

The Sky's The Limit..!

How To Create A High-Quality And
Profitable Info Product In Just 31 Days

THE FIGHTER JET FORMULA



BY SHANE DOYLE

**NOTICE: You Do NOT Have the Right
to Reprint or Resell this Course!**

**You Also MAY NOT Give Away,
Sell Or Share The Content Herein**

If you obtained this product from anywhere other than
www.fighterjetformula.com you have a pirated copy.

Please help stop Internet crime by reporting this to us at
www.fighterjetformula.com/contact/

© Copyright 2023

Disclaimer: Although all reasonable care is taken to ensure the accuracy of the information, the publisher and the editor disclaim all liability for any inaccuracies or omissions in this publication. The publisher or editor accepts no responsibility for the consequences of any action taken based on any information, opinions or advice contained herein. It is advisable to seek expert and legal advice on any subject covered in this publication. Where applicable reference to the male gender applies to the female gender and vice versa. The opinions and views expressed in this manual are not necessarily those of the publishers and editors. Readers are asked to draw their own conclusions.

Published by:
Shane Doyle
www.fighterjetformula.com
Hampshire, UK.

**DOWNLOAD YOUR *LIMITED TIME*
MYSTERY BONUS...**

[CLICK HERE NOW!](#)



Getting off the flight deck

When a lot of folks think about creating a package of materials to sell, they get quickly overwhelmed. Create one piece of content... sure! But what about creating 10, 20 or more pieces in a mixed bag of reports, courses, worksheets, templates, checklists....and *more*?

Overwhelm Central! Until *now* that is...

That's because you're about to *gain your wings via* a step-by-step 31-day guide for creating your own profitable package - by using private label rights content. It's the easiest and most cost-effective way to create a lot of content... FAST. And if you use the tips you're about to discover, you'll end up graduating from *Fighter school* top of your class. And with a very unique, high-value package to boot!

You see, deep down everyone has a certain skill or talent (no matter how small) that others can benefit from. And it's that very skill or talent that you can use to help others. Yes, by helping others solve some of their deepest or most urgent problems, by bringing them fantastic solutions you not only are awarded with that great feeling that comes from making others' life better in some way, you also get to pocket the cash for doing so.

And let's make no mistake about it, the financial rewards can be HUGE! It is not unusual to make a six-figure-a-year living from simply locating an audience that is hungry for the solution you're providing. And putting that irresistible solution right in front of them! But don't worry, this 31-day plan is designed to show you exactly how to develop your very own awesome product, *ready to sell*.

OK aviator - without further ado, let's *jump into that cockpit and get airborne...*

Day 1: Climb to 1,000ft! (Pick a Niche)

First things first: before you can start planning a single scrap of content for your awesome product package, you need to know who you'll be selling this package to. In other words, what niche are going to set your targets on?

A niche is like a specialized segment of the market. Some of the more popular niches include: weight loss, health, pet care, self-improvement, dating and relationships, etc. You may already have a different niche in mind. In fact, you may already be working in that niche. If so, great! But if not, then please review this section carefully and follow the steps below in order to pick your niche.

This step is actually composed of two major steps:

1. Create a list of potential niches (some examples are above)
2. Research these niches to find out which ones are profitable.

Let's start with that first step...

Step 1: Create a List of Potential Niches

If you don't already have some potential niches in mind, then your first step is to produce a list. Here's how:

Brainstorm Potential Niches

This step is relatively straightforward. Here you think about your own hobbies and interests. You can even add your own challenges and problems to this list. So, list everything you can think of, from cryptocurrency to golf, from bodybuilding to survival (and everything in between!). Think about:

- Your favorite things to do
- Your biggest problems/challenges
- Tasks you wish were easier
- Where you spend your disposable income
- Things you like to do on vacation
- Things you like to read about (books, magazines, blogs, etc.)
- DIY jobs that you know how to do
- Things people ask you for advice about.

Once you've written that list – and it's OK to spend a few hours on it coming back to it a few times if needed – then let's *pitch up* and move on to the next step...!

Scan your Horizon to Discover other Niches

Now look around to come up with other niche ideas. For example:

- Look at your friends' and family members' hobbies and challenges.
- Take note of what's popular and popping up on your social media.
- Watch/read the news for trends or fresh ideas

Next...

Use Keyword Tools

Yet another way to get ideas is by using a keyword tool (like Ahrefs or Semrush, etc). The idea here is to enter a partial search and see what sort of niche ideas pop up *on your radar!*

Here are example partial searches:

- How to
- Secrets of
- Get rid of
- Naturally
- Tips
- Articles
- eBooks
- Reports
- Step by step
- Easy
- Fast

Let's *soar on* to the second step...

Step 2: Research These Niches

Now let's stay *above ground level* by whittling down that big list of potential niches and discover which ones look to be the most promising and profitable. To do this, you're going to research each niche and establish where the biggest demand!

Follow these steps:

- Search marketplaces for keywords. For example, search for "organic gardening" (or whatever niche is on your list) on sites like Amazon.com, Clickbank.com and JVZOO.com. Look for a lot of products being sold by a lot of vendors – always a good sign!
- Run a Google search for the keywords. Again, look for a lot of websites selling a lot of different products and services to the niche.
- Check for niche publications. For example, does your niche have its own monthly magazine (such as *Men's Health* - for men interested in keeping fit and strong)?

- Check Google Trends. Are there a lot of searches in the niche across time?
- Look at social media platforms. Can you find things like Facebook groups and Reddit subreddits on the topic? Another great sign!
- See where members of the niche tend to gather. Can you find them on forums, blogs and other communities (e.g. Quora.com)?
- Use the keyword tools mentioned above. Do a LOT of people search for information in the niche every day?
- Don't forget offline. Are there stores and organizations devoted to the niche? As stores are costly to maintain, a lot of stores sounds like there is a hungry market!

TODAY'S TASK: *OK aviator* - your task today is to brainstorm and then research markets. Look for smaller sub-markets (niches) that look profitable. For example, "dog training" is a big market, but something like Chihuahua training is a smaller niche that may be big enough and profitable enough too. Tip: does the smaller niche still attract a lot of keyword searches and product sales? If so, that's a potential niche for you right there!

Ideally, select a niche that not only looks profitable, but also one that really interests you (and ideally one that you know something about). Then hold onto all your research, because you're going to take another look at it tomorrow as we *raise our altitude!*

Day 2: Climb to 2,000ft! (Select a Topic)

Now that you've decided which niches are of interest to you – and are profitable - your next step is to select a topic from within that niche. In other words, you're going to decide what it actually is that your audience wants the most in terms of information.

TIP: Pull out the research you completed during the last step, as you'll be using it for today's lesson.

Let's *hit the throttle* and get started...

Look For Bestsellers

The best way to find out what topics people are likely to buy in your niche is to find out what they're ALREADY buying (and then create something similar *yet better*).

Here's the best way to do it:

- Find bestsellers. Visit marketplaces like Amazon.com, ClickBank.com and Udemy.com. Take note of which products (topics) are bestsellers in your chosen niche.
- Examine the competition. If a topic has a host of products for sale, that's a good sign that the topic is popular. It's even better if multiple competing products are bestsellers in your niche.
- Search niche websites. What info products are the top sites in your niche actually selling?
- Keep an eye out for ads. This includes ads on niche sites as well as the paid ads on sites like Google and Facebook. If a marketer spends money over time advertising a particular info product, that's a sign that the topic is popular and obviously selling! Even better if you see many marketers advertising similar products – a sure fire sign of a winner.

Point is, look for evidence that a particular topic is selling well within your niche. Then your goal is to create something on the same topic, but your product should be even better! For instance, if you're in the weight loss niche, instead of just selling a weight-loss guide, you'd sell a package that includes dieting information, as well as tools such as shopping lists,

recipes, meal plans, calorie counters, checklists and more. It's best to sell products a part of a bigger package like this, as the perceived value to your customers is higher.

See What's Popular In Communities

Your next step is to research popular discussion communities to see which topics are popping up repeatedly. Such communities include:

- Blogs
- Forums
- Facebook groups
- Q&A sites like JustAnswer.com and Quora.com are also useful.

