

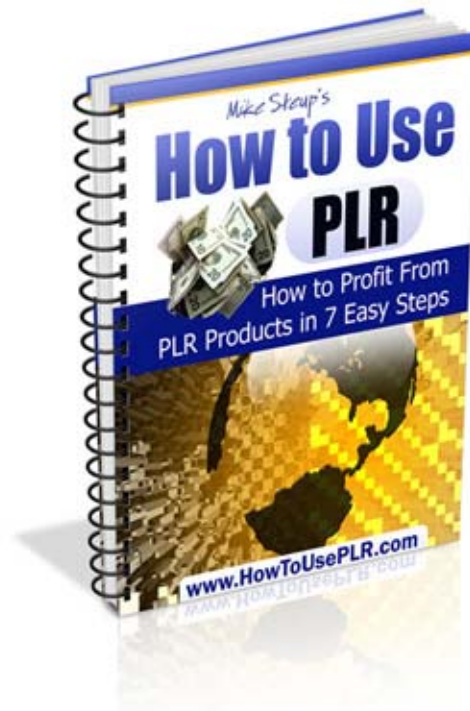
Mike Steup's

How to Profit From PLR Products in 7 Easy Steps



How to Use PLR Products ...

www.HowToUsePLR.com



By Mike Steup
www.HowToUsePLR.com

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How to Use PLR



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Get Your Free Bonuses Here . . .

To say "Thanks" for taking the time to read this guide, I've put together a special page full of free bonuses for you. These are all great resources, and can all help your business in some way.

Have a look at the following page, and get the bonuses that can help you with your business . . .

www.MikeSteup.com/freebonuses

Introduction

Hi, and thanks for taking the time to read this report. This won't take long, but you'll be getting some great information during the next few minutes. I'll be showing you exactly what I do to take a private label rights product . . . make it unique to me . . . get it ready to sell . . . and make hundreds (in some cases, thousands) of dollars from it during the first few days it is available for sale.

This is exactly what I do. No steps left out. No 'secret' that requires you to buy a \$500 product to learn. Just the simple (very simple, actually) steps that I take every time I want to create a new product from PLR content.

And this works in virtually any niche.

The best part of this system (besides the fact that it works) is that it doesn't cost much money. It may cost some money, but its not much, and you'll make that back pretty quickly if you do this right. But, you don't NEED to spend any money on this, you can do it all yourself and save some cash if you need to. Aside from the cost of getting the actual PLR product, you won't need to spend any more than \$200 on each product . . . and it will usually be much less than that. \$200 is what I usually spend, just because I have the people in place to do the work for me, and its much easier to pawn the work off on to others so I can spend my time doing what I do best (namely, my system).

If you're just starting out and don't have the money to spend on it, you can definitely do this without spending any more money, aside from buying the actual PLR products to work with. Once you've done this a few times, you'll find that spending a little bit of money to have other people do certain tasks for you will free you up to do the more important tasks, and you'll make more money.

This report will assume that you know the basics . . . what PLR is, basic HTML (or how to use a WYSIWYG program, such as Front Page), how to create simple web sites, how to upload files, how to make files downloadable, etc.

Now, let me be clear on something before we get into the main portion of this report. It does take work, just like anything else that makes you money. You probably have a ton of PLR content on your computer, just like I do. In fact, I

just bought a new 500 GB external hard drive for my PLR content because my other 2 are filled up already.

But have you actually done anything with that PLR content yet? For the longest time, I did absolutely NOTHING with the PLR content I had collected over the years.

After going over all of the PLR content I had almost a year ago, I decided to stop buying any PLR material until I had made at least \$2,000 from the PLR content I already had.

I came up with a plan to put that material to use and make some of my money back, and started using it in October 2007.

The results were nothing less than spectacular. Using this system, I generated \$10,331.34 in pure profit from October 2007 up to the time of writing this report (August 15, 2008) **from just one site**.

Here's a screen shot from my 2CheckOut.com account for that one site:

Date	ID	Payment	R Held	R Released	Sales	2CO Fees
Pending		\$0.00**	(-) \$0.00**	\$0.00	\$0.00	(-) \$0.00
Total		\$10331.34	(-) \$554.40	\$468.25	\$11088.00	(-) \$67.01
2008-08-13 12:27:40		\$155.58	(-) \$8.20	\$9.70	\$164.00	(-) \$9.92
2008-08-06 12:33:28		\$258.28	(-) \$13.20	\$22.90	\$264.00	(-) \$15.42
2008-07-23 12:22:32		\$232.24	(-) \$13.05	\$0.00	\$261.00	(-) \$15.71
2008-07-16 12:25:56		\$210.86	(-) \$4.85	\$124.50	\$97.00	(-) \$5.00
2008-07-02 12:24:45		\$242.09	(-) \$13.05	\$9.85	\$261.00	(-) \$11.00
2008-06-11 12:47:57		\$342.31	(-) \$19.25	\$0.00	\$385.00	(-) \$23.44
2008-06-04 12:49:47		\$259.08	(-) \$14.55	\$0.00	\$291.00	(-) \$17.37
2008-05-14 12:50:07		\$180.92	(-) \$9.70	\$8.20	\$194.00	(-) \$11.58
2008-04-30 12:52:39		\$421.15	(-) \$22.90	\$13.05	\$458.00	(-) \$27.00
2008-04-16 12:34:10		\$509.17	(-) \$27.95	\$12.05	\$559.00	(-) \$30.00
2008-04-09 12:46:59		\$1717.84	(-) \$96.55	\$0.00	\$1931.00	(-) \$116.61
2008-04-02 13:52:10		\$198.76	(-) \$9.85	\$22.90	\$197.00	(-) \$11.29
2008-02-13 13:18:18		\$221.18	(-) \$8.20	\$75.30	\$164.00	(-) \$9.92
2008-01-30 13:46:06		\$402.04	(-) \$13.05	\$169.80	\$261.00	(-) \$15.00
2008-01-16 13:49:40		\$214.33	(-) \$12.05	\$0.00	\$241.00	(-) \$14.00
2008-01-02 13:36:01		\$408.10	(-) \$22.90	\$0.00	\$458.00	(-) \$27.00
2007-11-14 12:47:40		\$345.45	(-) \$19.40	\$0.00	\$388.00	(-) \$23.15
2007-11-07 14:13:58		\$994.28	(-) \$55.90	\$0.00	\$1118.00	(-) \$67.82
2007-10-31 07:48:56		\$3017.68	(-) \$169.80	\$0.00	\$3396.00	(-) \$208.52

Note: Some details have been blacked out for privacy reasons.

This is from sales of another product I created from PLR material following the steps outlined in this guide. This was the first day it was available, and I made \$399.40 from it on the first day. Several days after the 27th, sales were still coming in strong.

This one wasn't as successful as the previous example (it has brought in just under \$4,000 to date), but it was still a heck of a lot better than when it was just sitting on my hard drive doing nothing.

Again, I won't be revealing the niche this is in. After all, what niches I am working in really isn't relevant here since this will work in virtually any niche you choose.

It's important that you know this: I'm telling you all of this so you realize you are not alone . . . you are not the only one who spends a ton of money on PLR products just to see them sit on your computer wasting money and your hard drive space.

I'm guilty of it, too. But now that I have my system in place, I'm going through all of my PLR products (over 900 GB of it), and planning out how to use each book and article set I have. Its going to take several months before I get everything up that I want to have online, but it will definitely be worth it once it all is.

So here it is, step by step – how I use the PLR content that I have.

Put it to good use :)

Step #1 - Find Your PLR Content

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The first thing you need to do is get organized. This part isn't much fun at all, but it is very necessary. You won't know what you have to work with until you take this step to get organized.

If you're anything like me, you've been a member of a bunch of PLR membership sites, and have material in tons of different niches, and most likely have several books/article sets in each niche.

This works into my little 'system' perfectly. Ideally, you should have 3 (or at the very least 2) ebooks or article sets for each topic you do this with. You'll see why shortly, but for now you just need to separate everything into those groups.

If you just have one long ebook on a topic (50 or more pages), that's fine . . . we can work with that also. You'll just have to break it up later on in the process.

For example, say you have two PLR ebooks on horse grooming, and one set of PLR articles on the same topic.

Great.

That gives you more than enough to work with here.

Once you have the topic you want to work with, let's move on to Step #2 . . .

Step #2 - Create Your Lead Generation Tools

www.HowToUsePLR.com

Now its time to get into it. You have a niche picked out, and you have 2 or 3 ebooks in that niche (or just one long ebook).

