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Introduction
Ideas And Insights For Selling More PLR With Less Effort

In this guide you're about to get 101 tips, tricks and hacks for selling content licensing to others, which means other people will have the right to modify your content, put their name as the author, and then sell or give away the content.

Why would you want to do this?

Answer: Because it's very lucrative!

> *For example, if you're currently selling an ebook for $50 to your audience, you can sell the licensing to that same piece of content for $250. Imagine, if you sell just 100 licenses, you've made $25,000. Do that four times per year, and you'll make six figures.*

If you're liking the sound of that, then you'll love the following 101 tips and tricks. Here are the main topics and steps we'll cover in this guide:

- Decide What to Sell
- Develop Your Content
- Determine the Details (Licensing, Pricing, Etc.)
- Define Your Marketing Strategy
- Drive Revenue

So, without further introduction, let's jump right in…

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Section One
Decide What To Sell

Your first step is to determine your niche, topic, and the type of content you'll sell. Check out these steps and ideas…

1. Do Your Market Research

You want to make sure that people buy whatever it is you're selling, which is why your first step is to do your market research. You want to determine if A) a particular niche is profitable, and B) what topic people in your niche are interested in. You can accomplish this step by:

- Finding out what consumers are buying.
- Asking your audience what they want.
- Using keyword tools (like WordTracker) to see what your audience wants.
- Seeing what topics are popular on blogs, forums, groups, social media, etc.
- Checking what your competitors are advertising (paid ads).

And similar.

2. Select a Niche

The key here is to pick a profitable niche. This is a niche that's big enough to have lots of buyers, plus these buyers are proven to purchase plenty of products and services in the niche.

Secondly, choose an evergreen niche. For example, "weight loss" is a good evergreen market, whereas a niche focused on some specific fad diet is not a good niche as it may become outdated. Examples of evergreen markets include:

- Weight loss.
- Fitness.
- Health (e.g., get rid of back pain).
- Dog training.

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- Traveling.
- Home security.
- Anti-aging.
- Online marketing.
- Business.
- Finance/investing.
- Homeschooling.
- Adoption.
- Beauty and fashion.
- Home buying and selling.

And similar.

3. Find Out What's Selling

One of the best ways to figure out what your audience wants is to determine what they're already buying. Keep in mind that you're considering two audiences:

1. What PLR buyers are buying.

2. What end users/consumers are buying.

   For example, weight loss is a popular market, so you'll find lots of end users buying weight-loss materials, which means you'll also find plenty of marketers purchasing PLR on weight-loss topics.

You can find out what's already selling by checking marketplaces such as ClickBank.com, JVZoo.com, Udemy.com, and Amazon.com, as well as by visiting PLR sellers' websites to see what they're selling.

4. Carve Out an Area of Expertise

Once you have your niche picked out, then you can choose a topic based on what you've determined is selling. Ideally you want to carve out an area of expertise. Ask yourself:

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- What topics in the niche do you know a lot about?
- What topics interest you?
- Which topics can you bring fresh insights to?

Next…

5. Understand Your Audience's Needs

As you think about potential topics, think about what your audience needs and wants. Specifically:

1. What type of content are PLR buyers wanting? For example, do they want blog articles, books, courses, etc.?
2. What do end users really want? You can read product reviews on existing products to get a feel for what current products are missing. You can then create something similar but improved/better.

Next tip…

6. Think About Your USP

The idea here is to think ahead. When you choose a popular niche and topic, you're naturally going to have competition with other PLR sellers. The question is, how are you going to set yourself apart with a USP (unique selling point)?

For example, do you have unique qualifications to create this type of content? PLR buyers would rather purchase content from experts rather than generic content from ghostwriters.

Another example: can you set yourself apart based on the type of content offered? For instance, if sellers are mainly selling PLR articles, then you might offer comprehensive packages of premium content.

Which brings us to the next point…

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7. 18 Types of ContentYouCanSell

As you do your research,you'llwanttotakenoteofwhat types of content your audience wants.Examplesinclude:

- Articles.
- Reports.
- Ebooks.
- Courses.
- Multimediacontent(suchasvideos,audios and slide-shares).
- Tools(suchaschecklists,worksheets,planners, infographics, cheat sheets and similar).
- Contentformembershipsites.
- Emails.
- Emailsequences.
- Coachingcontent.
- Videoorwebinartranscripts.

Ifmarketersinyournicheuseacertaintypeofcontent in their businesses, thenthat'satypeofcontentyou'llwanttoconsiderselling.

Ona related note…

8.SellPremium Content

Don'tfallintothetrapofsellinglow-costcontent.Instead, build your PLR businessaroundsellingpremium,high-qualitycontent.

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For example, if you're selling PLR packs of articles for $10 each, then you'll need to make 10,000 sales in order to make $100,000. On the other hand, if you're selling PLR packages for $500, then you only need to make 200 sales to make that same $100,000.

9. Consider Your Labels

Part of selling premium content is to be sure you're labeling the content in a way that reflects the high quality of the content. Specifically, you'll want to avoid labels such as "ebooks" or "articles," both of which have low-quality connotations.

Instead of selling PLR ebooks, you can sell systems, guides, books or similar. And instead of selling articles, you might sell "lessons" or "tutorials" instead.

10. Determine What Content to Include

Your next step is to determine what content to include in a package. Here again, you'll want to think about how your PLR buyers as well as end users intend to use the content.

For example, instead of just creating and selling a PLR course, you might create a package that includes:

- The course.
- A lead magnet to bring buyers into the sales funnel.
- A backend product.
- A bonus product to include alongside the course.
- Emails to help promote the offer.
- Blog articles to help promote the offer.
- Social media content to help promote the offer.

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Next…

11. 6 Types of Extras to Include

In the previous tip, you learned about building a package. Now you need to figure out what else your audience needs to make the most of the content you're selling. For example, you can include:

- Sales pages.
- Lead pages and other landing pages.
- Webpages (design/HTML files).
- Graphics.
- Interior layout and design of content.
- Paid ad templates.