For example, if people on a Q&A site repeatedly ask about the best free ways to generate website traffic, then you'll know that's a potential topic for a marketing package right there.

Ask Your Audience

Another way to determine what your audience wants is to survey them. You can do this formally, such as by constructing a survey using SurveyMonkey, Crowdttech or Jotform. Alternatively, you can do it informally, such as by asking open-ended questions in niche communities to figure out what people want.

Hit the brakes here: what people SAY they'll buy and what they'll *actually* buy can be two different things. That's why this method should never be used in isolation. If you use it at all, then use it to *confirm* your research as well as to get ideas of what all types of tools and info to include in your package.

TODAY'S TASK: *OK aviator* - your task for today is to walk through the steps you just learned about in order to pick a topic for your profitable package. Be sure the topic is broad enough so as to allow you to create an entire package around it, complete information (eBooks, reports, and articles), as well as tools (e.g., checklists, cheat sheets, guides, worksheets, templates, swipes, etc.).

Day 3: Climb to 3,000ft! (Decide Exactly What to Create)

At this point you've selected a topic for your package. Now your next step is to decide exactly *what sort* of package you're going to create. Namely, are you going to create a smaller package worth around \$20 (sometimes known as a *tripwire product*), or do you intend to create a larger package worth \$97, \$147, or even more?

There is no right or wrong answer here. Instead, consider these four questions...

What types of information and tools do you want to include in your package?

You've done your research, in the last steps, so you've got a pretty good idea about what people in your niche want. Now you need to create a package that meets your audience's *needs*. For instance, your package may include items such as:

- eBooks.
- Reports.
- Articles.
- Courses.
- Videos.
- Audios.
- Webinar replays.
- Checklists.
- Worksheets.
- Cheat sheets.
- Planners.
- Templates.
- Swipes.
- Calculators.
- Apps/software/plugins.
- Lists (gear or resource).

Let's suppose you're compiling a weight-loss package. In addition to the information reports, eBooks and articles, you might include items like these:

- Recipes.
- Ingredient substitution lists.
- Meal plans.
- Shopping lists.
- Cheat sheets for making regular meals, healthier/vegetarian/diabetes friendly/etc.
- Weight loss checklists.
- Progress-tracking journal.
- Exercise spreadsheets.
- Calorie worksheet.
- Exercise worksheet.
- Supplement cheat sheet.

...And similar types of items. If you find PLR software, you might even add in tools such as meal planning apps, calorie calculators, and similar.

How many products do you want to include in the package?

The number of items you include in your package is going to have an impact upon the price. For example, a package with an eBook and a set of 10 tools will likely be in the \$20 range. On the other hand, a large course (or several eBooks/reports) alongside a couple dozen tools, would easily fall into the \$97 price range.

Is this package for beginner, intermediate or advanced users?

Beginner information tends to have a lower perceived value as opposed to intermediate and advanced information. For instance, a set of reports aimed at beginners might be worth \$20, whereas a set of reports for experts might be valued at \$47 or more.

Where is this package going to fit into your sales funnel?

You don't need to work out your entire sales funnel now (you'll work on in the next lesson). However, you do need to at least have a sense of whereabouts you want this package to *appear* in your sales funnel.

If it's near the beginning of your funnel – such as a tripwire product – then plan on pricing it around the \$20 mark. If this is a *core offer* (main part) or a backend offer to a different core product, then you would price it at the \$97 or more level.

Time for a *debrief* – let's go through an example of what you just learned...

Let's suppose you're putting together a traffic-generation product. And let's suppose there is a lot of information you'd like to include for intermediate and advanced users. You plan on selling it as a core offer for \$97, so your package might include:

- A set of 10 courses on 10 traffic methods (e.g., SEO, Facebook paid ads, guest blogging and so on).
- A set of around half a dozen tools to go with each course, such as worksheets, checklists, cheat sheets and similar.

This type of product would easily go for \$97 and likely more if it was sufficiently different from competing products on the market.

TODAY'S TASK: *OK aviator* - your task for today is to decide what sort of package you're going to create – a package worth around \$20, or create a premium package worth around \$97? What types of tools and information would you like to include? Make your decision based on what you just learned, then move on to the next lesson as we continue with this discussion by looking at how to build your sales funnel.

Day 4: Climb to 4,000ft! (Plan a Sales Funnel)

One of the keys to a successful business is to always be planning ahead. In a way you need to act as your own *Mission Team Leader*. So, even though this 31-day guide is all about putting together a profitable package that you create out of PLR content, you actually need to plan a sales funnel around this package. Doing this will help you determine:

- How you'll attract people into your sales funnel
- How you'll persuade these leads to make an initial purchase from you (and what sort of tripwire products you'll sell)
- What you'll sell as your core offer
- What types of backend offers you'll sell them
- What sorts of upsells you'll promote alongside your paid offers
- What types of bonus products you'll offer to boost sales.

...And similar issues.

In yesterday's lesson you decided where in your sales funnel you'd like your package to appear. E.G., a \$20 package would be an entry-level package, whereas a \$97 package could be a core offer. Now today you're going to plan the *rest of the products* around this sales funnel.

TIP: One vital reason to plan your sales funnel now is because you may be able to pick up a huge package of PLR content that includes other pieces to create your entire sales funnel while you're looking for your core content!

If your package is an entry-level \$20 package, then brainstorm these key funnel questions:

- What will you use as your lead magnet to draw people into your sales funnel?
- How will you promote your \$20 package to those who buy your lead magnet?

- What sort of bonuses would you offer alongside your \$20 package offer to entice more sales?
- What sort of upsells will you offer alongside your package?
- Once people buy your \$20 package, what ELSE will you sell them?
Be sure to consider a variety of products at different price points and detail the bonuses and upsells you'll include alongside these offers.
- How will you sell these additional products to your new customers?

If your package is a \$97 core offer, then brainstorm these funnel questions:

- What will you use as a lead magnet to bring people into your sales funnel (e.g. eBook, short video with tips, report, etc.)?
- What related product will you use as a tripwire offer to turn prospects into buyers? (Your tripwire offer should be high-quality, but low cost to make it irresistible to your leads.)
- What sort of *bonuses* will you include with your tripwire offer to drive sales?
- How will you promote your core offer (the package) to those who claim your free lead magnet and/or purchase the tripwire offer?
- What sort of *bonuses* will you include alongside your core offer?
- Once people buy your \$97 package, what ELSE will you sell them?
Be sure to consider a variety of products at different price points and detail the bonuses and upsells you'll include alongside these offers.

An Example:

Let's suppose you're selling a \$97 weight-loss package that includes an expansive course with multiple tools and reports on the topics of nutrition and exercise. Your sales funnel *might* look like this:

- Lead magnet: a set of meal plans.
- Tripwire: a diet guide (good overview how to lose weight).
- Core: the package you're currently building.
- Bonuses: reports on the specialized topics such as supplements or high-intensity interval training.
- Upsell: access to a private support forum.
- Additional backend offers: private coaching, access to a membership site, or even affiliate offers such as prepackaged frozen meals.

TODAY'S TASK: *OK aviator* - your task today is to brainstorm and answer the questions above so that you can begin planning your sales funnel! Tomorrow you'll be getting into more specific detail about exactly *what* you'll be selling on the backend of your highly profitable package.

Day 5: Climb to 5,000ft! (Determine Your Backend Offers)

Yesterday you brainstormed your overall sales funnel. Now today you're going to determine EXACTLY what you're going to sell on the backend of your funnel.

And here's why: when you create your package, you need to know which product/s you're going to sell to those who buy the package. That way, you can insert your backend offers *directly into* the tools, eBooks, reports and other items inside your package.

So, with that in mind, consider these issues:

Will you sell your own products or affiliate products?

Selling your own products should always be a *top priority*, as this is generally the most profitable (i.e. you keep all the revenue). However, there are two main cases where you may consider selling affiliate products:

1. You haven't created your own products just yet. For instance, maybe you know you want to sell a comprehensive course on the backend, but you haven't yet created it. In this case, you may sell a similar affiliate offer temporarily, until you've created your own product to replace it!
2. You don't intend to create your own product. Maybe you want to sell something that would be very costly to produce, such as a high-end piece of software. Or maybe you want to sell physical products.

