

Product Creation FROM PLR - Workshop For Beginners

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Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: STARTING THE PROCESS

The Nuts & Bolts For Creating Your Products

You will receive _____ you make. As an affiliate, you can usually at best only _____.

You can build multiple mailing lists. Each product you create will build 3 mailing lists, _____ lists, a _____ list, and an _____ list.

It's EASY because the _____. Someone else has created the content and allowed you to use it as if _____.

It's FAST because _____. Creating a product from scratch can take time but using PLR material means _____.

Unrestricted PLR Rights. This is my favorite form of PLR material because:
_____.

Developer & _____. This is usually offered with software and allows you to use the material to provide a service. EG: _____.

Only use high-quality products. Try to find _____ who have a _____ great quality material.

Create an attractive affiliate page. Your affiliate page will _____, so you need to create a page that _____.

When creating a product from PLR material the _____ is crucial. If you don't plan the end result there will usually _____.

If you don't create an effective _____ you are leaving money on the table and you will not attract affiliates to promote your offer.

LESSON 2: Leveraging PLR Material

Taking Advantage Of Professional Content

There are a ton of _____ out there and a lot will provide fresh content on a monthly basis.

It's possible to _____ the creation of your product and have _____ do the work for you.

When you repurpose PLR material you are _____ and _____ from other sellers who own the same material.

Once you have _____ you can now do _____ and plan your sales funnel, the best way to do this is to create a _____.

Changing the _____ is a big step as it will make your product look _____. Quite often you will receive the _____ to make this easier.

Update or remove content. Sometimes it is important to _____, especially if it's no longer current.

Create video training from _____, again, every chapter could be _____.

Consider working with a partner. Have you noticed I am working with someone else on this project? You half _____ and double the _____.

Have a high ticket backend offer. This does not have to be _____, work with _____ who can let you use one of their high ticket offers. (Hint hint)

LESSON 3: Bring Your Product To Life

Putting All The Digital Pieces Together

Audio (MP3). This could be a recording of _____, your eBook could be recorded, or you could _____.

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Live material. This could be weekly _____, podcasts, _____ sessions, monthly live content, etc.

Build out your member's area and add _____. Then protect your content. This can be quickly done using our _____.

Add your products to your chosen marketplace, set your commissions, add _____ and _____ and autoresponder.

PDF creation tools. _____, Microsoft Word, _____, Pages (Mac)
Google Docs is proving very popular _____.

Presentations. _____, (Mac) PowerPoint, Open Office. My personal favorite is _____.

Gone are the days of putting a _____ on a sales page or setting up a complicated _____.

Whatever platform you use make sure your product is listed in _____ so you can attract affiliates. Make it a _____ for customers AND _____

Create a comprehensive JV page that includes _____, _____, _____, and of course all of the information about what your product delivers.

Educate your affiliates by _____ and _____ to help them get more sales. The more sales they make for you the more you earn.

LESSON 4: Advanced Strategies

Taking Your Product Creation To a Higher Level

You're building a business, not just a product. Your goal is to _____ and deliver real _____ so they keep buying from you.

Give access to your product to _____. Your product is digital in nature so it will cost you nothing and the _____ could get you 1000 sales.

Ask your affiliates what product THEY wish they had the time to make and then _____.

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Ask affiliates to mail their affiliates for you with _____. Sometimes an affiliate is committed to another launch or promo for customers but _____ is available.

Give away your best stuff. The most _____ shots of the movie were given away for free during the _____. Leaked chapters and other free goodies to create desire.

People buy on _____ then later justify their purchase with _____. When you publish your product use _____ in all of your marketing material.

Dual-purpose your material. The more ways you can _____ the better. We charged admission for people to _____ that we'll eventually use as a bonus.

Content is king, for the _____ or for the _____ before the product release you can never have too much _____. Even user-generated content is valuable and _____.

PLR material can help you _____. Just remember to make sure you create the _____ that delivers the best value.

Not every product will hit a home run, be mindful that you may _____, but the home runs will come.