In other words, you want to include promo materials, graphics and other items to add value to the package and make it easier for license holders to use and sell the content.

12. Four Pieces to Include In Your Sales Funnel

While you may be focusing on creating your first piece of PLR content to sell, you want to plan your entire sales funnel at this time. Your sales funnel will include:

- A lead magnet.
- A tripwire offer.
- Your core offer.
- Backend offers.

That way, you have additional products at a variety of price points to sell to your PLR buyers, which is a great way to boost your revenue. And you want

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to plan them at the same time, as each piece should naturally lead to the next piece in your sales funnel.

Let's look at examples of how these pieces fit together…

13. Plan Your Lead Magnet

The lead magnet is a free piece of content you offer to prospects in order to get them on your mailing list, which allows you to follow up and promote your PLR offers to these new subscribers.

There are two types of lead magnets you may consider offering:

1. A piece of PLR content. For example, you might offer a short report with PLR licensing, which lets prospects sample the quality of your content.

2. Training materials for people who are new to using PLR content. For example, you can create a report that teaches people how to find, buy and use high-quality PLR content, which will naturally include links to YOUR PLR content.

Alternatively, you can create a package that includes training material as well as a piece of PLR content for subscribers to use immediately.

Then the next piece of your sales funnel…

14. Plan Your Tripwire Offer

The goal of the tripwire offer is to turn subscribers into buyers as quickly as possible. To that end, your tripwire should be a low-cost, high-quality piece of PLR content, such as report, a set of lessons or similar.

> *NOTE: One way to create your tripwire offer is to splinter off a piece of your core offer. For example, if your core offer is a ten-module course, you might offer one module as the tripwire offer. Anyone who likes the single module will want to upgrade and purchase the entire course.*

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15. Plan Your Core Offer

The core offer is your main offer – your flagship PLR product. To that end, you'll want to create a premium offer. Ideally, it should include a package of content. For example, you might offer a full sales funnel of PLR content (lead magnet, tripwire, core offer, backend product), plus extras such as sales letters, emails, blog articles and similar.

16. Plan Backend Offers

The final piece to include in your sales funnel is at least one backend offer to sell to people who've purchased the core offer. Ask yourself, what else do your buyers want?

> *For example, if your core offer is a ten-module weight-loss course, then you might sell a low-calorie recipe book as a backend offer. Or you might offer an illustrated report that outlines how to lift weights to help lose weight.*

17. Plan Cross-Sells and Upsells

The idea here is to create one or more additional offers that you can sell during the order process to increase the average transaction amount. Specifically:

- An upsell is a "deluxe" or upgraded version of what the customer is getting ready to purchase. For example, if you've created a PLR membership site, you might persuade someone who's buying the "Silver" membership to upgrade to a "Gold" membership that includes more PLR content and other perks.

- A cross-sell is an offer that's highly related to the main product. For example, if someone is purchasing a PLR weight-loss course, you might offer a package of other related weight-loss content such as extra blog articles, emails, social media content and more.

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18. Plan Other Content

In addition to planning out the sales funnel materials as discussed above, you'll want to plan out any other content you're going to need. This includes:

- Bonus PLR products to include with every paid offer.
- Promo materials you'll need to promote your offer.
- Content for affiliates to use if you have an affiliate program.
- Training materials if your PLR buyers are beginners.

Take a moment and think about any and all content you need so that you can make a plan for creating it alongside your main PLR content.

19. Plan Parallel Funnels

Another thing to plan at this stage is what sort of related (parallel) sales funnels you might create.

> *For example, if you're selling general dog-training information such as how to raise a puppy, you might create a semi-related funnel of PLR content that teaches people how to start doing trick training or agility training with their dogs. Not everyone who is in your dog-training funnel will want this related content, which is why it's a separate funnel (rather than part of the same funnel).*
>
> *Another example: if you have a funnel about growing vegetables, then you might set up a related funnel about growing flowers or growing organic vegetables.*

20. Verify Your Ideas

The final step is to verify your ideas. For example, you might create the lead magnet and/or a tripwire offer to see how well your audience responds to them before you take the time to create all the rest of the content in your funnel.

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Section Two
Develop Your Content

Now that you've done all your research and planning, it's time to start developing your content. Check out these steps, tips and ideas…

21. Determine Whether to DIY or Outsource

Your next step is to decide whether you plan to create your PLR content yourself, outsource it, or do a combination of outsourcing and do-it-yourself content creation. Outsourcing is faster, and it frees up your time to work on other parts of your business. And if you're not a great writer, then outsourcing can help you create a better end result.

However, outsourcing can also take a chunk of change out of your budget, especially if you hire someone to do everything. Plus, you also need to do your due diligence upfront to be sure you're hiring a reputable freelancer who'll produce good work.

If you don't know whether to DIY or outsource, then you'll want to check out this next tip…

22. 6 Questions to Ask Yourself

If you're not sure if you should outsource or create the content yourself, ask yourself these questions:

1. Are you a notable expert on the topic? If so, you may choose the DIY route, or you may hire a ghostwriter and then tweak their work to improve it.

2. What is your budget for outsourcing?

3. Does it cost more to hire someone versus doing it yourself? (Note: figure out how many hours it would take you to create a piece of content and multiply that by what your time is worth per hour. Is it more or less than hiring a freelancer?)

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4. How much time do you have to create the content yourself?

5. Are you a good writer?

6. Do you enjoy creating content?

If you answer the above questions honestly, then you'll be able to decide more easily whether to outsource or do it yourself (or do a combination).

TIP: You can hire someone to do certain components, such as outlining your content, writing certain sections of it, or simply proofing it.