For example, if you're selling bodybuilding information, you may sell whey protein and lifting equipment via affiliate links, as you have no intention of creating these products yourself.

Obviously, you'd continue to sell additional information products on the backend that you create yourself – so you can obtain full revenue here.

What products will you sell, exactly?

The key here is to sell highly related products that provide another solution to your customer's problem. For example, if you're selling a package of copywriting products such as a course on creating a sales letter and headline templates, you might sell additional templates and swipes on the backend and a high-ticket advanced course too.

Before you *return to base*, you need to consider how will you promote these offers to your customers. There are many different ways. These include but are not limited to:

- Within the products themselves. For example, if your dieting package includes a nutrition report, then the smart thing to do

would be to sell meal plans and recipe books from within that report.

- Inside customer emails. You should plan on creating an *onboarding sequence* to welcome new customers and encourage them to make use of the package. This sequence can also include promotions for related products.
- On the download page. You can promote related offers on the download page for the package.
- On the order form. You can sell related cross-sells/upsells right on the order form. For example, if someone is purchasing a copywriting package from you, you might offer private copy coaching.

TODAY'S TASK: *OK aviator* - your task today is to go through the questions above to determine exactly *what* you're going to sell on the backend of your package and *how* you're going to sell it. Be as specific as possible (although this may evolve once you actually purchase your PLR content to create your package, if the content doesn't naturally lead to your backend offers).

Day 6: Climb to 6,000ft! (Find Appropriate PLR Content)

Now that you know what you'd like to sell, your next step is to find appropriate PLR content for you to market!

Be aware that this is a two-step process:

1. Find potential PLR content.
2. Determine if this PLR content is *worth* purchasing.

What you're going to do today is essentially compile a large list of potential PLR packages for you to purchase. Then in tomorrow's lesson you'll find out how to sort through this list in order to select the *best* PLR for your needs.

Making *contact* with potential PLR content:

Run a Google Search

One good way to uncover exactly what you need is by searching Google. What you'll want to do is search for your niche keywords alongside PLR-related keywords. E.G., "classic car restoration" or "bodybuilding" or "organic gardening" or "golfing."

TIP: Even though you may have a fairly narrow topic picked out, you may get better results if you broaden your search. For example, if you're looking for PLR content on the topic of how to train a Yorkshire terrier, you may get better results simply by searching for housetraining PLR. You can then easily tweak this content to appeal to your specific niche (i.e., Yorkshire terrier owners).

If you've chosen a niche with a lot of PLR content available, then you can narrow your search in order to find the exact topic you're looking for (e.g., "organic gardening pest control").

Here are PLR-related words you can use in your searches:

- PLR.
- Private label rights.
- PLR content.
- Private label rights content.
- PLR eBook.
- Private label rights eBook.
- PLR reports.
- Private label rights reports.
- PLR package.
- Private label rights package.
- PLR articles.
- Private label rights articles.
- PLR checklists.
- Private label rights checklists.
- Best PLR.
- Best private label rights.

- Best PLR content.
- Best private label rights content.
- List of PLR.
- List of private label rights.
- License content.
- Content licensing.

Notice above I said “searches.” In order to find as many potential pieces of PLR content as possible, be sure to run multiple searches on these related keywords. E.G., “Dog training PLR” and “dog training private label rights package” and “best dog training PLR” (and so on).

Next...

Check PLR Communities

Another way to uncover potential sources for PLR content is to check PLR forums, groups and other communities. You can find them in the following ways:

- Use Facebook search to find relevant groups. E.G., search for “PLR” and see what types of groups and pages turn up.
- Search Google. E.G., “PLR forum” or “PLR discussion group” or “PLR blog.”

Here’s the next idea...

Ask Around

If you already have one or more existing platforms, then ask your network for their PLR recommendations. This includes:

- Blogging about it.
- Sending an email to your list asking for their PLR recommendations.
- Asking your social media networks.

TODAY'S TASK: *OK aviator* - your task for today is to go through the steps above to uncover as much potential PLR in your niche as possible. For today, just focus on gathering potential sources. Tomorrow you'll go through this content to find the best pieces and packages to suit your needs!

Day 7: Climb to 7,000ft! (Choose the Best PLR)

At this point, you should have a big list of potential PLR content to purchase. Now your job today is to do your due diligence so that you can select the best PLR to suit your needs. Here's how you do it...

Request Samples

Your first step is to check that the PLR content is high-quality. If you don't see any samples on the sales page, then be sure to request these samples directly from the vendor/seller. Good vendors will have no problem with you doing this, as not only do they want you to purchase but they have nothing to hide regarding the quality of their PLR product. Be sure to check the following:

- Is the content accurate and well-researched?
- Is the content engaging and well-written?
- Is the content evergreen (i.e. will not go out-of-date)?
- Will the content require minimal tweaks?*

*Note: in order to make your content unique, it's essential that you do some tweaking/rewriting. However, what you want to do is make sure

you're not purchasing PLR content that will require a *massive* overhaul just to use it. This includes poorly written content, content that obviously came from a particular person (e.g., use of the word "I" frequently), outdated content, content that's not written in an evergreen way and so on.

Review the Package

The next step is to put your *afterburners on* and check the content to see if it has what you really need! Ideally, you should buy a package of content from one vendor (or at least multiple pieces from one vendor), rather than multiple pieces from multiple vendors. That way, the content is written in the same "voice," which makes tweaking it much easier.

When reviewing the PLR package, be sure to answer these key questions:

- Does the package include everything you need to create the profitable package you've outlined?
- Does the package include extras such as a sales letter and graphics?
- Does the package include enough content to create a part of (or even the entire) sales funnel? This *isn't* an absolute requirement, but it is a great bonus if you can purchase one big package and have everything you need to create multiple products!
- What format are the pieces? Look for common, easily accessible source files such as .doc that you can edit easily.

Next up...

Read the License

Your next step is to read the license *carefully* to determine if you're permitted to do what you want to do with the content. Generally, PLR licenses are fairly relaxed, but you always want to read and understand the licenses, so you don't buy content that puts limitations on you or that where you accidentally violate the conditions of the license agreement and

end up in legal hot water! So take a few moments to read and truly understand the license agreement.

Find out also:

- If you can put your name as author (if not, you're probably purchasing resell rights content, not PLR).
- If there is a certain percentage of the content you need to change.
- If you can bundle the content.
- If you can sell OR give away the content.
- How many other licenses are being sold (to see what competition there will be).

...And anything else that's relevant to the way you want to use the content.

Research The Vendor

Your last step is to research the vendor/seller to be sure that they have a solid reputation for producing high-quality content. This step is very important, because a disreputable vendor can have all the other pieces in place (such as high-quality content), but they may have stolen the content from someone else. If you use it, you could get into legal trouble.

As such, be sure to run a Google search for the vendor's name, business name and other identifying information. Avoid any vendor with any red flags, such as a pattern of customer complaints, problems with partners (such as affiliates), slow or no refunds to customers and similar. Stick to vendors with long, established track records for producing top shelf content.

TODAY'S TASK: *OK aviator* - your task today is to do your due diligence on all the content you uncovered yesterday. Once you've completed these

steps, then select the content that's high quality, comes from a reputable vendor, and includes everything you need to create your package.

Day 8: Climb to 8,00ft: (Create A Branded Theme)

At this point, you should have a big package of content (or perhaps multiple pieces bought separately). Now what you need to do is to decide exactly how to use each piece, and then create a branded theme for the package.

Basically, it should be based on the market research you did earlier. Your goal here is to use that research to create an in-demand package composed of in-demand pieces.

In the coming days you'll see how to create a unique package by tweaking, excerpting, compiling, and rewriting the content. For now though, you want to make a plan for each piece of content in your package. As you do this, don't be restricted by its current format. For instance, perhaps you can turn a report into a checklist; or maybe you can turn an eBook into a course! Do some brainstorming for each piece of your PLR content to establish how you might use it.