Take a look at all of the ebooks you have, and decide which one would be a good lead generator. Something that you can give away for free, but still has pretty good value. This can be an "Intro" or "Beginner" type of guide . . . something to warm your prospects up to your main product, and get them wanting to learn more about what you have to say in that product.

This short report will be a lead generation report – something that you can give away for free to get people on your list. Be sure to check the terms of the PLR product you'll be using to make certain that you can give it away for free. You don't want to break any rules and make people mad over this.

You don't need to change much in this report, just enough to personalize it, and add a few sections to help get people who read your report to get back to your sales page.

This part is very important because when this report goes viral, this is how people will find your product.

Here's what you need to change in this report . . .

First, you need to change the name of the report. Make this simple, but something that gets the point across quickly – as soon as someone sees the title of your report, you want them to know what it can do for them, and why they should read it.

Next, add your name and website to the title page. You want to brand yourself as an expert in this niche, so you want your name front and center for them to see. If you want to use a pen name, that's fine. Just make sure that you include it.

That's the easy part. Now you have to come up with a full page ad for the main product you are going to sell. You may not be able to do this part yet, and that's fine. If you haven't got to your main product, or don't have a sales letter for it, no problem. You'll just have to come back to this step when you are ready for it.

The full page ad will go after the Table of Contents in your report, and before the main content. So you know that everyone who reads this report will have to see the ad before they can get to the information they're after.

For an example, here's a screen shot of an ad I have in one of my products:

The screenshot shows a promotional page for a free guide titled "RSS Feed Basics" by Mike Steup. The page is framed by a grey border. At the top, it says "Mike Steup's 7 Laws of Buying". Below that, a yellow box highlights "Free Special Bonus...". The main headline is written in red cursive: "Here's a Quick, Virtually Hands Free Way to Get Floods of Targeted Traffic to Any Website You Want....". The text explains that RSS feeds can bring targeted traffic but are often misunderstood. It offers a free guide to help with the "tricky" parts of using RSS feeds. A list of five bullet points with red arrows describes the guide's contents: how to put RSS feeds on a website, how to syndicate content, how to automate everything, a list of frequently asked questions, and much more. To the right of the list is a 3D image of the "RSS Feed Basics" book. At the bottom, it says "Pick Up Your Free Copy of This Report At:" followed by the URL "www.RSSFeedBasics.com" in blue. The footer includes "www.7LawsOfBuying.com" and the page number "3".

Mike Steup's 7 Laws of Buying

Free Special Bonus...

Here's a Quick, Virtually Hands Free Way to Get Floods of Targeted Traffic to Any Website You Want....

For years now, people have successfully been using RSS Feeds to get free, targeted traffic to just about any site they want. It still works extremely well for those who use this simple tactic.

The problem is, a lot of people don't understand how to use RSS Feeds, or think it's too 'techy' for them. The truth is, it really isn't. But it can be a little confusing to you if you're not familiar with the concept.

To help, I put this free guide together to help explain all of the 'tricky' parts of using RSS Feeds, including...

- How to put RSS feeds on your website, and how if you do it wrong, the search engines won't even bother looking at your website.
- How to syndicate your content all across the web to take advantage of a vast network of websites that publish RSS feeds on their websites. Doing this will give your site massive exposure!
- How to automate everything using simple tools and tactics!
- A list of Frequently Asked Questions about RSS feeds...
- And Much More!

Pick Up Your Free Copy of This Report At:

www.RSSFeedBasics.com

www.7LawsOfBuying.com 3

You can see this is just a regular ad – a mini sales letter. All I did for this was take some parts of the headline from the website, summarized the text portion of my sales letter, and then added some bullet points and a graphic of the product.

That's really all you need.

What I did for this one is a little different than what I'm telling you to do with your product. The product that I have this ad in is actually something that I sell, not give away. But it's the same basic idea...

I sell resell rights to this product, so when people sell it and pass it on, I want some way to build my list or make more sales from this. That's what this ad is for. The report that I am promoting here is called RSS Feed Basics, and it can be downloaded for free at www.rssfeedbasics.com.

This allows me to build my list when this product goes viral. And that brings us to our next point – you also want to have some way to build your list through your report.

You don't need to have a full page ad for this part. You can ad a little box under your Table of Contents, or even on your title page, that says something along the lines of . . .

Get Free Updates to This Report

If you want to get updates to this report, and be kept up to date on [Your Niche Here], be sure to sign up to our ***Priority Notification List*** and you will be sent a copy of the updated report completely free once it is ready for you.

[Click Here to Get Your Updates](#)

When they click the link in that box, they are taken to your sign up page so they can get registered for their free updates.

This does a few things for you. First, it gets people on your list, and it also tells them that you'll be sending them more information when you tell them that they'll be kept up to date on your topic.

You can tell them when you have a new version of the report, and also tell them about other products you have for them, including the main product you're selling with this report.

Now that you have your list building tool built into your report, let's move on to the next part.

Scroll down to the end of the report and add an 'About the Author' section. Here, talk about your websites (if you have more than one), and even provide some more info on your main product if you would like.

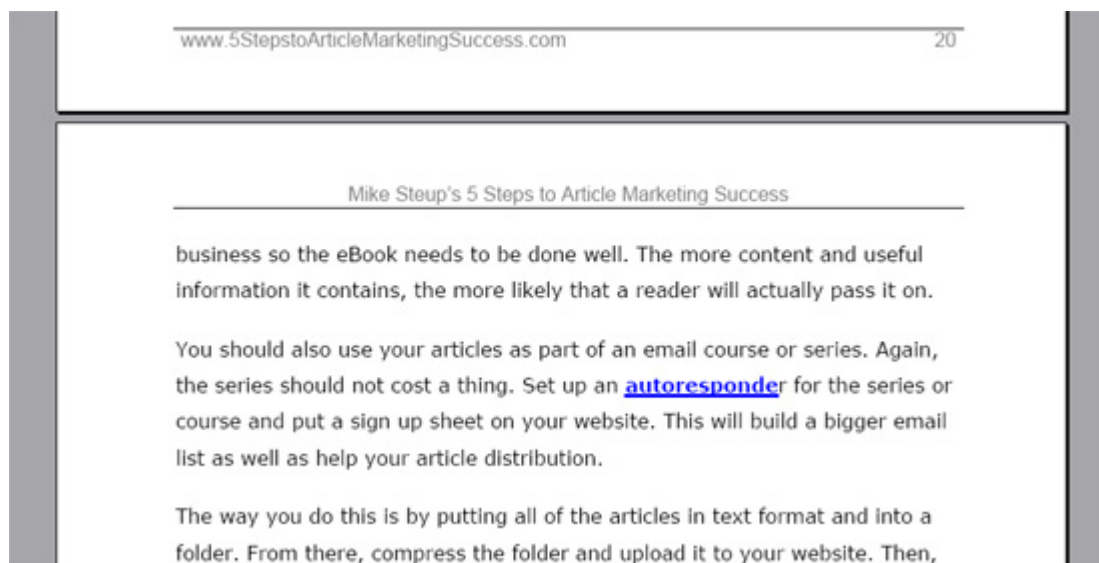
If you have an article site for this topic, be sure to mention that also.

Once you have done all of this, print out the report and give it a read. Check for spelling errors, grammatical errors, and anything that might seem out of place. Remember, this is a PLR product you're working with, and not all of them are finished products right away. They may take a little bit of work to get them ready for the public.

If you see any places that could use some extra content, go ahead and add that. Anything that adds more value to the product, you can't go wrong adding it.

Another thing to look out for is text in the report that you can link to other products. Either your main product or affiliate products. Don't do this too often, or it will just look like a big pitch-fest. Just every 5 or so pages would probably work out well for this.

Here's a quick example of how this works:



You'll see that the word "autoresponder" is a hyperlink. And, you guessed it, it is linked to an autoresponder service that I am an affiliate of. This usually works pretty well because I mention needing an autoresponder, and I link that word to the service via my affiliate link.

I don't make it a blatant ad here . . . it is just a little subconscious note to make sure they have an autoresponder that they can use.

You're almost done, but before we move on to the next step, you need to make your free report brandable – you want people to be able to brand this with their affiliate links and give it away to their visitors and subscribers.

If you are working in the Internet Marketing niche, this is a must. People WILL brand it and start giving it away if you give them a reason to do so.

If you are working in another niche, such as dog training, it is much less likely that the people will want to brand the report and give it away. They are not interested in using it to make money, but are much more interested in using it to learn how to train their dog.

In this case, you can probably skip this section for now (but pay close attention to why you'll want to do this for your JV partners when we get to that part in Step 7).