Next…

23. 2 Tips for DIY Content Creation

If you plan on creating your content yourself, then be sure to follow these tips:

1. Outline and research your content thoroughly, which will make the writing phase go more quickly.

2. Schedule time in your calendar just like you schedule time for everything else in your life, such as appointments.

Next…

24. 3 Tips for Writing More Quickly

If you're creating a funnel full of content, then it may take you some time to create it all. That's why you'll want to check out these tips:

1. Write first and edit later. (Don't try to do these two things simultaneously.)

2. Use a speech-to-text app (such as Dragon Naturally Speaking), which may triple the speed at which you create content.

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3. Block distracting social media and other websites using an app such as GetColdTurkey.com.

Next…

25. Research Your Content Thoroughly

Even if you're quite knowledgeable about the topic, it's still a good idea to research your topic before you write about it. That way, you won't overlook any important steps, tips, or other points.

Secondly, be sure to look up and verify any facts. For example, if you're talking about how many people in the US died of heart disease last year – and you think you know the exact number – look it up anyway to verify your facts. Being accurate with all facts builds credibility and helps you sell more PLR content in the long term.

26. 2 Tips for Researching Your Topic

Check out these tips to help you research your topic:

- Use reputable sources only. Focus on sites created by experts in your niche, as well as other authority sites. For example, if you're researching arthritis, then check out content on hospital and research sites such as the Mayo Clinic site.

- Utilize Google Scholar. If you need to find research in your niche, then use the Google Scholar search engine to uncover peer-reviewed journal articles.

Next…

27. 3 Ways to Outline Your Content

One decision you'll need to make is how to organize your content. Here are three common types of outlines you can use:

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1. Chronological. This is good for step-by-step how-to content, where you list the steps in the order the user must take them.

2. Complexity. Here's where you list content from easiest/fastest to more difficult/takes longer. For example, if you're teaching people how to train a dog, a command like "sit" would be near the beginning, whereas a complex trick like "fetch me a soda from the fridge" would be near the end.

3. Categorical. Here's where you organize information according to categories. For example, a dog training book might be broken up into the following categories: socialization, housetraining, obedience training, problem behaviors, trick training.

Next…

28. 8 Talking Points to Include

As you start developing your outline for the content, you'll want to include plenty of talking points to add value to the content. Here are the types of talking points you can include:

- Steps.
- Tips.
- Ideas.
- Mistakes to avoid.
- Frequently asked questions.
- Examples.
- Dos and don'ts.
- Lists.

Here's the next tip…

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29. Include Something Fresh

You don't want your PLR content to simply be a rehash of other people's content. Instead, you want to create something unique, which means including something fresh. This might be a new strategy, a fresh tip, or a unique perspective on the topic. When you do this, you raise the value of your content, which turns your PLR buyers into repeat customers.

30. 3 Ways to Add Value to Your Content

Both your PLR buyers and their end users will appreciate if you add value to the content. Check out these ideas:

- Include advanced information, which carries a higher-perceived value than beginner-level information.
- Be sure to format the content for easy readability and include a professional template, as a professional look will boost value.
- Offer some multimedia PLR content, such as videos, which boost the value of content.

Next…

31. 6 Types of Graphics to Embed

Another way to add value to your PLR content is by including graphics. Check out these ideas:

- Infographics.
- Screenshots.
- Photos.
- Scans.
- Illustrations.
- GIFs.

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For example, if you're providing a step-by-step process for how to set up a shopping cart script, then you can include screenshots of each step.

32. 11 Types of Tools to Include

Still another way to boost the value of your content is to add tools to it or include tools as bonuses. These tools may include:

- Checklists.
- Worksheets.
- Swipes.
- Planners.
- Cheat sheets.
- Templates.
- Mind maps.
- Process maps.
- Infographics.
- Lists.
- Assignments.

You can also create toolkits, which include several tools in one package.

33. Engage Readers

One key to creating high-quality content is to be sure it's well-written and that it engages the readers. Check out these dos and don'ts:

- Do tell stories, which engage readers on an emotional level.
- Don't use complex words, sentences or paragraphs, as these things make it more difficult to read the content.
- Do use metaphors, similes and analogies to engage the reader.

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- Do know your audience so that you can write in a way that connects with them.

Next…

34. Insert Quick Wins

If you're teaching complicated information that takes some time to implement (such as setting up a new business or losing weight), you'll want to insert quick wins. These are tips and ideas that people can implement quickly and get results quickly too. When people act on this type of information and get good results, they'll have a higher opinion of the content, and it will seem even more valuable, which your PLR buyers will appreciate.

On a related note…

35. Provide Detailed Instruction

If you're sharing a tutorial or other step-by-step instructions, then be thorough. Don't just tell people what to do – tell them exactly how to do it with detailed instruction that anyone can replicate. Including tips and examples will further enhance the value of the content and create more satisfied readers.

However, keep this next tip in mind…

36. Know Your Audience's Level

Before you start crafting your PLR content, be sure you know as much about the audience as possible. In particular, you'll want to know if they are beginner, intermediate or advanced users, so that you can craft content that's a good fit for their level.

> *For example, beginners need a lot of detailed instruction for every step, whereas experts may not need any instructions at all for certain parts of a process. If you're providing too much detail to experts, they'll get bored. If you provide too little detail for beginners, they'll be*

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confused. As such, know your audience so you can tailor the content to their level.

37. Format For Easy Readability

When people encounter a wall of text, they often back out or simply skim over that section. As such, you want to make sure you format your content for easy readability. You can do this by:

- Crafting short sentences and paragraphs.
- Utilizing plenty of white space.
- Turning paragraph lists into bulleted lists.
- Inserting relevant graphics to break up the text.

Next…

38. Proof and Polish Your Content

Content with a lot of errors or content that's boring to read tends to create a lower perceived value among readers. As such, you'll want to be sure to proof and polish your content. Follow these tips:

- Set the content aside for several days or a week before proofing. This will help you find your errors more easily, as you'll be reading it with "fresh eyes."
- Get someone else to read it. Even better, hire a professional proofreader using a service like Fiverr.com or Upwork.com.
- Think "edutainment." Polish your content so that it's both educational and entertaining.

