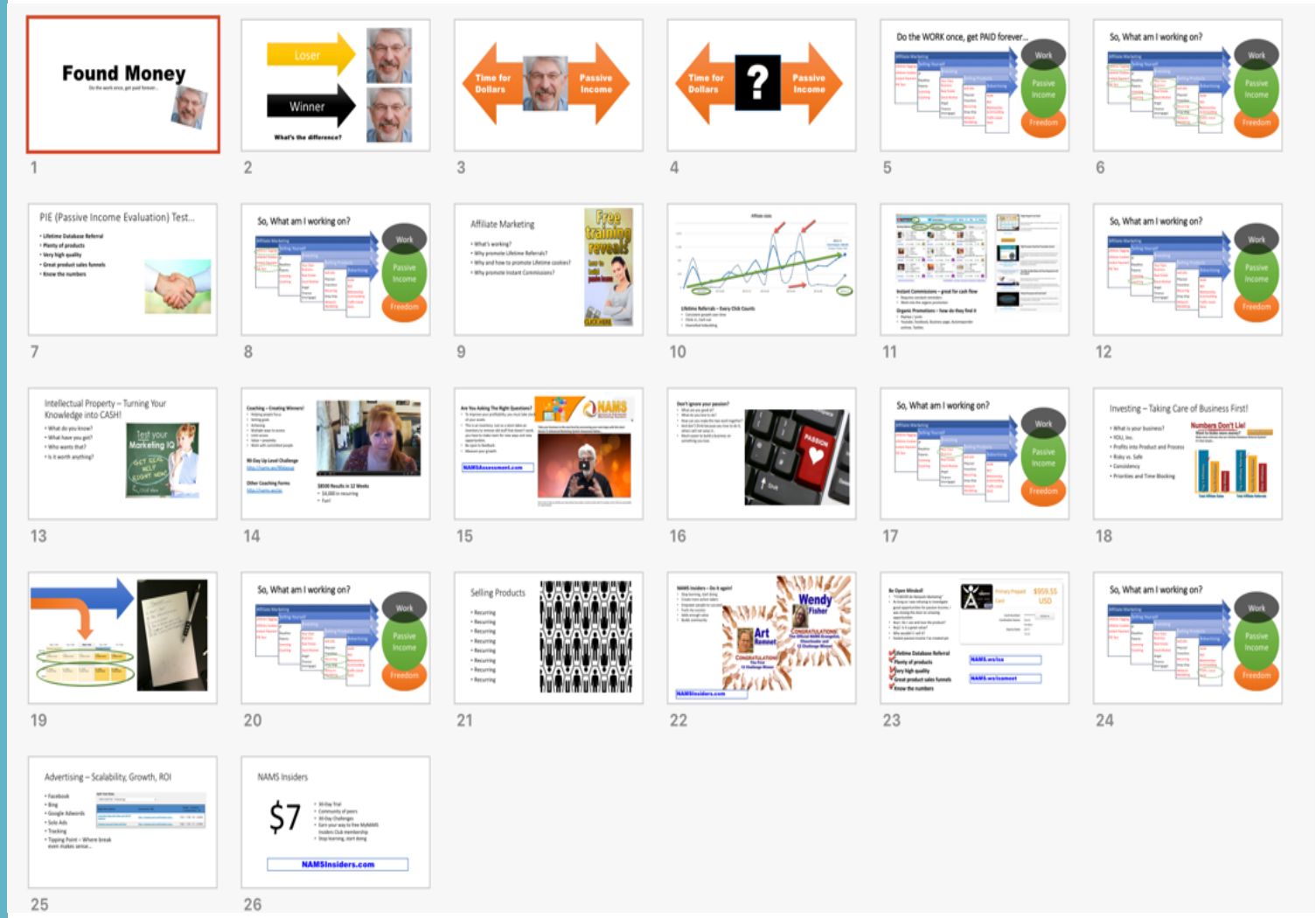
- Passive Income PLR from CoachGlue





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

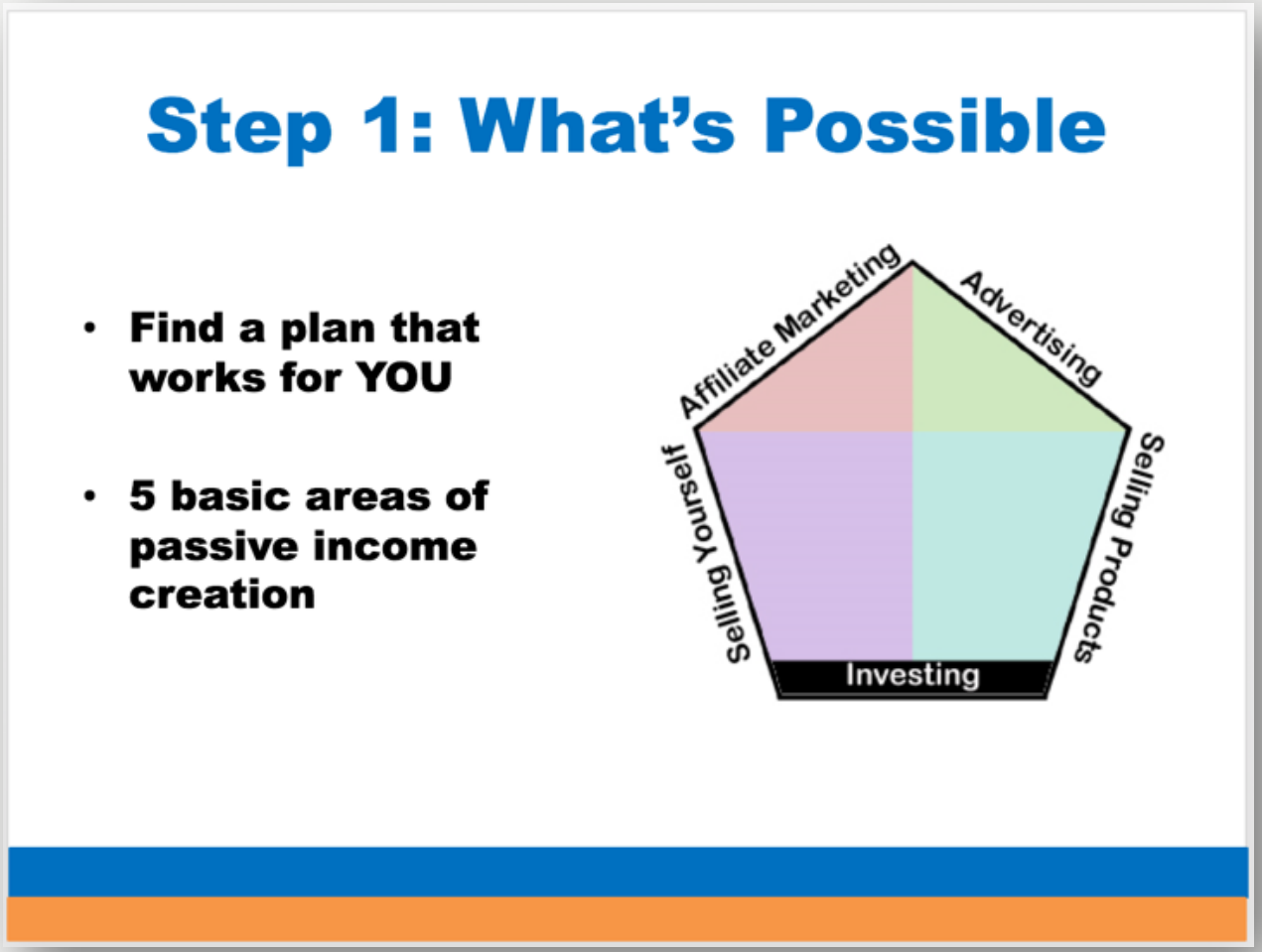


A REVISED POWERPOINT

- 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 ORGINAL