TIP: If a piece of content really doesn't fit into your package, then consider how else you might use it. For example, can you turn it into one or more articles that you post on your blog? Can you use it as a lead magnet or a bonus? Can you create emails out of it that you load into your autoresponder?

Once you've separated out all the content and decided how it's going to fit into your package, then you need to decide how you're going to tie all these pieces together. To do this, you'll want to create a *branded theme*.

But before you *buzz the tower*, here's the question you need to ask yourself: what does your package DO for your customers? What is the biggest benefit to them? Ideally, what benefits does it offer that competing products may not? Whatever this big benefit is could potentially be worked into a branded theme!

For example, look at the “Dummies” line of branded books. The line of books offers simple, step-by-step instructions and tips for people who really don’t feel like they’re going to be good at the task they’re trying to accomplish. At the time the brand was created, it filled a gap in the market by providing easy-to-understand instructions that *anyone* could implement.

Or take the example of this “31 Day Guide” you’re reading. It’s designed to give simple instructions and an action step to take every day for 31 days in total. At the end of a typical month, the reader who takes these steps will have accomplished something. In the case of this guide, you’ll have a profitable package created that you can start selling immediately!

Point is, this branded set of guides doesn’t just promise to teach you how to do something. It tells you *exactly* what to do for 31 consecutive days – it’s a month-long blueprint to achieving a specific task, which is something other marketers (my competitors) don’t offer.

TODAY’S TASK: *OK aviator* - your task is to decide exactly what you’re going to do with each piece of PLR content that you now have the license to edit and sell. Once you’ve detailed all the pieces of your package (such as reports, checklists, worksheets, etc.), then create your branded theme to tie it all together!

Day 9: Climb to 9,000ft! (Name Your Package And Its Parts)

Your average prospect is going to make their buying decision based, in part, on the *name* of your package as well as the *titles* of the individual pieces in your package. The name and titles have a strong impact on sales. That’s why you’ll want to spend some time developing compelling, benefit-driven names.

Take note that one of the bonuses included with this guide gives you titling templates that you can use to quickly and easily create your titles! So do make use of it. As you use those templates, keep these vital tips in mind...

Brainstorm Multiple Names

Don't just pick the first name/title that comes to mind. Instead, brainstorm several titles for each piece, and then pick the one that you think is the best, even if it means coming back to your shortlisted titles in a few hours' time.

Create Benefit-Driven Titles

In order to do this, you'll want to start by brainstorming the top benefits of your package so that you can include these benefits in your title. To do this, simply answer these questions:

- In one short sentence, what does your package *do* for your customers?
- What are the top *two or three* benefits of your package?
- What benefits does your package offer that competing products do not? In other words, what is *unique* about your package?

Once you know the benefits of your package, then you can start brainstorming titles and using the included templates.

For example:

How to [insert benefit]

Becomes:

How to Write a Cash-Pulling Sales Letter

Another example:

The #1 Way to [Get a Benefit]

Becomes:

The #1 Way to Get Rid of Excruciating Back Pain!

And one more example:

The Little-Known Secret [Of Getting Some Desired Benefit]

Becomes:

The Little-Known Secret for Getting Rid of Grey Hair Naturally, Without Pills or Creams!

And this brings us to the next point...

Arouse Curiosity

Whenever possible, you may try to spark curiosity in the title. You can do this in these ways:

- Using curiosity-arousing words. This includes words like “secret,” “little-known,” “discover” and “revealed.” E.G., “The Secret Headline Trick That Doubles Conversions!”
- Sharing a benefit but arousing curiosity about how to get that benefit. E.G., “How to Melt Fat Fast... Without Hunger Pains, Pills or Hours in the Gym!”

Test Titles

This is something you can't do today, but you can adjust your *angle of attack* and do this over time. The idea is to pick two or three titles for your package and test them with your audience to see which ones deliver the best conversions for you. You can even do this over the course of a weekend by using paid advertising (such as Google or Facebook) to send visitors to your sales page, where the only difference is the title of the package. If you're unfamiliar with testing and tracking, you can also hire a *conversion optimization specialist* (e.g. from *Fiverr*) to help you with this step.

TODAY'S TASK: *OK aviator* - Your task today is to name your package as a whole, as well title all the individual pieces. Spend some time really brainstorming good names and titles, as this step could make or break the *success* of your package!

Day 10: Climb to 10,000ft! (Set Up Your Website)

Today you're going to start setting up your website. Take note that these are the foundation steps only, as later on in this guide you'll get the steps you need to take for the final set up.

Also note that going through the exact step-by-step of how to do each of these steps is beyond the scope of this guide. If you are not technically aware, you can easily outsource any of these tech steps. Check outsourcing sites to find freelancers, including *Fiverr.com*, *Upwork.com*, *Freelance.com* or *Guru.com*.

Now let's quickly go through the key steps...

Search For A Domain Name

You've decided on a name for your package and a branded theme – good. Now you'll want to select a domain name that *reflects* that name and/or brand. Keep these tips in mind:

- Choose a .com name. People have difficulty remembering other extensions, so stick with .com. (You can of course purchase the other two popular extensions -- .net and .org – just to keep shady competition from trying to make it look like they are associated with your company. However, you should be using the .com version.)
- Select a memorable name that's easy to say out loud. As an online business owner, most of the time you're going to be giving people links and buttons to click on. However, you may need to say the name out loud (such as on a webinar) from time to time. That's why you'll want to be sure the name is easy to say out loud, without explanation.
- Use a reputable domain registrar. Stick with well-known, established companies such as NameCheap.com, GoDaddy.com and the like.
- Don't search until you're ready to buy. Some registrars seem to release their search records, meaning other people will buy your searched terms if you don't. In other cases, someone may have the same idea as you! So don't search a domain registrar unless you're ready to buy as soon as you find an available name.

Next up...

Secure Hosting

You'll want to select a reputable webhost, such as HostGator.com, BlueHost.com or similar. Be sure your domain registration and webhosting are through two different companies (as otherwise you may come unstuck if the company goes out of business and takes your domain and site with them!).

Once you have your host, then do the following:

- Change the DNS. Change your domain name server (DNS) to the two numbers provided by your host. Any reputable domain registrar will have complete instructions for how to do this in their online help files.
- Set up your email. You'll use this for your help desk, getting accounts with services and the like.
- Avoid *bird strike* by making a backup plan! Some webhosts will create backups of your site on a regular basis. Even if your webhost does that, be sure to make your own backups.

And finally...

Select Your Tools

You also need to select any tools or services, including:

- Email service provider/autoresponder. Stick with reputable companies such as Aweber.com, MailChimp.com, GetResponse.com and similar. Be sure to read the terms of service (ToS) carefully.
- Payment processor. Examples include PayPal.com, Stripe.com or 2Checkout.com. If you intend to have affiliates, then look at options such as ClickBank.com.

TODAY'S TASK: *OK aviator* - your task today is to walk through the steps above to get your domain name, webhost, autoresponder and payment processor. Later in this guide we'll talk about how to set up your website using these platforms and services.

Day 11: Climb to 11,000ft! (Ways To Make PLR Content Unique)

For about the 10 days or so you're now going to take a slight *flight detour* and begin working on customizing your PLR and making it unique! We'll start today with an overview of the different ways to make your content

unique, and then in future lessons we'll look at some of these strategies more closely so you can choose what your preferred ways.

Let's get started...

Rewriting PLR

The idea here is to tweak and, in some cases, rewrite the content in order to make it unique as well as to add value to it. This may include:

- Rewriting the main introduction.
- Rewriting the main conclusion.
- Rewriting introductions at the beginning of chapters/sections/modules.
- Rewriting the conclusions or summaries at the end of chapters/sections/modules.
- Tweak the content to sound more like your voice.
- Tweak the content to reflect your own preferred methods or strategies.

Next...