Next…

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39. Consider What Files to Include

Since you're selling PLR content, many (perhaps most) license holders will tweak the content to make it more unique. However, some people will prefer to use the content as-is. As such, you can include an editable source file as well as a professionally designed PDF version, so that people can either tweak the content or use it as is.

40. Include Promos (Sparingly)

As mentioned, some people are going to use the content as is. As such, you'll want to include backend offers embedded in the content. Whenever possible, these should be links to your products, along with instructions to license holders on how to change the link to their affiliate links. That way, both you and the license holder will make money whenever an end user buys through the link.

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Section Three
Determine The Details

Once your content is complete, then you need to work out the details surrounding pricing, licensing and more. Check out these tips and ideas…

41. Determine What Type of License to Offer

There are two main types of private label rights licensing you can consider offering. Specifically:

- Standard/regular PLR license. License holders get the rights to modify the content, put their name as the author, and then sell or give away the content to end users.

- Master PLR license. Here license holders have the same rights as standard license holders, PLUS they also get the right to sell PLR licenses to others. Thus, they get two ways to make money with their license.

A standard license helps hold the value of the content, since you are the only one issuing licensing (and thus you can cap these licenses). However, you can sell master licenses for more money per license, since license holders get more rights.

42. 6 Licensing Questions to Ask Yourself

As you sit down to draw up the terms of your PLR license, you'll want to ask yourself these questions:

- Are there any limits to the modifications people can make to your content?

- Do they need to modify it a certain percentage in order to put their name as the author?

- Can people bundle the content?

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- Can license holders turn digital content into physical products?

- What activities will the license prohibit? (E.G., spamming of any kind, passing on licensing to others, etc.)

- What other rights does the license grant?

Next…

43. Decide How to Enforce Licensing

The next thing to do is determine how you'll monitor and enforce the terms of your license. For example, will you randomly monitor some of your license holders from time to time to see how they're using the content? Will you set up a special email address to report violations?

You'll also want to decide what to do when someone is going against your license terms. Do they get a warning first? Or do they immediately lose their license? How will you contact them about such violations?

44. Consult With a Legal Professional

In order for your license to be enforceable, it needs to be written in the correct (legal) way. As such, it's a good idea to consult with a qualified legal professional before you finalize your license.

45. Do Pricing Research

Your next step is to figure out how much to charge for your PLR license. Here you'll want to determine two things:

1. How much does the content sell for to the end user? A good guideline is that if you're creating a product, you can sell the PLR license for about five times the retail price. For example, if you're creating a product that sells for $20, then you can charge $100 for the PLR license.

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2. How much do similar PLR licenses sell for in your niche? Your second step is to research what other PLR sellers are charging for certain types of content. Be sure to compare apples to apples whenever possible.

And then…

46. Set Your Price

When you do your pricing research, you'll find a wide range of prices for similar products. You can generally price your license within that range. However, you'll want to look for ways to charge on the higher end of the range, such as by limiting licenses, being sure your content is high-quality, adding value to the package and similar.

> *For example, if content similar to yours is priced from $50 to $200 for licensing, you'll want to compete on value so you can set a price on the higher end of the range (e.g., $197) or even more.*

47. Test Your Pricing

Once you've set a price, then you'll want to do some tracking and testing to see how well your audience responds to the price. You can do the following:

1. Test big increments in pricing. For example, you might test out $197 and $247 and $297 to see which works best for your audience. (Note, in some cases conversions go up with price increases, as people associate higher pricing with higher quality.)

2. Test small increments in pricing. For example, if your price is around $100, then you can test $95, $97, and $99.

You can use a tool like SplitTestMonkey.com to test your pricing.

48. Determine if Buyers Need Training

Your next step is to assess your ideal buyer and determine if this buyer needs training to make the most of their license. Or to put it another way,

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are some of your buyers new to buying and using private label rights licensing? If so, you may train them on how to modify and use PLR content, as well as basic marketing strategies.

Which brings us to the next point…

49. 5 Examples of Training Materials to Consider Including

As mentioned, if your prospects are beginners, then you can train them to make the most of the license they just purchased. Not only does this training provide a lot of value to buyers, it also helps them create results. In turn, customers who get great results become satisfied, repeat buyers.

With that in mind, here are examples of the type of training you might offer your PLR buyers:

- How to modify PLR content quickly and easily to make it unique.
- How to profitably use PLR content.
- How to build a mailing list using PLR content.
- How to drive traffic to your website.
- How to build a sales funnel using PLR content.

And similar topics. You can create reports, training videos or similar, depending on what your audience wants and needs to help them make the most of your content.

> *TIP: Be sure to provide detailed instruction, with every example pointing to a specific piece of content in your package.*

Next…

50. Create Your Sales Page

At a minimum, you're going to need one sales letter (more if you're including sales letters for license holders to use). This is the sales page where you lay

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out the benefits of your PLR offer. If your prospects are new to PLR content, you'll want to use your sales page to explain how using PLR content is beneficial to the license holder, plus you'll want to list all the components and benefits of your specific set of content.

If you're not skilled at writing compelling sales copy, this is one task you may consider outsourcing, as your sales page can make or break the success of your offer. You can find a copywriter by searching Google, asking your network for recommendations, and/or posting a project on a freelancing site such as Guru.com, Upwork.com, or Freelancer.com.

51. Set Up an Order-Form Cross-Sell or Upsell

Earlier we mentioned that you can use cross-sells or upsells on the order form to increase your per-transaction amount (and your profits). Check out these tips:

1. Offer something exclusive. Provide a discounted product or even an exclusive product that the customer can ONLY get right here on the order form – once they leave the order form, the offer is gone for good.

2. Frame the offer appropriately. Keep in mind that your customer has already decided to purchase the main offer, which means you should only be presenting the upsell or cross-sell. To that end, frame it like this: "Would you like to add [upsell or cross-sell] for just [$ amount of cross-sell or upsell] more?"