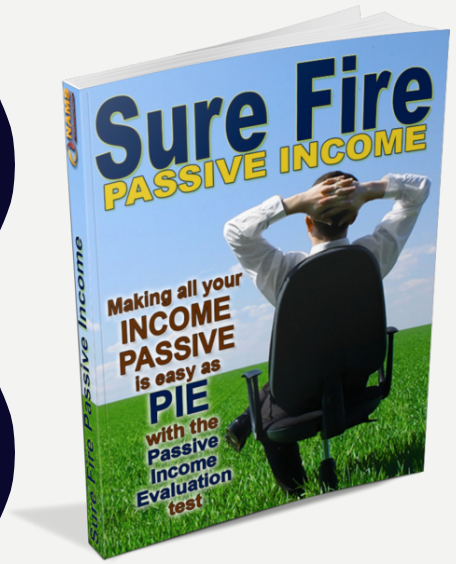
- 5 Areas of Passive income Creation jumped out from the Original PowerPoint
- It's dealt with in the text documents too
- The concept has legs
- It fits with what I'm already doing
- It's ugly

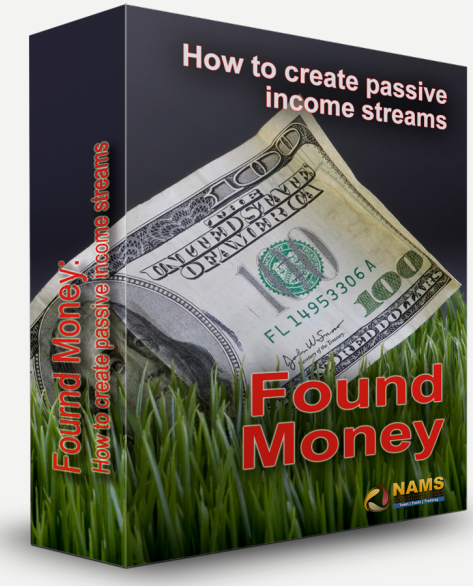


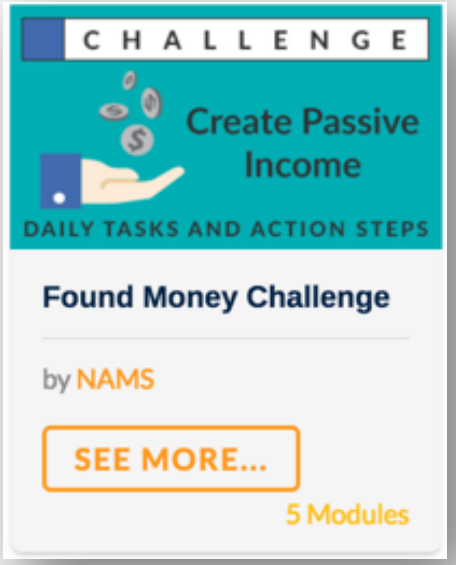
MORE DETAIL, MORE ARTISTIC

- 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	$17 Course	Live Pres MNIC	More NAMS
$0 List Builder	$40k Course	$175k Insiders & Coaching	$$$$ Cross selling machine