Adding to PLR

Another way to make PLR content unique is by adding your own content to a piece of PLR content. You do this in the following ways:

- Repurpose some of your existing content. You might use your own lead magnets, blog articles, social media content, or webinar and video transcripts. For example, if you're creating a course, you might pull evergreen content from a set of blog posts you published earlier.
- Write fresh evergreen content. You can also add to PLR content by writing something new from scratch. For example, you

polish a section in a PLR report by adding in your own set of tips, strategies, etc.

Here's the next idea...

Compiling PLR

Another way to make PLR content unique is by compiling multiple pieces of it. For example, you might compile a set of articles to create a report.

TIP: If you use this method, ideally you should compile pieces from the same PLR writer/vendor. That way, the pieces should be similar in terms of the sort of content they provide and the writing voice. If you choose to compile content with drastically different writing voices/styles, you may end up spending *a lot of time* rewriting it in order for it to read more smoothly.

Next up...

Excerpting PLR

Many people use PLR content as-is. So, for example, if they have a PLR eBook, then they sell or give it away as is. You can make your content more unique by pulling excerpts from bigger pieces. For example, you can pull a chapter out of an eBook to create an article or a blog post!

Deleting Content

Instead of pulling an excerpt to use, the idea behind this method is pulling out an excerpt to delete.

For example, if you have a 10-chapter eBook, you may decide to delete two chapters that aren't relevant to your package (while keeping the

remaining eight chapters). Naturally, you'll need to go through the remaining chapters (as well as the introduction and conclusion) to delete any references to the chapters/content you deleted or the customer may feel confused.

Changing Formats

Another way to create fresh content from PLR is by changing the format. For example, if you have a PLR report, you might use the content of this report to create something entirely different, such as a slide-share video or audio file.

TODAY'S TASK: *OK aviator* - your task today is to begin working on the PLR content for your package. This guide suggests nine days devoted to this task, so plan accordingly. For example, if you're creating a package of 10 tools and information, then you can rework one piece per day (except for one day where you would do two pieces). If you have a package of 27 pieces, then plan on doing three pieces per day. This should be entirely doable, since in some cases you may be able to rework a piece of PLR in as little as 15 minutes!

Day 12: Climb to 12,000ft! (Create Fresh Introductions and Conclusions)

As mentioned yesterday, one way to make your content unique is by *rewriting* the introductions and conclusions. This includes:

- Rewriting the main intros and conclusions. For example, if you have a PLR report eBook or article, then you can rewrite the introduction and conclusion.
- Rewriting the introductions and conclusions for smaller sections of your content. For example, if you have a PLR eBook, then each chapter likely has an introductory passage at the beginning and a summary or conclusion at the end, both of which you can rewrite.

Although this may sound tricky, this doesn't have to be a *crash and burn* moment. Let's see how we can rewrite such passages...

Rewriting Introductions

The introduction needs to be one of your *strongest* passages, as it's going to influence whether people read the *rest* of the content. If they do that, they're more likely to hopefully value the whole content then purchase more products from you in future. Here are some different ways you can rewrite an introduction to make it more compelling:

Build Anticipation

Here you summarize what's coming in the content while arousing curiosity if possible. E.G., "In just minutes you'll discover a simple five-minute trick for *doubling* your conversion rates!"

Open With A Story

Telling a relevant story is a great way to engage people on an emotional level and build rapport. For instance, if you're writing in the dog training niche, you might want to open with a story about how your dog was so badly behaved in public that it was embarrassing....until you implemented what you're about to show your reader!

Share a Tip

Here you start strong by sharing one of your best tips straight out of the gate, which will hook the reader and really engage them with your content.

Ask a Question

The idea behind this strategy is engage readers with a question.

E.G., “Do you ever wish could get your dog to behave perfectly in public?”

Open With A Quote

Go to a site like *BrainyQuotes.com* and search for quotes related to your content. For example, if you’re writing about weight loss, then you might choose to open a piece of content with an inspirational or motivational quote.

Rewriting Conclusions

Your conclusion can serve multiple purposes, so you’ll want to rewrite the existing conclusion to ensure it achieves the following:

Recap what the person just learned about within the content. Not only is this a good reminder for someone who read the entire piece, but it’s also a good way to get fast readers to go back and read the content more intently.

E.G. “You just discovered the surefire five-step system for housetraining ANY puppy, no matter how difficult they are. Let’s quickly recap those steps...”

Introduce one new piece of information. Here you offer a bonus tip, method or strategy. The key to this technique is to put one of your best bits of advice in the conclusion, which again will entice fast readers to go back in to read the rest of the content more closely.

Offer a call to action. Generally, your conclusion should have a call to action (or CTA). For instance, you might encourage people to implement what they just learned, or you might persuade them to purchase a related offer from you.

Be sure to pick one main goal, and then create one CTA for that goal. (Too many calls to action ends up in overwhelm and no action taken at all!) See Day #19 for information on how to craft an effective call to action.

TODAY'S TASK: *OK aviator* - your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your highly profitable package.

Day 13: Climb to 13,000ft! (Personalize Your PLR Content)

When it comes to personalizing PLR content, you need to do two primary things to distinguish you from all the *wing men* out there:

1. Remove content that sounds like it's written by someone *else*.
2. Add personalized/unique content that'll make your product *stand out*.

Let's take a look at these two items separately...

Remove Identifying Information

Sometimes marketers license content they originally used themselves. When this happens, the content is more likely to contain information that directly or indirectly refers to that marketer.

For instance, if the marketer created a product called "Rocket Sales Funnel," the PLR content might say something like, "I created the Rocket Sales Funnel". If you decide to keep this passage (perhaps because you want to promote *Rocket Sales Funnel* using your affiliate link), then be sure to rewrite any sentences that suggest the content was created by the *Rocket Sales Funnel* creator.

For example, "I created the *Rocket Sales Funnel*" becomes "John Doe created the *Rocket Sales Funnel*."

Point is, read through the content to see if there is any information identifying or even referencing the original author in any way. Here are some other examples you should watch out for:

- I grew up in California...
- When I turned 50...
- I love my truck...
- My collie is well trained...
- My grandkids...
- When I graduated from XXXX college...
- My favorite hobby...
- I live in the mountains...
- My teenage daughter...
- When I lost 50 pounds...
- When I got married ten years ago...

For example, if a PLR book about dog training references a shih tzu but you don't have a shih tzu, then delete it (or rewrite it to reflect the type of dog you do have).

How to do this quickly? Look for sentences containing "I" or "me" (and similar) and remove that identifying/referencing information.

Add Unique Content

Another way to make the content unique is to add in your own personal and unique information. This includes:

- Personally identifying information. Just as you removed personal information from the author, you can now add in (relevant) personal information. For example, if you're writing about how to learn the guitar, then you may share your own personal story about learning the guitar.
- Other unique stories. These are stories that aren't necessarily personally identifying, but they are quite unique. For instance, if you're talking about how to drive traffic to your Facebook

page, you might share a story about common mistakes newbies make.

- Unique tips. Do you do something that you've never really seen anyone else do or talk about in your niche? Then share these unique tips in your content – your readers will surely appreciate it!
- Unique examples. The original content may include examples. You can leave these examples as they are, and then strengthen them by adding further examples to make the content more unique.
- Case studies and experiments. Even if other people in your niche are doing case studies, no two case studies are ever the same. That's why you can make your content unique by sharing detailed case studies with plenty of tips and steps to help guide your reader.
- Formulas/systems. If your how-to PLR content is in a standard step-by-step format, see if you can turn these steps into a named formula.

For example, the copywriting formula AIDA (Attention, Interest, Desire, Action) explains how to construct an ad or sales letter. You can do the same thing by creating your own acronym around the steps of a process.

E.G., a five-step copywriting G.U.I.D.E. may include Step 1, Gather Benefit Information, Step 2, Understand the Audience... and so on, with each letter corresponding to a crucial step of the process.

TODAY'S TASK: *OK aviator* - your task for today is to continue working on your PLR content in order to make it unique, add value, etc. to create your package.

Day 14: Climb to 14,000ft! (Compile Content To Create Something Unique)

Another good way to make PLR content really unique is by compiling multiple pieces of content. You can do this in a number of ways:

- Add your own existing content to PLR content.
- Compile multiple pieces of PLR content.
- Add in your own content AND compile multiple pieces of PLR content.