So . . . back to branding your report. Why would you do this? For one, it helps your report go viral, especially if your topic is in the IM niche. People need a reason to pass your report on, and letting them make some money from it is a good way to get them to do that.

In your report, you'll have to let them brand the link to your main product with their affiliate link (that means you'll need an affiliate program, even if it is just through ClickBank). If you have links to any other product that isn't yours, you may need to allow them to brand that as well.

In order to make your report brandable, you'll need software that does this for you. After all, you want it automated, and you don't want to have people emailing you asking for you to brand each report by hand. That would take much too long.

There is [software available](#); most of it is affordably priced. You may be able to find a free one out there, but keep in mind that you get what you pay for. There may be some limitations with the free branding software.

Each software is different when it comes to how you brand the report, so I won't go into details here.

As of now, you should have your lead generation report finished, complete with ads pointing towards your main product, an additional list building method built in, and the ability to brand the report, and your 'About the Author' section.

Now its time to set up your main product . . .

Step #3 - Set Up Your Main Product

www.HowToUsePLR.com

Now comes time to create your main product.

How many PLR books do you have on this topic? If you just have one, your job is easy since you only need to deal with that one book. If you have more than one, you really should go through all of them and pull out the best content from each one.

If your free report would be considered a 'beginners guide' to the topic you are working in, then this main book needs to go much deeper, or else you might have a lot of complaints and refund requests.

For example, if your free report is entitled "*5 Ways to Create A Beautifully Landscaped Garden Without Spending A Fortune*" . . . then your main product needs to go further.

Maybe something like "*30 Ways to Create A Beautifully Landscaped Garden Without Spending A Fortune*". Or something similar to that.

See what I'm getting at? The main product cannot just be the same information as the free report, but only worded differently. It has to provide much more value.

So you need to go through all of the PLR content you have for that particular niche, and put it all into one ebook. For the best results, you should rewrite as much of the content as possible to make it as unique as possible.

There are a few ways that you can go about making your product unique.

Do It Yourself . . .

The first way that you can make your product unique is to do it yourself. This is obviously the cheapest way (in terms of money) to do this – but if you are not an accomplished writer, this can take you a good deal of time.

That time is something you may not have, so this may not be the best option for you. Also, if you are not a very good writer (and don't worry, you're not alone on that front), then this may not be the best option for you.

Here are a few tips that can help you do this, even if you don't think this is the best route for you to take . . .

The first tip, be sure to read through the PLR material before you start to rewrite it. This will make it easier on you in the end, because you already know where the book is supposed to go, and what the point of the whole book is.

If you don't read through it, you could start rewriting the book, and by the time you get to the end, you find that you rewrote it with the wrong goal in mind. And when this happens, the completed product may not make much sense to the reader.

The next tip is . . . once you have actually read through the book, make a list of other things you know about the topic that you can include. Whenever you can expand upon what is in the PLR material, you can take that extra step towards making your own unique product that not many other people will take. This puts you way ahead of your competition.

Have a look at some of the top sites in your niche, and see what kind of material they have, and see if you can write about these topics also.

Or, you can search some of the more popular sites such as [Wikipedia](#) or [Ask.com](#) to see what people have to say about your niche. And be sure to check out [Yahoo Answers](#) to see if anyone is asking questions about your niche that maybe you can answer in your new product.

These kind of sites will be a great way for you to find out exactly what people are looking for in regards to your niche. You're basically sitting on a goldmine of potential information with these sites – you just need to know to go look for it there.

While you're at it, try out the popular social bookmarking sites like [Digg](#), [StumbleUpon](#) and [del.icio.us](#). You're sure to find a bunch of additional info on these sites that you can either put towards your final product, or do a little bit of market research to see what kind of products the people are looking for.

But don't stop there, you still have more work to do. You probably have a ton of more info you can use, but you still need to make changes to the original PLR material that you are working with. And like we've already discussed, you should rewrite as much of the content as you can to make it unique.

You need to go back and rewrite the original PLR ebook in your own words. That might sound difficult, but it really doesn't need to be.

It always works best for me to simply take it one paragraph at a time. Just take that one paragraph, and put it into your own words. Then just move on to the next paragraph. It doesn't need to be any more difficult than that.

If there are any bullet lists in the original PLR material, you might want to see if you can either take them out of the bullet points, and into a few sentences, or just rewrite and reorder the points to suit your needs.

Don't be afraid to remove material from the PLR content. You don't have to leave every bit of information in your new product. And besides, you'll probably be adding a bit of your own content shortly to make up for the lost space.

Like I mentioned earlier, doing it yourself is the cheapest way to get this done, but it can take you a bit longer than you would like. And let's face it, not everyone is a talented writer. That's OK!

And some people are just of the mindset that you should just outsource whatever tasks you are not good at, and spend your time working on what you do best.

If that is the case, the best option for you might be to . . .

Pay Someone To Do It . . .

If you're not a good writer, or don't want to take the time to do it yourself, then don't.

There are plenty of places online where you can find someone to do the work for you, and at a fairly reasonable price. I have always had good luck with places like [Elance](#), [Rent-A-Coder](#) or [Guru.com](#) in the past.

Working with freelance writers can be a little tricky at times, but if you are careful, you probably won't have many problems. When looking for a new writer, I usually try to give the writer a small project just to see how they work – the quality of the writing, how long it takes them, how well they keep in touch, if they will keep working until you are satisfied with the end result. Things like that are important factors towards determining if you will want to work with them again.

Remember that using the cheapest writer is not always the best way to go. There is some truth in the old saying, "You get what you pay for." So just because Writer A will give you a cheaper price than Writer B, that doesn't mean that Writer A is the best writer for you to go with.

If you really don't like to write, or would rather use that time to do something that you are better at, you should strongly consider paying someone else to do it.

This is your main product, so you want to be sure that it is well written, and put together as quickly as you can so you are not waiting on any parts of the product. If outsourcing this part is the best way to get this done, then by all means, go for it.

Keep in mind that you are doing a rewrite here, not having a brand new book written. Most writers will lower their price for rewrites since they don't have to spend the time to do the research.

I've had 30 page books rewritten for as low as \$100 before, so you don't have to spend a fortune here. And once you find a writer that does good work for you, be sure that you hold onto that writer! On occasion, if you give a writer consistent work, you can negotiate a lower price on future books as long as you keep giving that writer work.

One thing to keep in mind -- whether you are doing the writing yourself, or if you are paying someone else to do it for you -- you will likely be using content from more than one PLR book or article set, so don't forget to make sure that you are not using the same information more than one time in your new product.

You also want to make certain that if you are using material from more than one PLR product, that the writing style is the same throughout the book. You don't want the book to suddenly change tones half way through the book -- your readers will pick up on that, and could affect their reading experience.

Once you have your main product set up and ready to go, its time to move on to the next step, and get your website ready to go. Let's move on to the next step . . .

Step #4 - Set Up Your Website

www.HowToUsePLR.com

Now that you have your lead generation report and your main product together, you want to get your whole sales process set up and ready to go.

This section will be the longest – and most in depth – because it covers several different aspects of the sales process. In this section, we'll go over:

- Finding a Suitable Domain Name and Hosting
- Creating Your Squeeze Page
- Creating Your Sales Page
- Creating The Download Page for Your Free Report

These are all very important parts of what we are doing, so be sure that you read over everything here very carefully.

Finding a Suitable Domain Name and Hosting

If you already have a domain name for your new product and hosting, you can skip this part and move on to the next section. If not, keep on reading.

The domain name you pick is important, because it is how your site will be identified online. Generally speaking, you want your main keyword(s) to be in your domain name.

For example, if your product is on Feng Shui, you want Feng Shui to be in your domain name in some form. Ideally, if your product name is Feng Shui Tips & Tricks, you would want your domain name to be www.fengshuitipsandtricks.com

You can use hyphens if you want, but make sure that you get your main keyword into your domain name whenever possible.

I use GoDaddy.com to register my domains, but you can use any registrar that you would like.

The next thing you need is a web hosting account, a place where you can put your web pages so that they can be seen by the world.

There are literally thousands of places that offer web hosting services, but in terms of value for money, it is hard to beat [Hostgator's](#) 'Baby' account at \$7.95 a month.

With your hosting account, you generally want something that allows you to host unlimited domains, gives you plenty of hard drive space and bandwidth, high uptime, and uses cPanel. Hostgator provides all of those, so it's a good option if you don't already have a hosting account.

Once you have your hosting account and your domain name picked out, its time to start putting things together.

Creating Your Squeeze Page

Ok . . . now you need to create your squeeze page. Your squeeze page is very important, because you'll use it to give your lead generation report away and get leads to advertise to later on.