Here's the next idea…

52. 17 Places to Cross-Promote Other Offers

Whenever someone buys something from your suite of offers, you'll want to promote a related product from your sales funnel. Here's where to place these cross-promotions:

- On the order form.

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- In a one-time offer right before or after the order form.
- On the download page.
- Inside lead magnets.
- Inside paid reports, ebooks, videos and other content.
- On the welcome/home page of a membership site.
- In the "Recommended Products" section of a membership site.
- In the dashboard of an app.
- In a sticky post on your blog.
- In the sidebar of your blog.
- Directly in the content of the blog.
- In the sticky post of a private customers-only Facebook group.
- In the content of the Facebook group.
- In follow up emails to prospects and customers.
- Within webinars.
- During coaching sessions.
- Inside training materials you deliver to PLR customers.

Next…

53. Create Autoresponder Sequences

Another key to your success is to create autoresponder sequences. You're going to do this for multiple groups (segments) of your overall mailing list, including:

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- Sequences for people who've requested your lead magnet, with the goal being to convert these subscribers into customers.

- Sequences for people who've purchased a product in your sales funnel, with the goal of getting them to make a repeat purchase.

- Sequences to train your PLR buyers on how to use PLR. (You may make this sequence "opt in" and optional for buyers, as not everyone will need or want it.)

- Sequences to stay in touch with affiliates and joint venture partners to motivate them, announce new offers, announce new creatives and marketing materials, announce contests, and similar.

Here's the next idea…

54. Get Professional Graphics

Some prospects are going to arrive on your sales letter and skim it, which means the graphics in your sales letter – including ecover graphics for your PLR products – are going to play a big role in your conversions. You'll want to be sure your graphics make a great first impression, which is why they should be clean and professional.

If you have some graphic design skills, then you can use a tool like Canva.com or Gimp.com to create your own graphics. If you don't have these skills, then you can outsource your graphics to freelancers on sites like Fiverr.com or Upwork.com.

On a related note…

55. Warning: Check Graphics Licensing

In many cases, you're going to create your graphics by starting with a stock image or illustration, which may come from a stock photo site such as DepositPhotos, iStockPhoto and similar. If you're modifying other people's images to create your graphics, be absolutely sure that the photo or

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illustration licensing allows you to modify their image and then use it in your PLR package.

> *For example, if you're using these photos to create ecover graphics or interior graphics for the PLR content, the photo licensing may prohibit reselling the content (because you are in effect reselling the graphics as well). As such, you'll want to be absolutely sure the graphics licensing allows you to use it alongside PLR content. When in doubt, you'll want to get explicit written permission or create your own unique graphics so that you don't have to worry about this issue.*

56. Create an Onboarding Sequence

One problem with selling PLR content (or any product, for that matter) is that customers sometimes buy it with good intentions, but then they leave it on their hard drive to gather virtual dust. And as you might suspect, if the customer doesn't use the PLR content, then they're not going to rush out and buy more of your content.

Here's the solution: create an onboarding sequence. This is a series of emails spread out over at least two or three weeks where you welcome new customers, remind them of the benefits of what they've just purchased, and then encourage them to start using the content. For example, each day you can focus on a PLR strategy or focus on one piece of content in your PLR package. You can share fresh tips on how to make the most of the content and encourage them to take action.

End result? You'll get more of your customers actually using the content they purchased from you, which creates satisfied customers who make repeat purchases.

Which brings us to the next entry…

57. Use This Example Sequence

So, what should an onboarding sequence look like? Check out this example:

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- Email 1, sent immediately after the order is complete. This email provides a link to the PLR content the customer just purchased and thanks them for their order. It should also reiterate the biggest benefits of the offer to reduce buyer's remorse. Finally, it should build anticipation for the upcoming emails.

- Email 2, sent the next day. Pick one benefit or one piece of content out of the package and focus on how to make the most of it.

- Email 3, sent two or three days after the last email. Pick another benefit or one piece of content out of the package and focus on how to make the most of it. Be sure to provide fresh tips in each of these emails so that customers keep eagerly opening and consuming them.

- Email 4, sent two or three days after the last email. Pick another benefit or one piece of content out of the package and focus on how to make the most of it. You can also promote a related offer, service or tool.

- Email 5 and onward – continue in the same manner, focusing on one strategy or piece or content at a time and calling people to action in each email (e.g., telling them to use the strategy or content you just talked about).

58. Recruit Beta Readers

One final item to consider is to recruit beta readers for your content. This means selecting people out of the audience of potential end users and having them offer feedback on your content. Is it detailed enough that they can get good results? Is it written to the correct level? What suggestions can beta readers offer to help you improve the content?

Now let's switch gears and look at the next step…

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Section Four
Define Your Marketing Strategy

At this point, you've got at least one PLR offer ready to go. Now you need to get your offer in front of prospective buyers. Check out these tips and ideas…

59. 12 Free Ways to Promote Your PLR Content

There are multiple free ways to promote your offer, including:

- Start a blog and post regularly.
- Optimize your content for the search engines.
- Do guest blogging.
- Engage in social media marketing.
- Do video marketing (using YouTube).
- Create and share viral content.
- Distribute press releases using PRWeb.com.
- Do joint ventures with partners in your niche.
- Start an affiliate program.
- Give away free content to build your list.
- Do webinars.
- Do guest spots on podcasts.

60. 3 Paid Ways to Promote Your PLR Content

One advantage of doing paid advertising is that you can usually generate targeted traffic fairly quickly. Check out these ideas:

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- Post ads on social media sites such as Facebook, Reddit, and YouTube.

- Post ads on search engines such as by using Google Ads and Bing Ads.

- Post ads on targeted niche websites (PLR-oriented websites).

Next…

61. How to Set Up an Affiliate Program

One great way to sell your PLR content is to set up an affiliate program, where you pay out commissions to other marketers when they make a sale. Here are the steps:

Step 1: Select a Platform: Common options include platforms such as ClickBank.com and JVZoo.com.