HOW TO GET STARTED WITH PLR

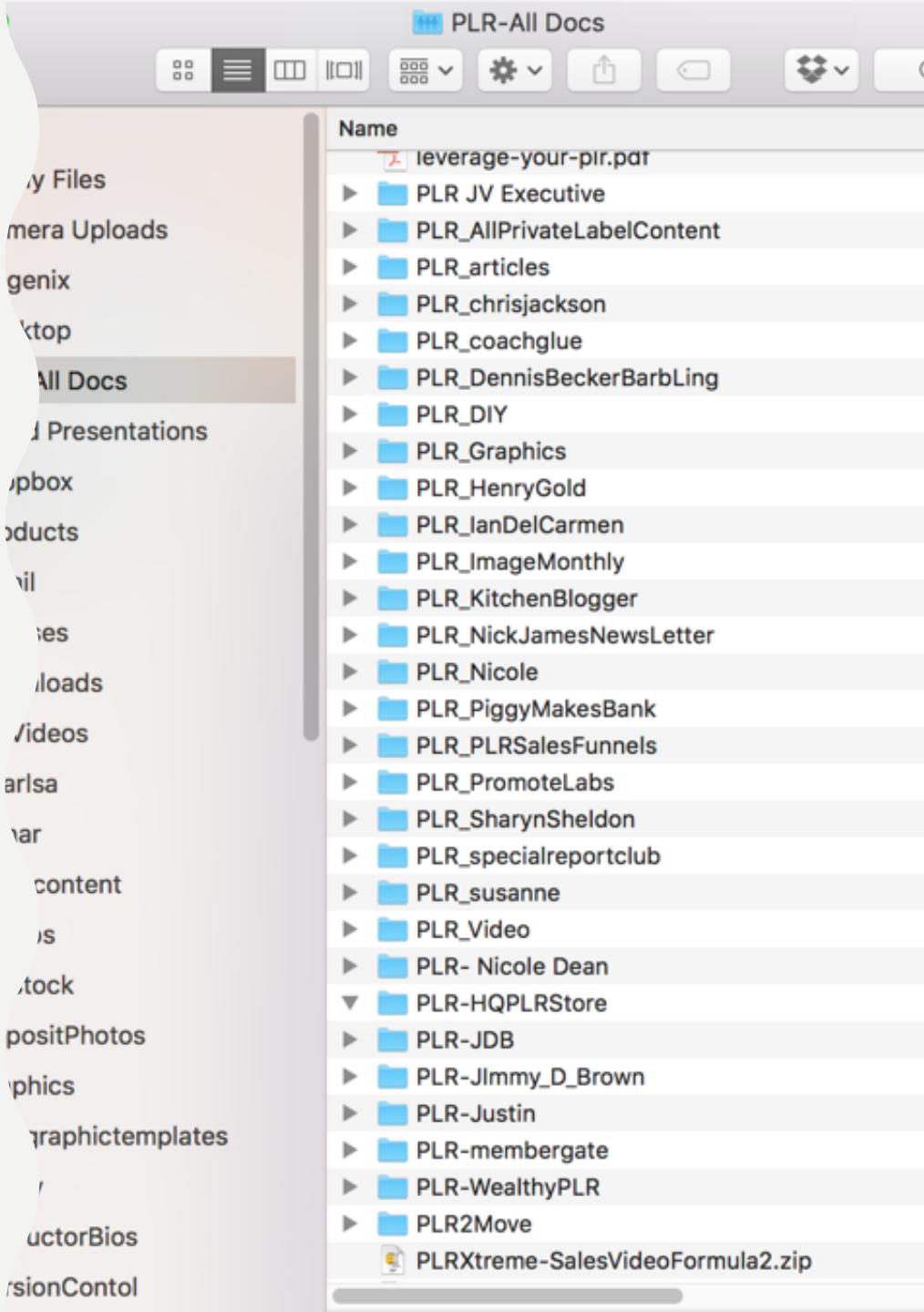
DO'S AND DON'TS TO MAKE YOUR LIFE EASIER – THAT'S THE POINT, RIGHT?