Simply put, a squeeze page is a page designed to get names and email addresses . . . usually in exchange for some kind of gift or information.

One thing you want to keep in mind while putting your squeeze page together is this – *Simplicity*. Keep your squeeze page simple, and keep focused on your main goal, which is to get your visitors to opt-in to get your free guide.

Your squeeze page is for nothing else – just focus on getting the opt-in.

Now, for your squeeze page, you'll need a few things – and the primary thing you'll need is an AutoResponder. You'll have to spend money on this – there is no way around it here.

Your AutoResponder is NOT something you want to skimp on here – your mailing list is the most important part of what we're doing here, so you want to make sure that you get it right the first time so you don't have to start over again later on.

If you already have an AutoResponder, great. If not, go get yourself an account with [GetResponse.com](#) so you can get started building your list.

Now back to your squeeze page. Every successful squeeze page has four things . . .

- A compelling headline
- A list of features and benefits
- A call to action
- A subscription form

Let's go over each of these quickly.

A Compelling Headline

Consider your squeeze page to be a mini sales letter. Every sales letter has a headline, and your squeeze page is no different. With your headline, you want to quickly grab the attention of your visitors. You only have a few seconds to do this, so spend a lot of time on your headline.

You want to use your most intriguing feature or benefit in your headline. You want to answer this question . . . "What am I going to get by reading this page? What problem will this solve for me?"

If you can answer that question in your headline, you just managed to get your visitor to stay on your page for a few more seconds.

Just long enough to get them to your . . .

List of Features and Benefits

This is where you tell your visitors how you plan on helping them. Expand on your headline more here, and tell them everything that they will be getting by signing up to your list.

Be specific here. Detail everything they will learn in your free report, but don't be too specific. You want them to read your list of benefits, and say to themselves . . . "Gee, I really want to know what they mean when they say this." And the only way to find out is to sign up for your free report.

If you have a free report that gives 10 tips for having a garage sale, you could start out by listing what could be accomplished by some of those tips. For example, say: *"Discover the one sure-fire tip that will allow you sell your useless junk for much more than you paid for it!"*

That would appeal to anyone looking to learn more about how to make money from their garage sales, and that would get your visitors to take the action you want them to take (sign up to your mailing list).

It is usually best if you can use at least 3-5 features here, to make sure that you hit upon the points most people are interested in. You want to make sure that you use bullet points to make sure that it stands out from the rest.

Many people will read your headline, and then scroll down to see what you have to offer. Most times, those people will stop and read sub headings and bullet points, so be sure that you use those bullet points here.

A Call to Action

You need to tell your visitors what to do if they want to get your free report. Don't be afraid to come right out and say *"Fill out the form below and your free report will be sent to you right away!"* Be as blatant as possible here.

Some people like to put this call to action several places throughout the squeeze page, with a link that takes them straight to the sign up form. This isn't a bad idea for longer squeeze pages, but if you plan on using a shorter squeeze page, you really don't need to do this. You can just put your call to action right before the sign up form.

Here's a look at the call to action for one of my most successful squeeze pages:



You'll see that this is just a simple message, asking them to sign up below to get their [free PLR articles](#).

Although I did not do it here, you may want to make that call to action bold, highlighted, or maybe a little bigger than the rest of the text around it.

With your call to action, you want to give a sense of urgency, or a sense of loss if you can. Anything to make sure that your visitors feel the need to take action right away.

Your Subscription Form

Obviously, this is a very important part of your squeeze page, since it is how you will be getting all of your subscribers. Here's a look at the subscription form that I use on that squeeze page I mentioned above:

Enter Your Name and Primary Email Address in the Form Below, and Your 100 Free PLR Articles Will be Sent to You Right Away!

Note: After you sign up for your Free PLR articles, you will need to confirm your request. This is done by clicking on a confirmation link in an email that will be sent to the address you enter below. The subject of this email will be: **Please Confirm - Your 100 PLR Articles Download Info** If you do not confirm your request, you will not get your free articles . . .

Name:

Email:

Your privacy will be respected at all times - I will never rent or sell your information to any third parties.

By submitting this form, you agree to receive emails that may be commercial in nature. An unsubscribe link will be contained in each email, and you can unsubscribe from my list at any time.

[No Thanks - I think I'll pass on this offer for now!](#)

Let's take a quick look at this, and go over a few points. First, you see a secondary call to action inside the subscription box. I usually do this to add a little bit of urgency, and to remind them to use their primary email address.

I also tell them that their free gift will be sent right away. This is important, because they need to know that they will be getting something immediately – instant gratification.

After the secondary call to action, I tell them that they will need to confirm their request before they can download their free gift. I include this because I use double opt-in . . . but if you don't use double opt-in, you don't have to worry about this part.

Under the actual subscription form itself, I have my privacy policy to let my visitors know that their privacy will be respected.

If you want to take a look at the squeeze page I have been referencing here (and pick up 100 free PLR articles yourself), you can have a look at it at www.PLRArticlePro.com.

You can also have a look at some other things, such as the headline that I use and the actual body of the squeeze page.

To give you some numbers on this squeeze page, since I put up this new squeeze page (April 2008), 5,117 people have signed up with a conversion rate of 34%. As you can see from that conversion rate, there is still plenty I can do with this squeeze page to get it to convert better. That's something I'll be doing shortly :)

Now that your squeeze page is taken care of, let's move on to the next part of your squeeze page . . .

Creating the Download Page for Your Free Report

You'll actually need to create two download pages – one for your free report that you are giving away, and one for your main product that you are selling. We'll go over the download page for your main product in the next step, since that one is a little different.

Free Report Download Page

For now, we'll just talk about what to include on your download page. Later on, we'll talk about how to tie it all together.

Ok, so on your download page for the free report, you obviously want to include a download link for the product. But, you also want to have an ad for your main product on that page also.

Keeping with the example I've been using so far, let's take a look at the download page for the free offer from my squeeze page earlier . . .

Thanks Again - Enjoy Your New PLR Articles!

Download Your Articles Here: [100 PLR Articles](#) *Download Link for Your Free Gift*

Ad for the Main Product { **"Want to Instantly Turn any Set of Private Label Articles into a Complete Website Ready to Make YOU Money?"**

I'm sure you have a TON of PLR articles laying around on your computer - and you probably aren't looking forward to putting them all online, right?

What if you had an easy way - a way that only took a few minutes - to turn your text articles into fully functional web pages? Would that make your life easier?

But let's go one step further . . . what if those web pages are already configured to maximize earnings from AdSense, ClickBank, and Amazon ads?

Interested?

Check out how you can do this right here *Link to Main Product*

Testimonial for the Main Product { **Your program is great! I was able to put almost four hundred pages up in about 4 hours . . .**

WOW!

This was the best \$30.00 I've ever spent on the web. I'm no amateur at basic html web design. I started Spun Silk in December of 1995 back when you pretty much had to know how to hand code html in order to put up a page. However, my business has more or less been on autopilot for the past few years while I concentrated on other business interests. Unfortunately that meant that lots of new innovations and marketing techniques had passed me right by—including the whole adense revolution!

About four months ago I decided to revitalize my web business and had to pretty much start all over again learning the newest (and not so newest!) marketing techniques etc. I've spent these past months trying to get started but just getting bogged further and further down by all that I didn't know and all the high-priced miracles that everyone was trying to sell me. To make an even longer story somewhat shorter, I stumbled across your program and knew enough from all my reading that it was not only exactly what I needed to jump start my revitalization efforts—but miraculously, the price was fair and affordable to boot!

Your program is great! I was able to put almost four hundred pages up in about 4 hours, and would have been able to do it in a little more than an hour if I hadn't spent so much time playing around and customizing the templates. I know that is true because when I finished with the articles site, I was so excited about how easy it was to do, that I put up a second site (with a slightly different focus) with forty one pages, and did so in under an hour.

You are my hero!

Teresa Bohannon
<http://www.spunsilk.com>

Start Putting PLR Article Pro to Use For YOU Today! *Link to Main Product*

 **Mike Steup**
Mike Steup
www.MikeSteupSupport.com

|| Disclaimer || || Terms of Service || || Privacy Policy ||

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This is pretty simple, but let's go over a few points here. You'll see that I start off by thanking them for signing up for their free gift, and then I give them the download link right away.

You don't have to give them the download link right away – you can present them with the ad for your main product first, and make them scroll down before they can download their free gift.

This makes sure that they see your offer. If you do this, be sure to put something at the top of the page that says *"You Can Download Your Free Gift Below, But First I Have a Special Offer for You . . ."*

This will let them know that their download link is on that page, but they have to scroll down to get it first. I'll have more on this in a few minutes.