Step 2: Determine the Commission Rate. Typically, the commission rate should be 50% on the frontend. Offering commissions on the upsells and cross-sells on the order form is a good practice too.

Step 3: Create Marketing Content. Here you want to create copy and paste materials for your affiliates to use, including graphical ads, reports, emails, social media blurbs, blog posts and similar.

Step 4: Recruit Affiliates. Finally, you'll want to directly recruit affiliates, since the very best affiliates in your niche likely won't find your affiliate program.

Which leads us to the next tip…

62. Where to Find Super Affiliates

As mentioned, the top affiliates in your niche are unlikely to find your offer, so it's better if you seek them out. Here's how:

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- Ask your existing partners and affiliates to introduce you to their partners.
- See who's winning related affiliate contests in your niche.
- Check who has big platforms (mailing lists, social media platforms and blogs).
- Run a search for your relevant PLR keywords to see who holds the top spot in Google for them.
- See who has bestselling PLR products (check ClickBank and JVZoo).
- Approach those who run PLR-related groups on Facebook, LinkedIn, and similar.

Next…

63. 5 Perks to Offer Super Affiliates

The top affiliates in your niche primarily want to know if you have a good offer, so you want to be sure to send them your PLR package (for free) so that they can review it. Then you can offer additional perks to help persuade them to join your affiliate program such as:

- Higher commissions (such as 75% or more versus the standard 50%).
- Instant commissions payable to PayPal.
- A special, personalized landing page/sales page.
- Special perks for their customers, such as an exclusive bonus package.
- An offer to co-endorse a product of their choice to your audience.

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Here's the next tip…

64. The #1 Key to Recruiting Super Affiliates

The top affiliates in your niche or other joint venture partners have people approaching them every day to request they promote an offer. If you do the same thing, you'll be one of dozens, and the affiliate is unlikely to promote your offer when some of their friends are extending similar invitations.

The solution? Build relationships first. People like to do business with those they know, like and trust. As such, you're more likely to get a "yes" when the super affiliates know who you are. You can start up a dialogue on social media, on the affiliate's blog, at offline conferences and more. You'll also want to reach out and help the potential partner, such as joining their affiliate program and generating sales for them.

65. 9 Joint Venture Ideas

Having marketing partners join your affiliate program isn't the only way to create mutually beneficial partnerships. You can do a wide variety of joint ventures with others in your niche, such as:

- Co-endorsing each other on your respective platforms.
- Promoting each other's offers on your download and thank you pages.
- Embedding each other's links in your content (lead magnets, blog posts, paid offers, etc.).
- Doing guest blogging for each other.
- Swapping social media content.
- Sharing each other's social media content.
- Doing podcasts together.

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- Doing webinars together.
- Creating PLR packages together.

And similar mutually beneficial activities, which are only limited to your imagination.

66. 7 Top Social Media Platforms to Join

Social media marketing is a great way to build relationships with your audience and drive them back to your offers. Some of the top social media sites include:

- Facebook.
- Twitter.
- LinkedIn.
- Pinterest.
- Instagram.
- YouTube.
- ClubHouse.

Pick two or perhaps three of these sites where your audience congregates and is engaged in the largest numbers, and focus on those sites so that you don't spread yourself too thin.

67. 4 Tips for Using Social Media to Market PLR

Use these tips to start getting better social media results:

- Use an app like HootSuite.com to help you manage your social media presence.

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- Fill out your profile completely, including posting a real photo of yourself, embedding your branding, and including a link to your lead page.

- Post a variety of content and track response to see what type of content your audience responds to the best.

- Engage directly with your audience by replying to their comments, encouraging them to comment on all your content, and liking their comments.

Next…

68. Join PLR and Marketing Groups and Forums

Another place to promote your offers is on targeted Facebook groups or forums where people discuss how to use PLR content. Be sure to read the group guidelines carefully, contribute thoughtfully to the group, and drop your signature file (ad) only when and where allowed. Not only does this strategy help you drive prospects directly to your landing pages, it's also a great way to build a good reputation in your niche.

69. Get Referrals From Existing Customers

Your best customers can also become your best ambassadors, especially if you incentivize them to spread the word about your PLR offers. One way to do this is by starting up a two-way referral program, where your customer, as well as the people they refer, get a special perk, such as a deep discount or a free piece of PLR content.

Note: if you're selling business or marketing PLR content, then you can invite your buyers to join your affiliate program and/or your referral program.

70. Create a Loyalty Program

Another way to generate more sales is by starting a loyalty program for your customers. For example, you can assign "points" for each purchase, such as

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$1 is equal to one point. Then you can set up a system where customers can exchange their points for PLR products or discounts.

71. Do Guest Blogging

Guest blogging is a great way to leverage other people's targeted audiences. You can find these opportunities by searching Google for keywords such as "PLR guest blogging" or "infoproduct marketing guest blogging." The key is to vet each potential opportunity to be sure it's a high-quality blog with engaged readers. Then write something unique that aligns with the existing content on the site and end with a link and call to action.

72. Optimize Content for the Search Engines

Whether you're distributing content on your own blog, via guest blogging spots, or anywhere else, you may consider optimizing some of your content for the search engines. Use a keyword tool (such as WordTracker) to pinpoint targeted longtail keywords that get decent traffic yet have low competition. Then craft high-quality content around these keywords, being sure to only include the keyword when you can do so naturally.

73. Utilize Paid Ad Campaigns

Still another way to generate targeted traffic is via paid ads. The key here is to be sure you're posting on highly targeted keywords or using a platform (such as Facebook) that allows you to pick a highly targeted audience. Be sure to start small, test your ads, and then scale up once you're getting good results.

On a related note…

74. Use Retargeting

Some sites such as Facebook let you create retargeting campaigns. This is where the platform only shows an ad to someone who's visited your website before and/or interacted with your business in some way previously. A good retargeting campaign can increase conversions, such as by extending a special discount or perk to encourage prospects to buy.

