

GLOSSARY

These are terms that you will hear during the class. These are commonly used terms in the internet marketing space and we advise that you have a good understanding of the definitions. Feel free to Google them for more info. When it comes to learning new stuff Google is your friend.

Digital Product - This can be any type of file or a collection of files that can be downloaded from the internet and are somehow valuable to the user.

Information Product - This tends to be a digital product that teach, presents or otherwise some sort of information that the buyer is interested in.

Online Course - A training class comprising lessons on a specific subject that are delivered digitally or presented within a website. The online course material may be delivered in a variety of ways including Audio, Video, Text, Images and more.

Resale Rights - This allows you to resell the product without making any changes, this is the most restrictive form of rights.

Master Resale Rights - This allows you to resell the product without making any changes and also offer resale rights to your customers.

PLR Rights With Restrictions - This allows you to modify the content and make changes to it but it may have certain restrictions. EG: Can't be given away.

Unrestricted PLR Rights - This generally means you can do whatever you wish with the material.

Repurposing - this is the act of changing material in order to reuse it in a slightly different way. We do this to PLR so that it appears fresh and new instead of reminding the reader of the original source.

Affiliates Page (or JV Page) - this is a web page designed to recruit marketers for the promotion of your product through an affiliate link in exchange for a cut (commission) on the sale.

Content Formats - digital file formats for delivering downloadable and/or streamable content (Mp4, Mp3, PDF, Txt, JPEG)

Deliverables - the digital goods that you transfer to the customer or that you allow them to access for downloading

Evergreen - material that isn't dated and never expires. Gcontinuous, perpetual, everlasting.

Modules - Any of a number of distinct but interrelated units or groups of information from which an online course or training program may be built up or into.

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Reverse engineer - examine the construction or composition of another product in order to create a duplicate or similar product. To establish a clear picture of the end result and assemble it in reverse.

Google Drive / Google Docs - a very powerful real-time collaboration and document authoring tool. Multiple users can edit a document at the same time while seeing each others' changes instantaneously. Users can produce text documents, slide presentations, spreadsheets, drawings, and surveys.

Mind Map Software - a software application that allows you to visually structure your ideas to help with analysis and recall. A mind map is an easy way to brainstorm thoughts organically without worrying about order and structure.

PLR - Private Label Rights refers to content that has been created by someone else who grants you the right to use it and repurpose it as your own

Live streaming - this is the act of broadcasting live on the internet so that people can tune in to watch or listen to your content in real time. Many social media platforms like Facebook offer this feature for free.

Webinars - these are online presentations that include audio and video streaming. They can be live or pre-recorded in advance. Webinars are a common way of distance teaching and distance selling.

Podcasts - these are audio recordings similar to radio shows but streamed on the internet. Podcasts can be syndicated on various networks to attract and build an audience.

Optimize Press - a very powerful suite of plugins that turn your free WordPress site into full-fledged membership and content delivery platform by use of gorgeous templates and a drag and drop editor.

Leaked Chapter - a small portion of your online course that you pre-release to create buzz for marketing the launch of your online course

Lead Magnet - This is an item used to attract leads. Typically a digital product that is offered as an ethical bribe on a landing page.

Landing Page or Squeeze Page - a web page designed to capture visitor leads by enticing them to enter their email address (and/or other details)

Affiliate Network - a company/website that makes the connection between publishers(vendors) and affiliates(sellers). Affiliate networks payout performance-based commissions on behalf of the vendor.

Warrior Forum (WSO Section) - this is a popular online forum where internet marketers congregate and discuss marketing topics. Also there is a "Warrior Special Offer" (WSO) section where marketers can offer special deals on their products.

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5-5-5 - a method for presenting your content in a slide presentation which contains 5 main topics (one per slide), 5 bullet points beneath each topic, and where you can speak for one minute on each bullet (5 minutes per slide) This process leads to at least a 25-minute video production of your content.

Bullets - A section of information that expands on the main topic. A bullet usually consists of 1 or 2 sentences.

PowerPoint - a slide presentation software generally for Microsoft.

Keynote - a slide presentation software generally for Mac.

Slide - An individual segment of the keynote presentation which contains information and displays on screen.

Slide Deck - a group of slides (usually themed to match) that are organized in sequence to produce a presentation.

Upwork - a platform that connects freelancers to clients. A client puts up a job posting and deposits some money in Escrow. Freelancers then apply for the job and the client (you) can hire the best applicant.

Fiverr - is the world's largest marketplace for digital services. A service offered on Fiverr is called a Gig. Fiverr is a marketplace that connects buyers and sellers. ... So, they create Gigs that buyers (you) pay for.

Voice Over - (also known as off-camera or off-stage commentary) is a production technique where a voice—that is not part of the narrative (non-diegetic) is used in a radio, television production, filmmaking, theatre, or other presentations.

Ghost Writer - A ghostwriter is hired to write literary or journalistic works, speeches, or other texts that are officially credited to another person as the author.

JV Partner - a person that agrees to enter into a joint venture with you. Often used interchangeably with Affiliate Partner but not mutually exclusive.

Email Marketing - The practice of sending marketing messages to subscribers via email, typically for the purpose of promoting or selling something.

Ethical Bribe - The act of offering a visitor a free downloadable digital product in exchange for them submitting their name and email address into a webform.

EPC - this acronym stands for "Earnings Per Click" and it refers to the amount of money earned divided by the amount of visitors to a website.

Autoresponder - the online service used to collect and store leads and manage email sequences.

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Autoreponder Sequence or Email Sequence - a series of emails scheduled and queued to go out at certain times in a specific order for the purpose of getting a prospect to take action.

Split Test - this is when a vendor or affiliate gathers performance data on 2 or more methods for making conversions in efforts of optimizing a sales funnel or marketing process.

Funnel - a sales or lead capture process that walks a prospect through a series of product offers made on several pages of a website.

Conversion - the act of turning a prospect into an action taker, a visitor into a lead, a shopper into a buyer, etc. In affiliate terms “conversion” refers to sales made in comparison to unique visits.

Commission - an amount of money, typically a set percentage of the value involved, paid to an affiliate in an online sales transaction.

Affiliate - a person that is engaged in affiliate marketing by promoting a vendors product online through the use of a custom “affiliate link” provided by JVZoo. An affiliate is sometimes referred to as a “JV” which is short for “joint venture partner”

Vendor - a person or company that offers something for sale online by way of an affiliate network like JVZoo or Clickbank.

Traffic - this refers to a flow of website visitors. People that visit a website using their web browsers.

Visitors - this refers to the people that actually landed on a website and view its content.

Support - this refers to help in various forms, (email, phone, in-person) from a vendor to ensure that a customer is satisfied with his/her purchase.

Cold Traffic - this refers to web traffic that is unaware, unsuspecting, or otherwise unknowing of the information being presented to them on a particular website they are visiting. Cold traffic has not been pre-marketed to and has a very low propensity to buy in comparison to targeted traffic.

Bonuses - these are digital products like ebooks, reports, and software given away for free as an incentive to get a prospect to purchase a product through your affiliate link.

Prospects - a person, a lead, or a visitor that is a potential customer or has shown an interest in the product.

Buyers - a visitor or prospect who has paid for one of your products.

Building Buzz - the coordinated act of marketing and raising awareness about a product in the days and weeks leading to its imminent launch or publication.

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Call To Action - (CTA) the portion of a message that calls on the reader/viewer to take the next step and gives them instructions on how to do so.

F.I.G.S. - this acronym represents the impulse factors that are used in sales copy to increase the prospects propensity to buy. The figs stand for fear of loss, indifference, greed and sense of urgency.