Directly below the download link on my page, I have the ad for the main product I am selling. I treat this ad just like a mini sales letter. I took the exact same headline I use on my main sales letter for that product, and then use a brief summary of what that product does below that.

I have a call to action, then a testimonial for the product, and then another call to action below the testimonial.

You don't have to model your download page for your free report after this, but I have had a lot of success with this system that I use for this product. You can use it in the same way, or you can make your own modifications to it as you see fit.

Creating Your Sales Page

In this section, you may have to spend some money. Unless you are an accomplished copywriter, you should find someone to write your sales letter for you.

More than likely, the PLR product that you are working with came with a sales letter and graphics. You can use these, but I would recommend having some changes made.

This can be just reformatting the sales letter, using bold text, using different sub-headlines, etc.

Remember, because you are using a PLR product, there are probably many other people using that product as well. It is up to YOU to make sure that your product is different and stands out from the rest.

Having a different sales letter is a great step towards doing this.

Copywriting is a topic that needs a full book all to itself, so I won't go into that very much here. There are several courses that can teach you much more about copywriting than I can in this space here . . . so if you don't want to pay for a copywriter, you should at least invest in one of those courses.

You can find a good copywriter for \$100-\$200, so you should look into this as well.

Like I mentioned earlier, your PLR product probably came with graphics as well. But, you should remember that many other people are also using those graphics, so you should have new graphics made.

The graphics don't have to be a full mini-site design. You could just get a 3D cover made up . . . just something for your website visitors to see before they buy it. If you can make decent enough graphics yourself, then feel free to do this part yourself.

There is software available that will help you design your own attractive covers. For example, the [Web 2.0 Covers package](#) doesn't require you to have any of the expensive software, such as PhotoShop.

Now, you're going to need to make two different versions of your sales letter, but we'll get to that more in a few minutes. Before we do that, let's get your download page and back end sales process set up . . .

Step #5 - Your Backend Sales Process

www.HowToUsePLR.com

This step is one of your most important – it will allow you to keep profiting from your new customers and subscribers far past just the one time sale.

And this is where the real money starts coming in.

Your backend process involves 3 different parts:

- Your download page
- Subscriber follow up
- Customer follow up

Your Download Page . . .

Your download page is where your back end sales process should begin. When your customers hit your download page, they are in the mood for buying. So why waste this opportunity to put another offer in front of them?

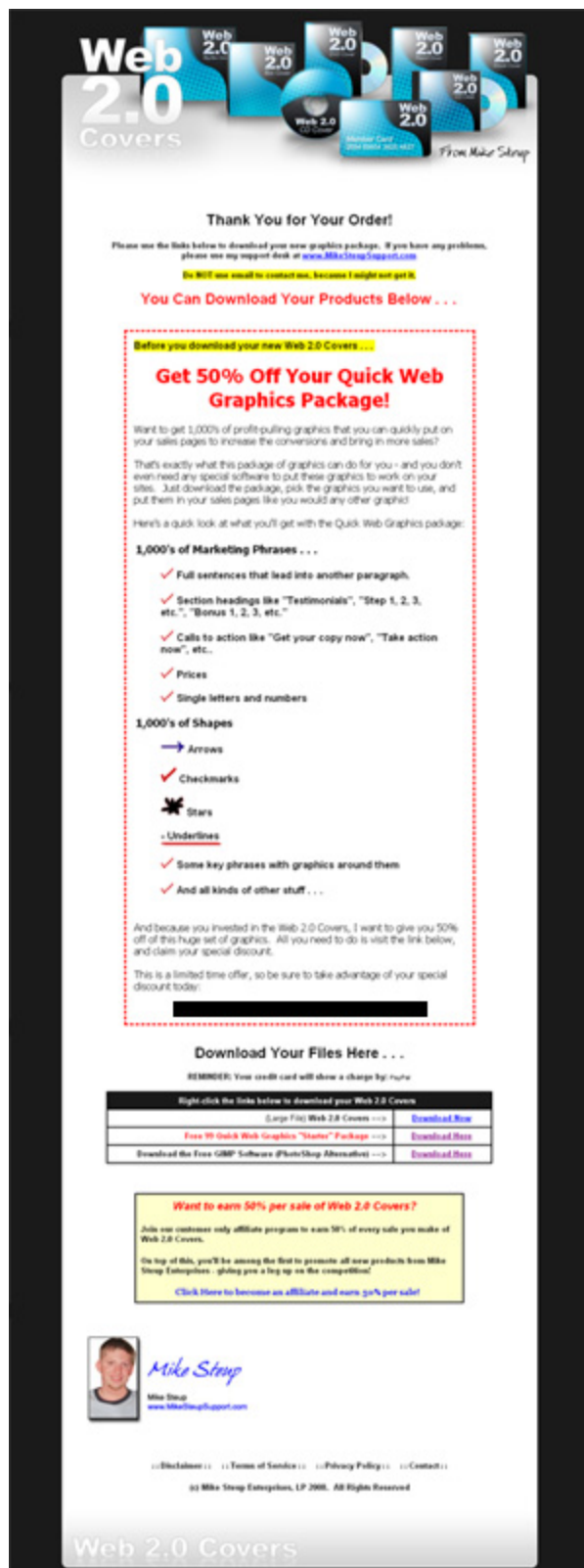
On my download pages, I usually do one of two things:

- Offer a discount to a related product, or
- Include a graphic ad for a related product at full price

Lets start with the first one I mentioned there. Offering a discount to a related product is a sure-fire way to increase your profits from that one customer.

It is also seen as a way to reward that customer, and thank them for investing their money with your business. Its important that you don't offer this same discount to the general public. You want your paying customers to be the only ones that can take advantage of this discount, or it loses its effectiveness.

Let's take a quick look at one of my download pages where I use this tactic:



Web 2.0 Covers

Thank You for Your Order!

Please use the links below to download your new graphics package. If you have any problems, please see my support desk at www.MikeSteupSupport.com

You Can Download Your Products Below . . .

Before you download your new Web 2.0 Covers . . .

Get 50% Off Your Quick Web Graphics Package!

Want to get 1,000's of profit-putting graphics that you can quickly put on your sales pages to increase the conversions and bring in more sales? That's exactly what this package of graphics can do for you - and you don't even need any special software to put these graphics to work on your sites. Just download the package, pick the graphics you want to use, and put them in your sales pages like you would any other graphic.

Here's a quick look at what you'll get with the Quick Web Graphics package:

1,000's of Marketing Phrases . . .

- ✓ Full sentences that lead into another paragraph.
- ✓ Section headings like "Testimonials", "Step 1, 2, 3, etc.", "Bonus 1, 2, 3, etc."
- ✓ Calls to action like "Get your copy now", "Take action now", etc.
- ✓ Prices
- ✓ Single letters and numbers

1,000's of Shapes

- Arrows
- ✓ Checkmarks
- ★ Stars
- Underlines
- ✓ Some key phrases with graphics around them
- ✓ And all kinds of other stuff . . .

And because you invested in the Web 2.0 Covers, I want to give you 50% off of this huge set of graphics. All you need to do is visit the link below, and claim your special discount.

This is a limited time offer, so be sure to take advantage of your special discount today:

Download Your Files Here . . .

REMEMBER: Your credit card will show a charge for *nothing*!


Right-click the links below to download your Web 2.0 Covers	
Large File Web 2.0 Covers . . .	Download Now
Free 10 Quick Web Graphics "Starter" Package . . .	Download Now
Download the Free GIMP Software (PhotoShop Alternative) . . .	Download Now

Want to earn 50% per sale of Web 2.0 Covers?

Join our customer only affiliate program to earn 50% of every sale you make of Web 2.0 Covers.

On top of this, you'll be among the first to promote all new products from Mike Steup Enterprises - giving you a leg up on the competition!

[Click Here to become an affiliate and earn 50% per sale!](#)

 **Mike Steup**
Mike Steup
www.MikeSteupSupport.com

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Web 2.0 Covers

This is the thank you page for my product at www.Web2Covers.com. As you can see, I offer a discount of 50% off of a related product – both are related to graphics, and at the time of writing this, 7 of 10 customers are taking advantage of this discounted price.

That means that 70% of my customers who purchase my Web 2.0 Covers package spend more money with me immediately after making their purchase.

Why is it so effective? For starters, it is related to the product they just purchased. The Web 2.0 Covers package helps them create attractive cover graphics, and the discounted product gives them thousands of graphics they can use on their sales letters and cover graphics.

Secondly, I am giving them 50% off of this package – any time you can give your customers a significant discount, you have a very good chance of making the extra sale.