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E.G., "Still interested? Buy this offer in the next hour and you'll enjoy a 25% discount!"

75. 6 Types of Sales That Boost Revenue

Another part of your marketing strategy should be to plan and execute a variety of sales and events throughout the year. Examples of revenue-boosting sales include:

- Flash sales.
- BOGO (buy one, get one free).
- Buy one, get one at a discount.
- Matching credit, where the customer gets a credit for a future purchase that's equal to the current purchase.
- Percent off or dollar off coupon codes.
- Special event sales, such as Christmas sales or anniversary sales.

Sales work best when there is a limit, such as a time limit or a quantity limit.

76. Combine Affiliate Contests With Customer Coupons

Affiliate contests tend to boost sales, as a good contest will encourage a large number of affiliates to promote an offer. However, you can increase your sales even more by combining an affiliate contest with coupon codes for these same affiliates to distribute, as the coupons will boost conversions. Just be sure to give your affiliates notice of the event well in advance and create enticing cash prizes to encourage affiliates to join.

77. Position Based on Quality (Not Price)

One big mistake that many PLR sellers make is to compete based on low pricing. However, what this leads to is selling large bundles of PLR content

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for just a few dollars, which you can't profitably sustain. Even worse, your conversions may suffer as people will think the content is junk since you're selling it for such a low price.

What you want to do instead is compete with other PLR sellers based on value. Provide something to your audience that no one else is offering, and then charge a premium for it.

78. Set Licensing Limits

PLR buyers want to purchase content that's valuable, and one way to increase the value of your offer is to limit the number of people who hold licenses. Depending on what you're selling, you may limit licenses anywhere from 100 to 250 to 500 license holders. In some cases, you may offer more licenses, but when you do, you'll charge less for each license.

79. Focus On Helping, Not Hyping

When it's time to craft your sales letter, forget about hyping up your offer. Instead, focus on helping your audience. Let them know how using PLR can benefit their business and help them make money. Avoid psychological sales tricks and "strong arming" prospects to make the sale.

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Section Five
Drive More Revenue

Now it's time to ramp up your PLR strategy and drive more revenue. Check out these tips, steps and ideas…

80. Create a Variety of Content

You should focus on creating premium PLR content with pricing of at least $97. However, in order to move people through your sales funnel, you can create a variety of content at a variety of price points.

For example, you may have a tripwire offer priced at $20, a core offer for $97, a premium backend offer for $297, and a variety of other offers at different price points.

> *TIP: Segment your customer lists according to what people buy. That way, you can boost conversions by sending targeted content and ads. For example, some people on your list may never spend more than $50, and that's okay. You can focus on sending them your lower-priced offers and discounted offers. Others on your list will purchase premium content, so you can focus on promoting your premium offers to them.*

On a related note…

81. Develop a Residual Income Offer

Your sales funnel should include at least one residual income offer. This is where you set up a PLR membership site, and members pay a monthly fee in exchange for fresh PLR content every month. People who need a lot of content and value your content in particular will happily join this site in order to secure a constant flow of new content.

82. Three Types of Membership Site Models

There are different types of membership models you can use, including:

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1. Ongoing monthly membership site. Here members pay a fee every month, and you send them new PLR content every month… indefinitely.

2. Fixed-term membership site. Here members pay a monthly fee for a set period of time – such as one year – and you deliver fresh content monthly or weekly for that same period of time. This style of site tends to have a lower churn rate since members see an end in sight, plus you can upload the content to an autoresponder and create a hands-free site.

3. Vault-style site. Here's where you collect a one-time payment in exchange for instant access to all PLR content within the site. While a vault-style site has a place in your sales funnel, it is not a residual income offer.

83. Create Premium Content

Many PLR buyers want premium content, and you'll like selling it too since it's more profitable. Examples of premium content include a six-week coaching course, a video course, enough content to fill a fixed-term membership site, and toolkits with PLR licensing.

84. Avoid These PLR Mistakes

Here are two mistakes to avoid:

1. Selling at rock-bottom prices. It's better to compete on value rather than on low pricing. Indeed, you may even design your branding or USP around premium content.

2. Not researching the market. In order to create bestselling content, you need to know what your audience wants. Be sure to find out what they're already buying and then create something even better.

Next…

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85. 10 Types of Content That Are Strong Sellers in Any Niche

Not sure what type of content to create for your audience? Check out these ideas:

- Tools such as checklists, worksheets, templates, swipes, lists, etc.
- Toolkits, which contain a variety of tools.
- Courses.
- Guides.
- Webinar scripts.
- Coaching classes.
- Slide decks.
- Videos.
- Membership site content.
- Reports.

Next…

86. 6 Types of Training to Provide to Your Customers

As mentioned previously, you can provide extra value and help your customers achieve success by training them on how to use your PLR content. Here are five different types of training you can provide:

- How to build a profitable mailing list using PLR content.
- How to create a sales funnel using PLR content.
- How to set up a profitable blog.

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- How to make PLR content unique in just minutes.
- How to use the source files.
- How to convert the content into a different format.

Note: If you're selling to business and "make money online" audiences, then you can offer PLR licensing to the training. Thus, customers can take advantage of the content for personal use as well as for making money with the licensing.

87. Bundle Content to Spur Sales

Here's a great way to attract new audiences and generate sales. The idea is to join with other PLR sellers in your market to create a big bundle of content to sell. Everyone in the group contributes a piece of PLR content, and everyone promotes the bundle as well (while enjoying a 50% commission). In order for a person to receive a particular piece of content in the bundle, they'll need to join the vendor's list. Thus, not only does this spur sales, it's also a great way to build a list of proven buyers.

88. Create a PLR Buyer's Guide

People who are somewhat new to purchasing PLR licensing may not understand what they should look for when licensing content. You can solve this problem by creating a PLR Buyer's Guide that you distribute in your niche. Not only will this guide provide a lot of good information, it will also help generate sales of your own content. That's because your guide will help readers come to the realization that your offers are a great fit for their needs.