Let's look at these ideas in more detail, separately...

Add Your Existing Content To PLR Content

You may have some really great content that you've created at some point. You can add this content to PLR content to create something entirely new!

Check out *these* ideas:

- Content you used in the past. For example, you might have a bonus report that you used to give away alongside a paid product, but you no longer do so. If it's relevant to your current package, you can compile all or part of it with PLR to create something new. Simple.
- Content you're currently using. For example, maybe you have blog posts that include information that's perfect for your package – just add them in.
- Content you never used. Perhaps you created a piece of content that you later decided not to use as it wasn't relevant at that particular time. Or perhaps you began working on a big piece of content (such as an eBook) but didn't finish it. Whatever the reason, you can

put this unused content to work now to make your PLR content more unique.

Take note: if you're using a piece of content that's outdated, be sure to rewrite it in order to update it before you compile it with the PLR content.

Compile Multiple Pieces of PLR Content

The second method is to combine multiple pieces of PLR content in order to create an entirely new product or package. Consider these few examples to get you brainstorming:

- Compile multiple smaller pieces of content. For example, you might compile a set of six articles to create a report.
- Compile multiple excerpts. For example, you might pull excerpts out of three or four eBooks to create a report.
- Compile a *mix and match* of content. For example, you might use a few articles, an excerpt from a report, and a audio transcript to create a course.

Those are just a few ideas to get your creative juices flowing – this strategy is only limited by your imagination.

Combine These Methods

Here you start with a piece of PLR content, add other pieces of PLR content, and then add in your own existing content as well. Keep these tips in mind:

- Update outdated or non-evergreen content. This applies to both your own content as well as the PLR content.
- Freshen up the content. If you're using some of your old content, then refresh it with new tips, tricks and ideas.

- Create new introductions and conclusions. These new sections should reflect what's inside the newly compiled content.
- Create transitions. When you compile multiple pieces of PLR content, it is usually not going to read smoothly. That's why you need to add in some transitional statements:

-Now let's look at the next step...

-Here's another tip...

-Let me share a story...

-Here's another good way to do it...

-Now let's switch gears...

Now it's *your* turn...

TODAY'S TASK: *OK aviator* - your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package!

Day 15: Climb to 15,000ft! (Use PLR Content to Create Useful Tools)

A really strong package doesn't just include *how-to* information – it also includes tools that make it easy for people to put it all into practice. That's why your package should include tools such as: checklists, cheat sheets, worksheets, planners/calendars, road maps, etc. This way you'll really *gain your wings!*

If you're fortunate, you'll find PLR content that includes these tools. Many times, however, you'll need to create these tools yourself unfortunately. The good news is that you can do it with PLR content, which is much faster than doing it from scratch.

Let's take a look at how to create some of the most common tools...

Checklists

A checklist is really a concise list of all the steps the user needs to take in order to complete a process. This is fairly easy to create, because all you have to do is literally copy and paste the steps from the PLR content! This includes both the main steps, as well as any sub-steps (or baby steps) within those main steps.

For instance, if you were compiling a list of steps for setting up a blog, it might look something like this:

Step 1: Install WordPress

- Download the files from WordPress.org
- Unzip the files
- Create a database
- Rename the config file
- Upload WP files to your server
- Run the WP installation script.

Step 2: Customize WordPress.

And then here you'd list all the sub-steps within this main step – just like the example above.

Note that the steps are listed without explanation. The *how-to* content should include the explanations, while the checklist is just a reminder of *what* to do.

Cheat Sheets

Cheat sheets are similar to checklists in that they include lots of information, but very few details. A *cheat sheet* is typically one page, and it includes:

- The main steps of a process
- Important sub-steps
- Tips and ideas
- Examples, mistakes, dos and don'ts and similar.

The idea is to pull as much information as possible from the PLR content, but again to be concise! Each step, tip, or other piece of information should be around one sentence, or in some cases just a few words. People will then need to refer to the content itself to get the full details, step or tip.

Planners/Calendars

A planner or calendar is where you give people a list of steps, they need to take on a specific day. In a way, this Guide you are reading is a planner. To create such a planner or calendar, do the following:

- Start with a "how to" piece of PLR content.
- Determine how long it will take for the *average* person to complete the various steps.
- Rewrite the content so that you assign an action step to each day or week (depending on how you set the planner up).
- Be sure that all the steps in the task are complete by the time the average person would have walked through all the steps!

Swipes

Swipes are typically just examples. As such, you can comb through your PLR content to compile as many examples as you can.

For example, if you're creating a copywriting course, you might pull all the headline examples out of the PLR content to create a headline swipe file.

Templates

This is where you create fill-in-the-blank templates for your readers to use again and again. In this case, you pull examples out of the PLR content, but leave key points blank for readers to fill in with the necessary information.

Let's go back to the example of a copywriting product where you're pulling headline examples. Let's suppose you find an example headline like this:

"How to Get Rid of Grey Hair for Good!"

You can turn this example into a fill-in-the-blank template like this:

"How to Get Rid of ____ [Insert Some Bad/Unwanted Thing] ____ for Good!"

TODAY'S TASK: *OK aviator* – your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

Day 16: Climb to 16,000ft (Questions To Ask Yourself When Using PLR)

We've been talking about pulling excerpts out of PLR content to create a new - and unique - piece of content, such as a checklist or report. Now today we're going to look at this concept in a little more detail. Before you start pulling excerpts out, ask yourself these vital questions...

Is the excerpt redundant?

Sometimes people think "bigger is better," so they compile every related PLR excerpt and piece of content they can find! However, instead of adding

value, this strategy can backfire and actually lower the value if the content is redundant. Sometimes, less is actually more!

Let's suppose you're compiling a big list of copywriting tips. You'll want to look carefully to be sure your tips aren't saying the same thing but in different words. For example, the following tips basically say the same thing, or at least overlap:

- Create curiosity-arousing headlines.
- Build curiosity with headlines to draw people into the content.
- Do use curiosity in your headline.
- Use your headline to evoke curiosity.
- Create an "itch" with your headline that can only be scratched by reading the content.
- Grab attention by making readers wonder how and why your product works so well.

What you'd do in this case is use the most well-written excerpt as the basis for the tip. Then comb through the redundant tips to see if there is anything you can pull from them – such as a unique example – to add to the content.

Is the excerpt high-quality?

Here again, we need to consider *quality over quantity*. Don't pull excerpts just to add length to the product. Instead, only use *high-quality* excerpts. Here's the acid-test of whether an excerpt should be added:

- Is the excerpt well-written and engaging?
- Is the excerpt factual?
- Is the excerpt *meaty* – in other words, not just fluff and filler?

The last point (avoiding fluff and filler) is particularly important. If you can get your point across in one paragraph – instead of one page – then edit the PLR to take out all the fluff. What you'll lose on word count, you'll gain on quality of content, which in turn creates satisfied customers. So to avoid those *surface-to-air missiles*, stay away from the fluff.

Is the excerpt fact or opinion?

Every once in a while, you'll run into PLR content (or even just an excerpt) that presents an opinion as a fact. You have these options:

- Avoid using the piece.
- Rewrite the piece so it's clear the passage is an opinion.
- Rewrite the piece to present facts rather than opinion.

Point is, you can certainly present opinions within your content – and you can even support your opinion with evidence -- but don't mislead people into believing you're sharing a fact. This can rebound on your credibility badly.

Does the excerpt add value to the content?

Even if the excerpt isn't redundant, and even if it is overall a high-quality passage, you still need to consider whether it adds value to the content overall. Sometimes this is context dependent.

For example, let's suppose you're creating a blogging package for intermediate and advanced users. And let's suppose you find a PLR passage that explains in great detail how to set up a WordPress blog.

If this was a package aimed at beginners, then detailed installation steps would add value to the package. However, since the package is aimed at advanced users, this type of passage can actually LOWER the value. That's because advanced users already have their blogs set up, so you're telling them how to do something they've already done. At the very least, they've paid for a part of your package that they don't need and at the very worst they'll feel patronized.