You'll notice that I put this discounted offer BEFORE the download link. That means that my customers must see this offer before they can get to their download links.

I have tested putting it under the download links, and the conversions are not nearly as high as they are when I put the special offer before the download links.

This may be different in your particular niche, and I strongly suggest that you test that out. You may find that you get better results when you do this differently.

You will also notice that I set the discount offer apart by framing it in a red dashed table. This also helps, since it attracts the customers' attention and virtually ensures that they will see your offer.

Now, let's have a look at the second kind of thank you page I use:

Mike Steup's
Affiliate Marketing Mistakes & How to Make Sure You Avoid Them
www.AffiliateMarketingMistakes.com

Thank You for Confirming!

Please use the links below to download your new report, and an extra bonus I threw in for you. If you have any problems, please use my support desk at www.MikeSteupSupport.com

Do NOT use email to contact me, because I might not get it.

Right click the links below to download Affiliate Marketing Mistakes	
Affiliate Marketing Mistakes -->	Download Now
5 PLR Articles Each Day -->	Get it Here

The Smart Affiliates are Using Them ... Are You?
Affiliate Software Pro
* Redirect
* Cloaking
* Link Branding
* Link Tracking
* Covert Cookies
* And More!
www.AffiliateSoftwarePro.com

Mike Steup
Mike Steup
www.MikeSteupSupport.com

[::Disclaimer::](#) [::Terms of Service::](#) [::Privacy Policy::](#) [::Contact::](#)

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Affiliate Marketing Mistakes & How to Make Sure You Avoid Them
www.AffiliateMarketingMistakes.com

You'll see that this one looks very similar to the previous thank you page I showed you.

The main difference is that there isn't a discount offer, but I have a graphic ad under the download links.

This download page is actually a free report that I use to promote the [Affiliate Software Pro](#) software, so I am letting my follow up sequence and the ads inside the report do the selling, and not necessarily using my thank you page for that purpose.

I am currently testing to see what works best, in terms

of text ads vs. graphical ads, above the download link vs. below the download link, etc. So far, putting a special offer above the download link is converting best, but I will continue to test that in the future.

You should take a lesson from that . . . testing is never finished. You should always be testing something to see if you can get it to convert better. The only reason you should even consider stopping your testing is if your offer is converting at 100% - and if you can do that, then be sure to let me know how you did it :)

You may also notice that I am including a way to build my opt-in list on this download page, with my offer to get 5 PLR Articles daily from my PLRArticlesDaily.com service. This is something that I try to include on all of my download pages – the reasoning here is that I can get these new customers into other follow up series, and seeing my other offers.

So right there are two easy ways that you can start to profit more from your customers immediately after they make their first purchase from you. This can also be used on your download pages for free products, and not just on your paid product download pages.

Customer Follow Up

Your follow up process is where the real money comes in . . . and I'm sure you've heard many people tell you this before. Once someone spends money with you the first time, you'll have a much better chance of getting them to buy something else from you.

You'll want some way to collect the contact info of your customers, even if this is just by sending your customers to an opt-in page before they hit the download page. If you do this, be sure that you give them a way to by-pass the opt-in page if they don't want to sign up. You should do this so you don't anger your customers by "forcing" them to sign up in order to get what they paid for.

Under the opt-in form, you should put a link that says *"To Go Straight to the Download Page, Click Here"*

That will keep people happy if they don't want to sign up. Of course, you should give them an incentive to sign up to your customer list, such as additional bonuses or tell them that the only way they will get free updates to the product is if they join the customers only list.

Many AutoResponders have a feature that will allow you to remove a subscriber from one list when they join another (refer to your AutoResponder help files to learn how to do this). You should set it up so when a customer

joins the customer list, that person is removed from your prospect list so they don't get hit with your prospect follow up sequence also. We'll be going over your prospect follow up shortly.

Before we get to that, though, here's how I usually set up my customer follow up sequence to maximize the PLR products that I sell.

First, you need some products that you can sell in your follow up messages. What you should do is go to [ClickBank](#) (or something similar to it), and pick out 3-5 products related to your product – something that will compliment it nicely.

What you want to do is set up your autoresponder to send out ads for those 3-5 products at regular intervals -- maybe one each week. The key here is to mix in some useful information to go along with these ads.

For example, you could be giving them more information about how to use your product, or how to get the maximum benefit from it. Then, point them to another product that can help them take that next step. Maybe something that goes into more depth on just one of the topics you covered in your main product.

Let's say, as an example, that your main product is about getting your house ready to sell. Now, you'll probably have several chapters explaining what one would need to do to sell that house, and one of those things could be to give your house a fresh coat of paint.

You might not go into very much detail on how to paint a house in your book, but you find a resource that is dedicated specifically to painting a house. So, in one of your follow up emails, you could include something like this:

Like I mentioned in {NAME OF YOUR PRODUCT HERE}, one of the most important steps you need to take to get your house ready to sell is making sure there is a fresh coat of paint on it.

Many people have asked questions about how to go about painting their house if they can't afford to have it professionally done, so I went out and found an excellent resource that tells you exactly how to paint your house without spending a fortune . . . and making sure that it looks like it was done by a pro!

{LINK HERE}

This is an inexpensive resource, and it will help you greatly with painting your house and bringing you another step closer to getting top dollar for your house!

You want to present your offer to them in a way that makes it apparent that you are trying to help them out, and not just trying to make a quick buck.

Another thing you should consider is creating a follow up product to compliment your first product. This can also be out of PLR content, or you can take the money you made from this system so far and pay someone to create that product for you.

Then, before you release the product to the general public, offer it to your existing customers at a discounted price – present it as a way of thanking them for being a valued customer. This will go a long way towards turning your customers into life-long customers that will buy from you every time.

Prospect Follow Up

Now, like I mentioned earlier, your customers should have been removed from your prospect list (those who signed up for your free report), and shouldn't be receiving these messages.

You want to set it up so every few days after they sign up for your free report, your prospect will receive another ad for your main product. I typically have a new message go out every 2-5 days, depending on the niche.

In each new message that you send, you want to touch on a different feature/benefit in your main product . . . you want to give them as many different looks at what you offer as possible.

The trick, though, is not to give them too much info in the email ads that they don't need to buy the product to get the info that they want. You want to give them quality info in these emails, but you don't want to give them everything.

I usually use 5-7 follow up messages to try to sell the main product, then I switch to mostly content (articles, more free gifts, etc.). But I always include a link to my main product in the P.S. section of the email.

Just because they don't buy your product, that does not mean they won't buy anything from you at all. Maybe the first product you have is not exactly what they need, but the next product you create could be exactly what they are looking for.

You don't want to abandon them completely – keep sending them emails (at least once per week) so they don't forget about you. Like I said, this can just be sending articles each week – they can even be PLR articles that you are sending them.

You shouldn't have to do much work after you set this up – it will all be done hands-free with your autoresponder, so you can set up as many follow up emails as you want. If you want to load up enough content in your autoresponder to keep in touch with your prospects for a year (or even longer), you can do this easily.

Remember, the list you are building is invaluable to you. Be sure to use it, or everything you are doing here is a waste.

Now let's see how it all goes together . . .

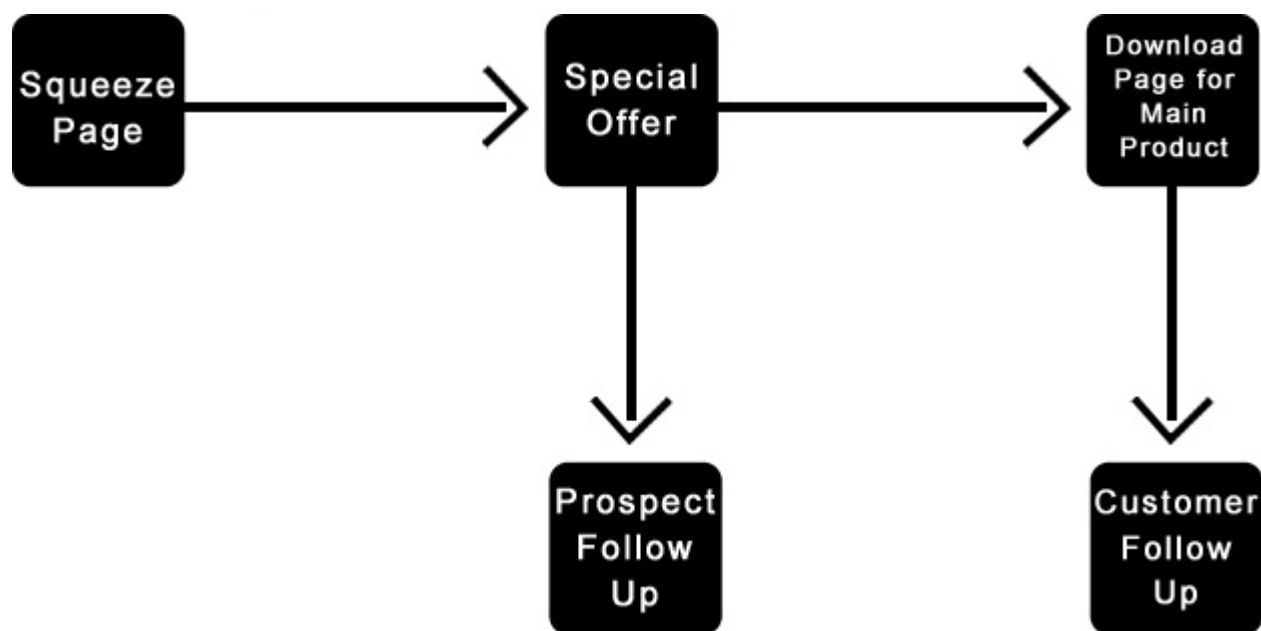
Step #6 - Putting Your Sales Process Together