89. Develop an Annual Event

One really good way to create a huge sales surge is by developing an annual event. This is where you create a big package of your best PLR, and then offer this package at a really good price. If you market it well in the first year, you'll enjoy a lot of sales and profits. For each year thereafter, your

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customers will eagerly look forward to the event and buy the package as soon as it goes live.

90. The Key to Creating $1k-$2k PLR Offers

The idea behind this strategy is to create a VIP PLR Pass which you sell for $1000 to $2000. Here you bundle together high-quality content and provide it at a discounted rate. For example, if you put together a package that would cost $2000 if each piece was purchased separately, you can create a VIP Pass that gives people the ability to purchase the entire package for the discounted rate of $1000 or $1500. This VIP Pass makes a great upsell whenever someone purchases a single piece of your content.

91. 3 Items Almost Every PLR Buyer Wants

Once you understand what your audience really wants, then you'll be able to grow your business more quickly. Here are three things almost every PLR buyer wants, no matter what niche they're in:

1. A steady stream of content. Once a marketer finds a good source of content, they're going to want to get fresh content on a regular basis. As such, your goal should be to provide a steady stream of content, with at least one new offer every month.

2. Flexible licensing. People buy PLR content because the licensing is known to be flexible. If you impose too many restrictions in your licensing, people are going to look for their content elsewhere.

3. Marketing materials. Many of your customers are going to sell your PLR content. You can make it easier for them by creating all the marketing materials they need to do this, including sales pages, graphics, ads, blog posts, emails and similar content.

Next…

92. How to Create Content That Stands Out

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If you look around your niche, you'll likely notice that quite a bit of the content looks the same. If you want your PLR content to stand out – which generates more sales, creates satisfied PLR buyers, AND creates happy end users – then you need to find a fresh approach to the topic.

One example is to turn a step-by-step process into a formula you name with an acronym, where every letter in the acronym represents a step of the process. For example, if you have a nine-step weight loss strategy, you might call it the FAT BUSTER formula, with each letter in "FAT BUSTER" corresponding to a step of the strategy. E.G., Step 1 would start with an "F," such as "Focus On Your Goals."

93. 3 Ideas for Boosting Sales

Check out these three proven ideas for cross-promoting your offers to boost sales:

1. Create a welcome letter or video. This works particularly well for a membership site or a big package of PLR, as you can give people a "tour" of what's inside and how to use the content. You can then promote a related PLR offer.

2. Create a "Recommended Resources" file. You can include this in your package of content to help people make the most of your PLR content. For example, you can provide people with links of graphics editing tools. You can then include recommendations for purchasing paid tools and additional PLR content.

3. Create a reference. If you create a tool or other item that someone will reference repeatedly, such as a gear list or checklist, then be sure to include a link to a related offer.

Next…

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94. Offer a Payment Plan

If you're selling PLR content at a premium price, you can boost conversions by offering a payment plan. For example, if you have a $297 offer, you can offer a payment plan of three $100 payments spread out over three months.

95. The Key to Scaling Your Business

Earlier we mentioned that outsourcing is a great way to avoid bottlenecks and get more done quickly, and it's also a good way to scale your business more quickly too. Follow these tips:

1. Research each potential freelancer thoroughly. Check their portfolio, ask for references, check onsite ratings on sites like upwork.com, and research their name in Google to check for red flags. It takes a little time upfront to do this due diligence, but saves you a lot of time and money in the long run.

2. Start small and scale. Once you find a freelancer with whom you'd like to work, start by giving them smaller projects first to see how well you work together. If all goes well, then you can hand over bigger projects to them.

Next…

96. Create Content That Requires Little to No Editing

PLR buyers don't want to spend a lot of time editing your content. As such, you'll get more sales if you create content that possesses these two characteristics:

1. It is evergreen. Avoid any language that dates the content, and be sure to share time-tested information and resources.

2. It doesn't reference you. For example, don't use personally identifying examples in your content as customers will need to delete those references.

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Which brings us to the next point…

97. 5 Tips for Creating Evergreen Content

How exactly do you create evergreen content? Check out these tips:

- Avoid mentioning dates or seasons.
- Don't mention events that can date the content.
- Don't make pop culture references.
- Avoid sharing "fads" (strategies or products).
- Avoid making predictions.

Next…

98. A Key to Creating Satisfied Customers

As mentioned, some of your customers will need some training in order to make the most of the PLR content they've purchased from you. One idea is to set up a private Facebook group where you provide this training. Not only can you use this group to distribute your training materials, you can also do weekly group coaching sessions where you can answer your customers' content and marketing questions.

99. How to Turn Short Tips Into a $97 Sale

Many people are surprised that you can turn a collection of short tips into a quick $97 sale. How? By creating a "101 tips guide" like the one you're reading right now and charging $97 for the PLR licensing.

For example:

- 101 dog training tips.
- 101 copywriting tips.

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- 101 vegetable gardening tips.
- 101 weight loss tips.
- 101 marathon-training tips.

Here's another idea…

100. One Great Way to Boost Your PLR Revenue

The idea here is to create a monthly promo for one of your PLR offers and then promote this offer prominently on your blog, on social media, to your mailing list, and so on. You'll also want to be sure to inform your affiliates about each month's promo.

> *For example, this month you might do a one-day flash sale, next month you might do a "buy one, get one free" promotion, and the month after that, you may offer a discount coupon code. Be sure to create different promos on different products each month to keep excitement high in your audience.*

101. A Clever Way to Generate More Sales

Imagine making money without really doing any hard selling. That's exactly what this strategy is about. Here you give away a free piece of PLR content to your audience and include a link and call to action for a related piece of content. You may even splinter off a piece of content from a bigger package to offer for free. If people love the free sample, they're going to want to get the entire package.

Conclusion

And there you have it – you just learned 101 tips, tricks and hacks for making more money as a PLR seller! If you want to start making more money with every piece of content you create, then be sure to implement these tips today.

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