Point is, know who your users are, because that will help you decide whether to include a specific excerpt.

TODAY'S TASK: *OK aviator* - your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

Day 17: Climb to 17,000ft! (Create Multimedia Content)

Throughout this guide, we've been talking about making your content more unique (rather than using it as-is). And for the most part, we've focused on rewriting, compiling and excerpting PLR content that's text-based.

However, there is another way to create something unique: turn your text-based PLR content into multimedia content! Check out these ideas...

Design an Infographic

If you have data-heavy content (such as a lot of statistics, percentages, numbers, etc.), then consider creating an *infographic*. This is a visual representation of the data, which a lot of people find easier to digest.

For example, let's suppose you have a piece of PLR content that talks about the facts of weight loss, such as how many calories to consume, what percent of the diet should come from the macronutrients (protein, carbs and fats), how much water to drink each day, and so on and so on. This sort of content can be quite dull to read in text form, but it's easy to digest as an infographic. Some people may even want to print it off and stick it to their kitchen wall.

Create a Slide-Share Presentation

The idea here is to turn text-based content into a PowerPoint-style presentation. This works particularly well if you're condensing a lot of information into the most salient points (similar to a checklist or cheat sheet).

Keep these tips in mind:

- Use a professional slide deck design/layout. Doing so will add value to your presentation.
- Keep text to a minimum. No one wants to read a data-heavy slide. Keep it to the main points, such as sharing one tip per slide or a handful of succinct tips in a bulleted list.
- Insert eye-catching graphics. Good graphics add value to the presentation and make it look more professional and interesting.

Depending on what sort of package you're selling (and who your audience is), you may simply include the slides in the package for people to view using PowerPoint or similar software. You can also use any number of online presentation software platforms that are available.

Otherwise, another option is to turn the slide-share into a video. Which brings us to the next point...

Produce a Video

You can use your text-based content as the basis for creating a video. This video may take a variety of forms, including:

- A slide-share video (as mentioned above).
- A talking-head video, where you look at the camera and communicate the information. For example, you can share grooming tips.
- A demo video, where you show people how to do something while you're giving verbal instructions. For example, you can show people how to redesign their kitchen.

And here's some real *Mach 3* ideas...

Host a Webinar

You can use your text PLR content as the basis for a webinar. You can play this webinar live for people who purchase your package in the first week, and then provide the recordings to everyone who purchases the package after that point.

Create a Coaching Course

Still another way to turn text content into something more valuable is by using it to create a coaching course. You can use the text in two ways:

- Use it as the basis for the course curriculum.
- Use it to answer group-coaching questions.

You can offer the curriculum for the course as part of your package, and then upsell the personalized coaching on the backend.

TODAY'S TASK: *OK aviator* - your task for today is to continue working on your PLR content in order to make it unique, add value, and do what's necessary to create your package.

Day 18: Climb to 18,000ft! (A Simple Way to Add Value to Your PLR)

You've been working on getting your PLR text content ready to create your package. But before you finish your package, there is something else you need to consider: what sort of graphics would add value to your content?

Check out these ideas...

Illustrations

You can use hand-drawn or computer-drawn illustrations to elicit what the text is referring to.

For example, if your content is about organic gardening, you might include illustrations of common garden pests or the damage they do.

Infographics / Charts / Tables

If you have data to share, then you can make these numbers easier to digest by presenting them in an infographic, chart or table.

Let's suppose you're putting together a report that helps people get out of debt. If you tell people what percent of income they should be saving, using to pay down debt, and using to pay various household expenses, your information will might be tricky for your readers to remember. However, if you represent this data visually, such as in a chart, then people can see at a glance how they should be allocating their income and are more likely to retain that data.

Photos

Sometimes a simple photo can add value to your content. For example:

- You can use a relevant photo to make the content more aesthetically pleasing, and to break up the text. For example, a dog-training report may simply have pics of different dog breeds sprinkled throughout to make the content more engaging and professional.
- You can use a photo to illustrate something. For example, a dog-training report might show photos of dogs with different facial expressions and postures in order to help people learn to read a dog's nonverbal communication (NVC).

GIFs

Sometimes an animation in the form of a GIF can do an even better job of helping to illustrate how to do something. For example, if you're sharing information on bodybuilding, then you might include GIFs which illustrate proper form for each exercise; or if you're sharing information on dancing, a GIF could help the reader imagine the steps needed to execute the move.

Mind Maps

A mind map is a non-linear way to represent a process or a concept. You can think of it as a cheat sheet or checklist with all related pieces connected. Some people prefer to see information laid out in mind maps rather than in a traditional step-by-step format, particularly if they are visual learners.

Process/Decision Maps

If you're teaching people how to do something, and they need to make decisions throughout the process, then you might offer a process/decision map. For example, you can provide a decision map to help marketers decide if they should outsource a particular task.

Screenshots

These work well when you're explaining an online process. For example, if you're teaching people how to install a script (such as WordPress), then you might offer screenshots for each step so they can follow along easily.

Once you decide what sort of graphics you need - and you find that you need special graphics created - you could simply try creating them yourself. You might want to try a site like canva.com. But if you have a *need for speed*, then you could always do one of the following:

1. Outsource them (use a site like fiverr.com or upwork.com).
2. Buy them (using a site like depositphotos.com).

TODAY'S TASK: *OK aviator* - your task for today is to consider how graphics can enhance the value of each piece in your package. Specifically, brainstorm the type of graphics that would make the most sense. For example, a cheat sheet would benefit from small icons, whereas a report might benefit from infographics and illustrations.

Day 19: Climb to 19,000ft! (How to Create an Effective Call to Action)

A call to action (CTA) is where you tell the reader to take a *specific* action. This action can take various forms, including encouraging people to:

- Implement the information they just learned
- Use a tool, such as a checklist
- Print off a tool and use it
- View an additional piece of free content
- Sign up for a mailing list
- Purchase a related offer
- Request a coupon code
- Register for a seminar/webinar
- Share a piece of content/web page
- Join your social media group/page
- Enter a contest

In most cases, your calls to action will encourage people to take action on what they just learned, encourage them to use a tool, and encourage them to purchase a related product.

Here are the *keys* to an effective call to action...

Create ONE Primary CTA

You may think of a few different things that you'd like your reader to do when they finish with one of the info-products or tools in your package. However, you need to focus on showcasing just ONE call to action. If you try to get readers to take multiple actions, more often than not they get overwhelmed and don't take *any action at all*.

Be Sure the Content Supports the CTA

Once you know what action you want the reader to take, then be sure to construct the content in a way that naturally leads to the desired action.

Let's suppose you want people to click a link and purchase a related offer. The key in this case is to create a piece of content that's incomplete – that is, it doesn't solve the reader's complete problem, so they need to purchase your related offer.

For example, let's suppose you have a weight-loss package, including a comprehensive nutrition guide. While the guide tells people what to eat – and maybe even offers meal plans – it doesn't provide recipes. That makes this guide incomplete, which means it naturally leads to people purchasing a low-calorie recipe book from you.

Construct an Effective CTA

Now that you have content that naturally leads to your desired action, the last step is to build the call to action. In most cases this CTA has two parts:

1. The CTA tells people exactly what to do next. In other words, you don't just drop a link in front of people and expect them to click it – instead, you tell them to click it (and what to do once they click it).
2. Whenever possible, you give people a good reason to take the desired action immediately. If people can put something off, they

usually will – and if they put it off, they’re unlikely to come back and complete the desired action. After all your hard work, you don’t want them pressing your *Ejector seat!*

Here is an example that tells people what to do and why they should do it now (use of scarcity):

“Click here now to request the “Dieting Secrets” video – and do it now, before this free offer disappears!

Here’s another example:

“Click here now to join the private members-only copywriting forum, where you’ll get sales letter critiques, group coaching and more. If you want to become a better copywriting, then join now before we reach the member limit and close down registration!”

TODAY’S TASK: *OK aviator* - your task today is to finish reworking the pieces of PLR content that you’re going to include in your package. You can then insert calls to action as needed into this content or introduce an element of scarcity if you’ve already inserted them.