www.HowToUsePLR.com

This is where it gets fun . . . now you get to put it all together so your sales process can run -- completely hands free. This takes a little bit of work if you've never done this before, but it's actually pretty easy once you do it a few times.

There are several different parts of your sales process, and they all need to work together if you are going to see the maximum return for your hard work.

I've put together a flow chart to show you how everything will work out, and then I'll go over each part in more detail.



So you see by the chart above that everything starts with your squeeze page. All of your traffic should go through that page. The biggest goal of what you're doing here with PLR products is to build your list. The money is secondary at this point.

Any sales made now are a bonus, but the real money will come from your list when you can advertise to them whenever you want.

After they hit your squeeze page and sign up for your free report, you want to send them directly to your special offer page.

Remember when I told you that you would be making two versions of your sales letter? This is where the other version comes into play. This version of your sales letter will be exactly the same, but with a different price -- a lower price.

This will be a special offer to them just because they signed up to your list, and you want to encourage them to buy it today, rather than wait and put it off.

You could call this an One Time Offer, but we'll be sending them back to this page later on in your prospect follow up, so its not really a one time offer. But it's the same idea.

At the top of this second version of your sales page, put a notice that looks something like this . . .

Thanks! Your Download Link has Just Been Sent to You

Special Limited Time Discount!

For a limited time, you can save 50% when you get your copy of {Name of Product} Today!

Then, down towards the bottom of the sales letter, close to the order button, remind them of this special discount to drive the point home that they are going to miss out on a discounted price if they don't take advantage of it today. You can even include a link to your other sales letter with the higher price to prove that they are getting a discount.

Why are we doing this?

Basically, it's a quick way to make some cash, and you also do something for your new subscribers by giving them a discount that isn't available to anyone else – only to your subscribers. This helps to build trust and a relationship with your new subscribers.

From here, one of two things will happen . . . either they will purchase your product at the discounted price, or they will pass on it.

If they pass on your offer and just take the free report, they are entered into your prospect follow up sequence that we looked at a few minutes ago. And they will remain on that list until they either remove themselves from that list, or until they purchase your main product and are put on the customer list . . .

If they purchase your product at the discounted price, they should be removed from the prospect list and added to the customer list.

Make Your Life Easier . . .

If you want to make your life easier here, you should invest in some kind of sales management system. These are systems that will manage this for you automatically. The one I recommend is [The Business Automation Center](#). It's easy to use, and I've been using this kind of system for years without any problems.

Without going into too much detail here (you can read more about it at the site above), here's what happens. You set the product up in the admin area, and you assign an autoresponder to it. When the customer hits your download page, they are automatically added to the autoresponder and sent a welcome email.

Also in the admin area, you can select what autoresponder they are removed from once they purchase your product.

This is all done automatically and behind the scenes – the customer doesn't have to take an extra step of signing up to your customer list, and you don't have to worry about any of them deciding not to join your customer list.

It's the best solution to this that I have found that doesn't cost thousands of dollars, and it works perfectly.

If you don't have the extra cash laying around to get this

system, then you can start out with the other option I mentioned, and move to this once you have made enough money to make it worth the small investment. If you can, I highly recommend that you get this taken care of as soon as possible. Its one of the best purchases I have ever made – it just makes things so much easier on me.

If you don't want to spend any money on some kind of sales management tool, you can simply put up a subscription form before they get to the download page so they can join your customers list (and give them the choice to by-pass that list if they don't want to join it to avoid any complaints).

Now once they are on your customer list, they'll get the follow up sequence we talked about a few minutes ago.

Now that you understand how everything should be set up, and how your prospects will move through your system, lets start driving traffic to your new site!

Step #1 - Set Up Your Traffic Generators

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Now that everything is set up and ready to go, you can now start sending traffic to your new site. You want traffic to get to your site as fast as possible, but you also want to set things up for the long term – so you don't have to keep doing the work each day to get the traffic. Many of these traffic generators can be seen as “set it and forget it” methods.

Ideally, like I mentioned a few minutes ago, you want to send most of your traffic to your squeeze page that you set up. After all, the list is the most important part of what we're doing here – the money is just a bonus right now. The real cash will come later once your list starts growing.

I'll be going over a few of my favorite traffic generators here, including JV Partners & Affiliates, Article Writing and a few various Web 2.0 tactics.

Most are free, but some will require a little bit of an investment. The best results come with a mixture of all of these tactics, but you should always test to see what works best for you and your niche.

Let's start with the most effective method . . .

JV Partners . . .

There isn't any better method of traffic generation than to take advantage of existing sites in your niche. If you did your research before you started working on your new product, you probably have a good idea of what sites are out there, or have a list of sites related to your product that would make a good JV Partner for you.

If you don't already have that list, go to Google and search for your keywords, and visit the first several sites that you find listed. In particular, you are looking for sites that already have an existing mailing list that you can use, or already have a lot of traffic coming to their site.

You have a few different options here. Any of these will work very well, so you might even want to try a combination of these.

What you want to do is simple: start contacting the owners of these sites and offer them a customized copy of your report. If you didn't make it brandable before because your target market isn't really the kind that is looking to make money from the report, you can just brand it by hand and send it to your JV partners.

You can ask them to offer it to their subscribers, or just put it on their website to allow their visitors to download it.

You can, alternatively, have your JV partners drive traffic to your squeeze page via an affiliate link. This way, whenever the people they send purchase your special offer, they get a cut of the profits. This should be at least 50%, but you may want to give them more than that to ensure that they will promote it heavily for you.

Thank You Page Exchanges

One of my favorite kind of JVs to do is called a Thank You Page Exchange. These still work great after all these years (this kind of JV was actually my very first JV I ever pulled off).

Here's how it would work here. Contact 4-5 people who have existing websites and mailing lists in your niche. Each partner would put a link to all of the other partners free gift on their thank you page. This means that every new subscriber that each of you get, that subscriber sees your offer (and the offer of all of your other partners).

You would have to set up a separate squeeze page for this -- one that doesn't send your new subscribers to your special offer page after they subscribe. You want to send them to a special thank you page that you set up instead so you can advertise the sites of your partners.

You can still have them go to the same follow up sequence, so your new subscribers from this JV would still get to see your special offer.

This is a great way to get more exposure, and you can quickly grow your opt-in list using this tactic. Some people in other niches may not understand the benefits of doing this right away, so be sure that you explain it as clearly as possible, and even set up a demonstration page to show them how it will work once it is all put together.

That is one free way to get traffic to your site, so let's look at another.

Article Marketing...

Article Marketing isn't the quickest method – it does take some time before the traffic really starts rolling in – but it is a very effective way to create a steady stream of visitors to your sites.

Your article marketing efforts will get traffic to your sites three different ways. First, you will get the visitors who find your article in the article directories and click through to your site to find more information.

Second, you will get traffic from people who publish your article in their newsletter or on their website. This doesn't really happen that often, but when it does it creates a nice extra stream of visitors to your sites.

And finally, it creates the always important back links to your site. This will get you traffic from the search engines, and will lead to a lot more traffic coming to your site than you would get just from the article directories.

Article marketing is a deeper topic that deserves much more attention than I will give it here, but there are plenty of resources available to you that will help you out with your article marketing.

For now, you should know this. The articles that you submit to the article directories **must** be unique, quality articles for this to work. You can't submit PLR articles and expect them to be approved and bring you traffic. You can work with PLR articles, but you need to rewrite them significantly for them to be approved.