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

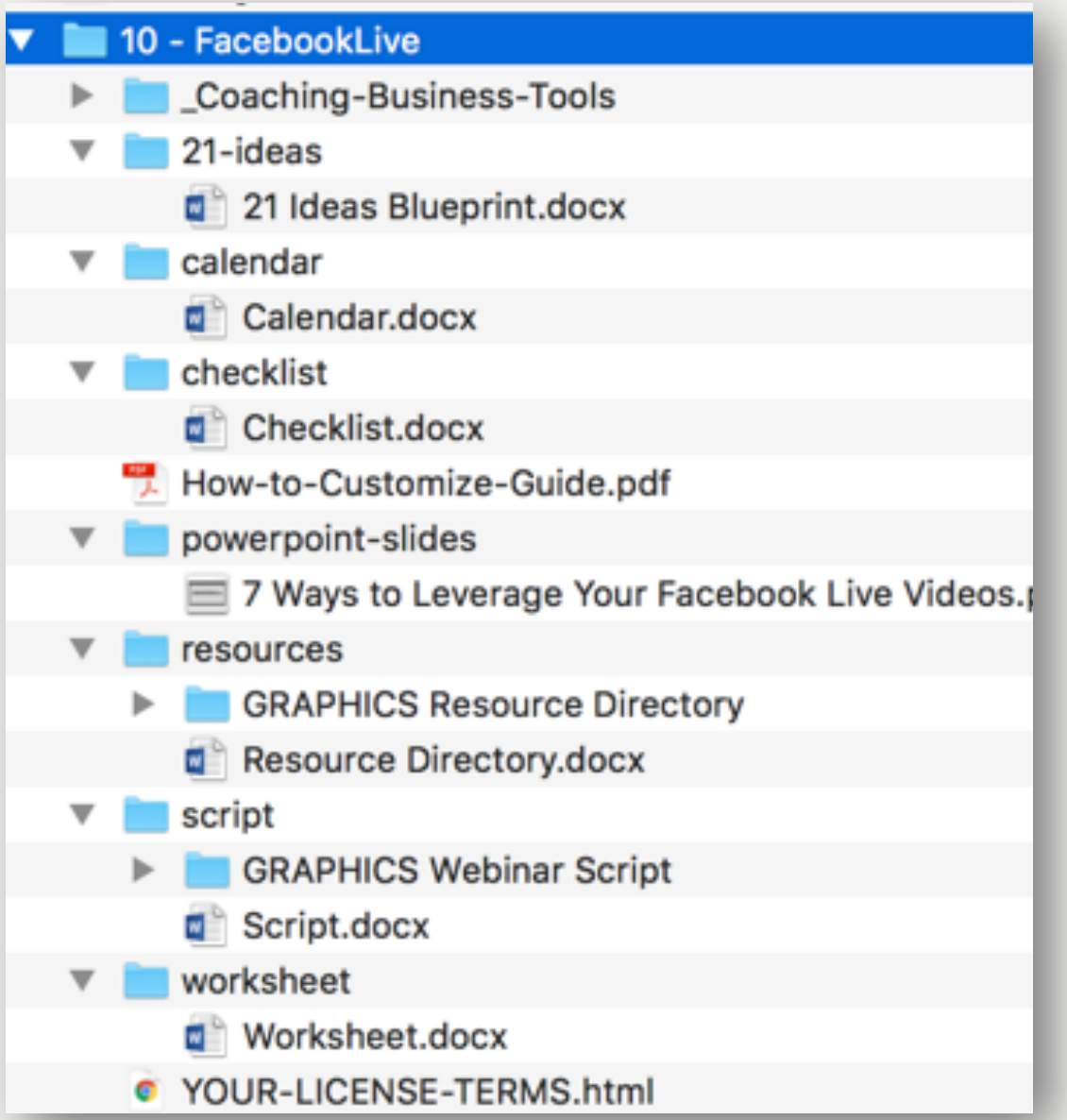
BEFORE YOU DO ANYTHING ELSE:

- 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

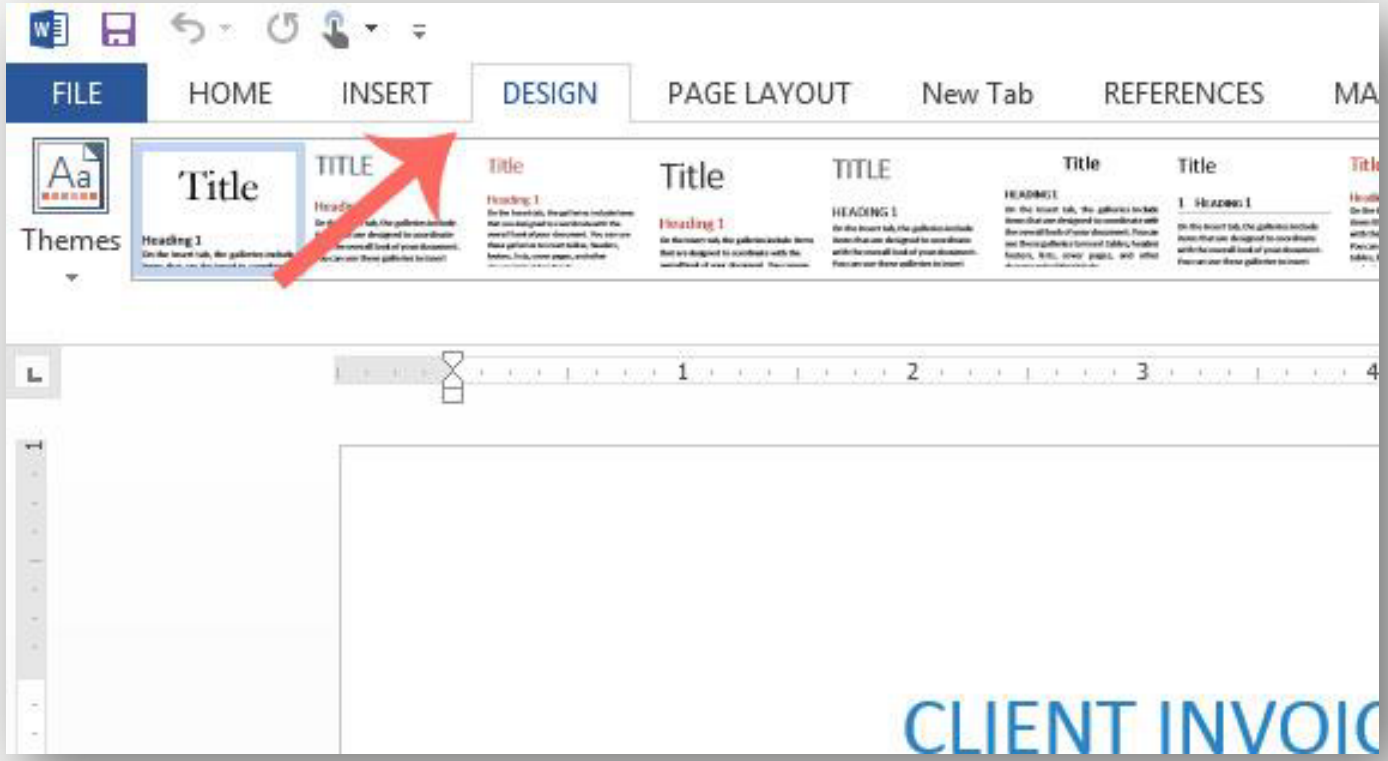
MORE REBRANDING

- 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

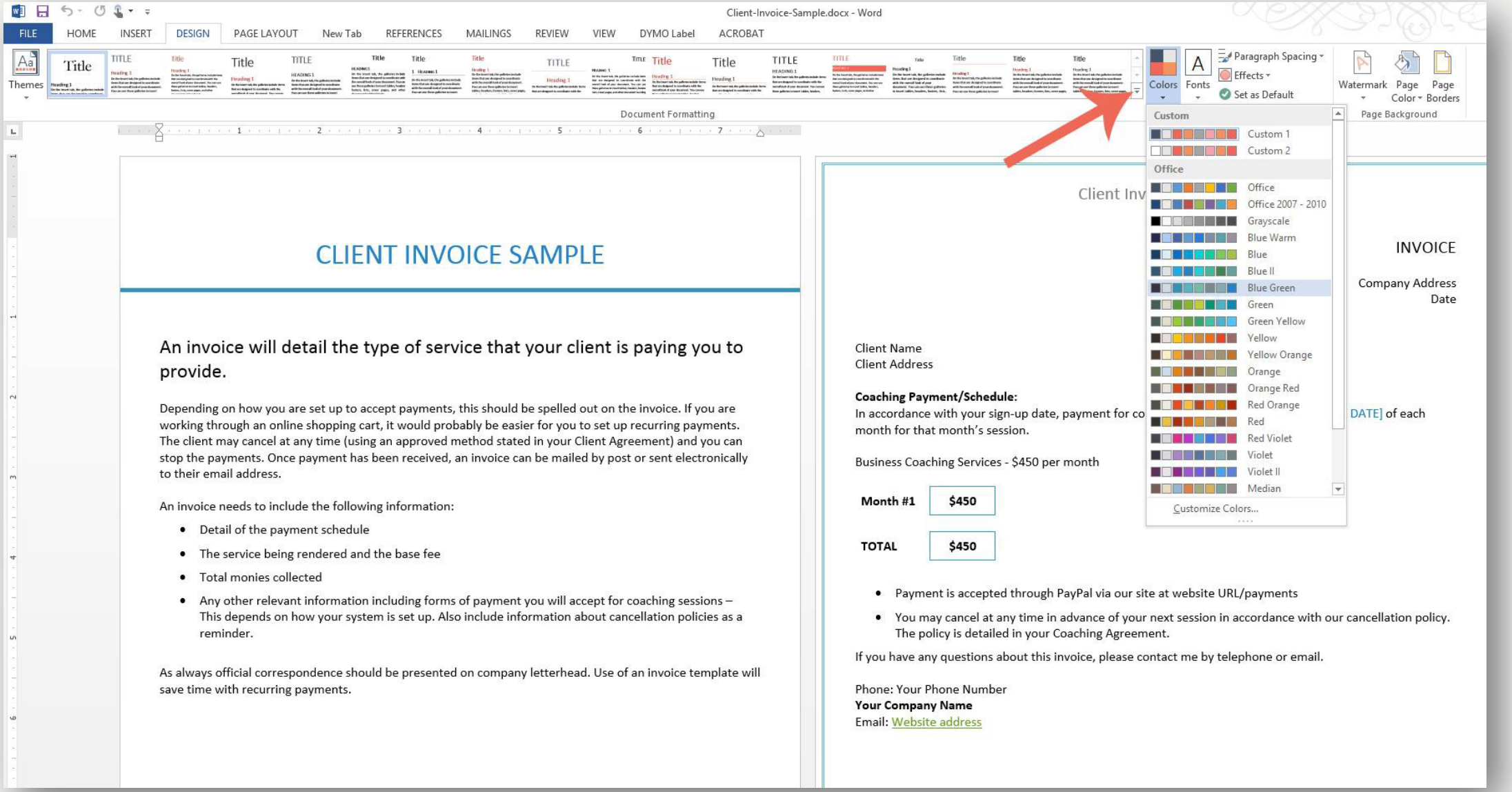
THANKS TO COACHGLUE



Download:

How-to Guide to Customizing Your Worksheet Colors

https://NAMS.ws/CGcolor


Client-Invoice-Sample.docx - Word
FILE
HOME
INSERT
DESIGN
PAGE LAYOUT
New Tab
REFERENCES
MAILINGS
REVIEW
VIEW
DYMO Label
ACROBAT
Themes
Colors
Fonts
Paragraph Spacing
Effects
Set as Default
Watermark
Page Color
Page Borders
Document Formatting
Page Background
Custom
Custom 1
Custom 2
Office
Office
Office 2007 - 2010
Grayscale
Blue Warm
Blue
Blue II
Blue Green
Green
Green Yellow
Yellow
Yellow Orange
Orange
Orange Red
Red Orange
Red
Red Violet
Violet
Violet II
Median
Customize Colors...
CLIENT INVOICE SAMPLE
An invoice will detail the type of service that your client is paying you to provide.
Depending on how you are set up to accept payments, this should be spelled out on the invoice. If you are working through an online shopping cart, it would probably be easier for you to set up recurring payments. The client may cancel at any time (using an approved method stated in your Client Agreement) and you can stop the payments. Once payment has been received, an invoice can be mailed by post or sent electronically to their email address.
An invoice needs to include the following information:
Detail of the payment schedule
The service being rendered and the base fee
Total monies collected
Any other relevant information including forms of payment you will accept for coaching sessions – This depends on how your system is set up. Also include information about cancellation policies as a reminder.
As always official correspondence should be presented on company letterhead. Use of an invoice template will save time with recurring payments.
INVOICE
Company Address
Date
Client Name
Client Address
Coaching Payment/Schedule:
DATE] of each
Business Coaching Services - $450 per month
Month #1
$450
TOTAL
$450
Payment is accepted through PayPal via our site at website URL/payments
You may cancel at any time in advance of your next session in accordance with our cancellation policy. The policy is detailed in your Coaching Agreement.
If you have any questions about this invoice, please contact me by telephone or email.
Phone: Your Phone Number
Your Company Name
Email: Website address

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