Your best bet is to write them yourself from scratch, or outsource your article writing.

For the best results, you should focus on writing articles that are between 400-600 words, and that are targeted towards the "long tail" keywords that you are trying to gain traffic from. Long tail keywords are just three or four word phrases that relate to your niche. Long tail keyword phrases will usually have less daily searches, but the competition will not be as high for these keywords.

You should use the keyword in the title, and then two or three times in the first and last paragraphs. In addition to that, it wouldn't hurt to use your keyword a few times in the rest of the article body – but only where it makes sense. You don't want to start using your keywords just for the sake of using them – you want it to make sense when someone is reading the article.

You also want to be sure to add a resource box to the end of the article so your readers can find out about your sites, and eventually order your products.

Like I mentioned earlier, you want to send visitors to your squeeze page so you can build your list. So be sure to mention your free report that is available in your resource box.

Your resource box is nothing more than a few lines at the end of each article that tells a little bit about the author, and points the readers to your website to read more -- in this case you'll be sending them to your squeeze page to get your free report.

There are hundreds of article directories, but you really should only submit your articles to a few of them. Just stick to these 3, and you should get some good results . . .

- <http://ezinearticles.com/>
- http://www.articlecity.com/article_submission.shtml
- <http://goarticles.com/index.html>

You can also submit your articles to newsletters that accept article submissions. You will need to search for these newsletters, and a good place to start is BestEzines.com.

Web 2.0 Traffic Generators

With all of the new Web 2.0 sites coming out, you have an enormous source of traffic at your finger tips. Some of these are more effective than others, so lets go over a few of those here.

Start Your Blog

In order to enjoy maximum traffic to your sales pages and squeeze pages, you need to make sure that the search engines know that you exist and that they are following what you do.

Unfortunately, search engines like Google and Yahoo are not huge fans of sites that do nothing but sell a product, as they feel that this does not give anything of value to the average net surfer. The search engines are looking

for content or information of some kind that has intrinsic value to the everyday web surfer.

This is a potential problem for you, because if the search engines do not look at -- and then list your site -- you will potentially lose a ton of traffic, traffic which you should be getting for free.

This is obviously not something that you want to miss out on.

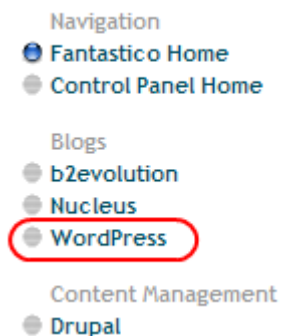
So, you need to give the search engines something to keep them happy in the form of valuable, informative content.

What you should do to provide this is add a couple more pages to your site, specifically a blog, and then (perhaps a little later) a forum.

This is very easy to do. Go back to your [Hostgator](#) account. Access your cPanel and scroll to the bottom of the page. Look for the Fantastico Deluxe 'smiley' – it will look something like this:



Click it, and then look for 'WordPress' on the left hand side of the page:



Click on 'WordPress', complete each page that you see, and before you know it, you have a new blog set up and ready to go!

There are lots of things that you can do with this blog – change the look by installing a [new theme](#), add in free third party [software plug-ins](#) for additional functionality and so on.

The main thing that you have just achieved is that, above all else, installing WordPress will give you a place to post regular updates and articles about your target market. This is exactly the kind of thing that the search engines want to see, and should keep them coming back for more on a regular basis!

So, as soon as the blog is 'live' you should start posting, again using your long tail keywords in the blog's title headings and the body text.

If you don't want to write the content yourself from scratch, you can always use PLR articles (just be sure to rewrite them a little bit), or find someone who can write a few articles for you each week.

Every time you make a new post to your blog, you should tell the world about it by 'pinging' the major blog directories to tell them about your update. Head over to [Pingoat](#), fill in the requested details on the page, check all of the blog directories so that our 'ping' goes to every one and hit 'Go Pingoat' at the bottom of the page.

Every time you make a posting thereafter, make sure that you do the same.

Be careful not to overdo it – two or three postings a day is about the accepted maximum. But, every time you send a ping like this, you are making sure that the search engines are made aware that something is happening on your site.

That is how you eventually get your site noticed in the search engine natural search results and start climbing the results pages.

Very soon, as long as you remember to use your long tail keyword phrases in your blog post, titles and body text, you can realistically expect to appear near the top of the results tables for some or many of your long tail keywords.

Get Digging and Stumbling

[Digg](#) and [StumbleUpon](#) are just two (albeit leading) examples of 'social bookmarking' sites and, although all of these sites are slightly different, the basic principle is always the same.

When you find a website or blog posting that you like, you 'bookmark' it to the site in question, and because your 'bookmark' is generally a public one, every other visitor to that bookmarking site can check out the site or blog if they want to.

If they like it, they can then vote it up (or down if they do not!) and the more people who say they like it, the more prominently the site or posting becomes within the site listings.

A front page listing at Digg, for example, can easily drive 10,000 new visitors to your site in 24 hours or less, so do not ignore the opportunity presented by sites like Digg, StumbleUpon and del.icio.us.

Some of these sites allow you to post your own sites and blogs, so if they do, every time that you make a new blog post you should submit it to the site.

This can be quite a time consuming operation – well worth it, but a bit labor intensive. To cut down on the amount of time you spend doing this, you should check out OnlyWire and SocialMarker. These two sites both enable you to post to several social bookmarking sites at the same time (although the first is more 'automatic' than the second).

And, as suggested, not every social bookmarking site is happy about you submitting your own site or blog posting, so just ask someone else to do the job for you, in return for you doing the same for them!

Set Up Your Forum

Although there is no universally agreed definition of what Web 2.0 actually is, most people would agree that an element of interactivity is a key feature. So, for example, when you post on your blog site, you actively invite others to make comments in response.

You can add a discussion Forum to your site that would give people who buy your product a place to share ideas, tips, suggestions and maybe even their gripes!

This will rapidly build up into an active community, all the members of which are there because of an interest in your product and information that you share.

It would also allow you to build your own reputation as an expert in your niche and put you in a terrific position when you have your next product ready to go.

Installing such a Forum is a simple matter of accessing the Fantastico Deluxe program suite in your Hostgator cpanel and looking down the list below WordPress for phpB2B.

After you have found it, the installation procedure is pretty much the same as it was for WordPress.

One thing that you will most probably discover is that no one ever wants to be the first poster in a new Forum. To get around this, you can either pay someone else to do the first few postings for you, or create a 'dummy' account for yourself and start the first few threads yourself.

Now, obviously, this can take a lot of time . . . managing a blog, a forum, and everything else. If you plan on using this system that I am laying out for you, you'll probably just want to keep creating new sites and products with this method, and you won't want to spend the time to post to forums and reply to your visitors.

Here's what you should do – take just ONE day out of the week, and spend that day updating all of your blogs that you set up for each of your products, monitoring the forums, and taking care of your other Web 2.0 duties.

Of course, you can always hire a virtual assistant to take care of this for you, and once you get to the point where these sites are making you a nice profit, you should definitely consider doing this. It'll free up a lot of time to focus on other aspects, such as creating more products and finding JV partners that will help out with your products, and make YOU more money.

All of these tactics together should give you a great source of traffic, and most of it should pay dividends pretty quickly. Some, like the article marketing, could take a few weeks/months before you start to see any real results, but it will happen -- you just have to be a little patient with some of them.

Want to Learn About Another Great Traffic Generator?

One of the newest, and most successful traffic generation tools is Squidoo. You can quickly create a free Squidoo Lens and start driving massive traffic to any site you want.

A Squidoo Lens will rank better in search engines than most tools can achieve for you, so you'll be getting free traffic from search engines (especially Google) fairly quickly using Squidoo.

[Learn How to Use Squidoo Successfully Here](#)

Let's Wrap This Up

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Well, that's the system that I use every time I want to work with a new PLR product. I may stray from a few of the methods occasionally, but I follow it pretty closely for the most part.

And like I mentioned at the beginning of this guide, the results have been great so far. Each site I put up has the potential to make a few thousand dollars for me, and there is no reason why it shouldn't work for you also.

Of course, I can't guarantee that you'll see the same results that I am, but if you put in the work, and follow the system, I'd be willing to bet that you'll see some pretty good results.

If you don't commit to something, you won't make any money from it. The same is true with this system. You have to put in the time and effort, and in some places, you'll need to spend a little bit of money.

You have to be willing to do that coming into this, and know that you will be rewarded in the end.

I wish you the best of luck in setting this system up, and putting it to work for you. Hopefully you can finally get some benefit from all of those PLR products that have just been collecting dust in your hard drive ☺



Mike Steup

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