Day 20: Climb to 20,000ft! (How to Proof and Polish Your Package)

At this point, you’re done with all the tweaking, compiling and rewriting of the various pieces of your package. Now your next step is to proofread and polish each piece.

You can approach this task in a few different ways:

1. Do it yourself
2. Outsource it – you can find a proofreader by searching Google or using a site like upwork.com

3. Ask a competent friend or family member to do it for you.

For the purposes of today's lesson we'll assume that you intend to do the proofing and polishing yourself. Check out the following tips and questions to ask yourself...

Set It Aside

If you added a significant amount of new content to the PLR content, then set the whole thing aside for a few days. Doing this lets you look at the pieces with fresh eyes later, which makes it easier for you to spot your errors.

Once you start proofing, you can take these steps:

- Pay particular attention to the new pieces. You probably already caught any typos when you were assembling the PLR pieces. While you should still proof the PLR text to catch errors the original vendor made, your focus will likely be on the new content you created.
- Use a tool. You can use your word processor's built in spell check and grammar check, as well as third-party tools like Grammarly.com.
- Read it out loud. This not only slows you down (which helps you catch errors), it makes it obvious when you need to smooth out a hard-to-read sentence or even change your tone in a sentence.

Next question...

Is the content accurate?

To answer this, you'll need to do a bit of fact-checking. If your content lists any sort of percentages, statistics, study results, numbers or other facts,

you'll want to double check that these facts are indeed *correct*. And be sure to use *two* reputable sources when fact checking.

Is the content valuable?

As you read the content, ask yourself these questions:

- Does the content speak to the level of the audience (e.g. beginner, intermediate, advanced)?
- Is there any unnecessary content (fluff or filler) that should be cut?
- Is there any part of the content that needs more explanation/details?
- Would the content benefit from having more tips/strategies/steps?
- Would the content be more valuable with more examples?
- Would the content benefit from graphics (such as an infographic)?
- In what other ways could I make this content more valuable to the reader?

Next up...

Is the content engaging?

The next thing to look at is whether the content is well-written and engages the reader. Ask yourself:

- Does the content share any relevant, rapport-building stories?
- Is the content well-written?
- Is the content written using a conversational (friendly) tone?
- Does the content include any humor? (Use sparingly and be sure you understand your audience before you do so. Humor can be very subjective!)

And finally...

Is the content formatted for easy readability?

Your content needs to be formatted in a way that it looks like it's easy to read, otherwise people won't read it. Ask yourself:

- Have paragraph lists been broken into bulleted lists?
- Is there plenty of white space?
- Do graphics break up the text?
- Does the content include short sentences and short paragraphs?
- Does the content include headlines, bolding, italics and similar styling choices to make it easy to skim?

Now it's your turn...

TODAY'S TASK: Your task today is to proof and polish your content using the tips and questions above. If you're able to have someone else lay a fresh set of eyes on, that's even better.

Day 21: Climb to 21,000ft! (Create a Useful Quick-Start Guide)

At this point, you have a collection of information and tools to help your prospect solve a problem. This might be small collection (such as 10 resources), or a larger collection with a couple dozen or more resources.

Either way, it could be overwhelming to the user when they receive this collection. And if the user gets overwhelmed and unsure of where to start, they might not use the package at all. This means users aren't seeing your calls to action, they're not clicking your links, and they may even ask for a refund if they don't use the package.

Don't leave them confused in the *hangar*! Simply create a Quick-Start Guide.

So what is a Quick-Start Guide? This is like a “tour” of the resources in the package, it tells people how to use them, and it encourages customers to start reading and using the resources immediately.

End result? Happier customers, reduced refunds, and increased backend sales. And with that in mind, here’s how to create it...

Step 1: Determine the Best Way to Navigate the Package

Take a look at all the pieces in your package and ask yourself: what is the BEST order to read and use these materials?

In some cases, it may be pretty obvious. For example, if you have a multi-module course and a bunch of tools, then it makes sense for users to review the course first, and then use the tools to take action on what they learned.

In other cases, the path may not be so clear. For example, if you’re sharing a series of related reports and tools (such as copywriting methods), then users start with any method they choose. They don’t need to go in any particular order.

However, because people like to go through materials in an orderly way, you’ll want your Quick-Start guide to outline a suggested method. For example, you might suggest that readers review the materials from “quickest/easiest to implement” to “longer/more difficult to implement.” In the copywriting methods example, you might suggest readers review the materials on CTA styles first because it’s relatively quick and easy, and later on they can review designing opening sections (which is a little more complex).

Next...

Step 2: Create Your Guide

Once you've decided the best order for people to review the materials, then you can begin creating your guide. While you're doing that keep these tips in mind:

Keep it Short

If your Quick-Start guide is long, you're just going to add to overwhelm. Keep it short, at 500 to 2000 words!

Offer a Step-by-Step Format

Lay out the exact steps your readers need to take in the order they should take them. If there are special circumstances, include those. E.G., "Beginners will want to start with [insert resource], while intermediate and advanced users can start with [insert resource]."

Build Anticipation

As you list the steps, be sure to build anticipation to get people excited about what they're going to read.

E.G., "On page 54 of [insert resource] you'll discover a copywriting tip that I'm betting you've never heard of before – it could double your conversion rates!"

Provide Additional Tips

You can add value to your guide by offering tips and tricks within the guide itself.

E.G., "Use the method provided in Chapter 2 along with the following tips to melt that fat even faster!"

TODAY'S TASK: *OK aviator* - your task today is to outline and create your Quick-Start Guide. It's a good idea to ask someone in your niche to review your guide alongside the materials to be sure it's clear, succinct and useful.

Day 22: Climb to 22,000ft! (Put the Finishing Touches on the Package)

At this point all the pieces of your main package are complete, and you're almost finished *Flight School!* Now what you're going to do is put the finishing touches on them and assemble that package!

Here's how...

Assemble Reports and eBooks

Before you convert your reports and eBooks to PDFs (which is coming in a later lesson), you need to add a few simple pages. Follow these steps:

Design a Title Page

Your title page should include the following information:

- The title of the eBook/report. Ideally, this should appear on all subsequent pages in the header or footer along with page numbers
- Your name as the author. Be sure to change the author's name to your name, where applicable
- Copyright information. Generally, this is a simple line stating the work is copyrighted, alongside the date (e.g. "Copyright 2020, all rights reserved.")

- Other information. You may put your contact information on this page, as well as any additional legal information you'd like to include (such as reporting pirated copies or additional information on allowable uses). Note that if you have a lot of information to include, you'll want to create a separate page and insert it right after the title page.

Next...

Create a Table of Contents

The next step is to create a table of contents to make it easy for readers to find what they're looking for. At a minimum, list each main chapter/module/lesson. If this is a lengthy book or course, then list subsections as well.

Consider Inserting Promos

The last step is to insert promos, where applicable. Here are different ways to do it:

- Create a "Recommended Resources" list. Typically, this appears at the end of the report or eBook, but you can insert it near the beginning.
- Insert a "Featured Products" page. This most often appears at the beginning of a report or eBook.

Next...

Assemble Tools

Some of your tools – like a cheat sheet – will be just one page. In that case, you don't need to do anything.

If you have multiple pages – like an extensive checklist – then you can do the following:

- Insert a title page. This is just like the title page for a report or eBook, where you list the title of the tool, your author's name, and copyright information.
- Insert an introduction page. This page explains how to use the tool. You may offer tips to help people get the BEST results.
- Conclusion. This page isn't necessary for most tools. However, if you do decide to insert a concluding page, then use this page to encourage people to put the tool to use.
- Promos. When you have a small tool, then your promos should be short too. People won't feel like the tool is very useful if it's brimming with promos. So, for example, if it's a cheat sheet, then put one short CTA and a link (e.g., "Get more great diet secrets here!"). Less is more!

Now it's your turn...

TODAY'S TASK: *OK aviator* - your task for today is to assemble all the various pieces of your package according to the tips and steps you just learned.

Day 23: Climb to 23,000ft! (Decide What Sort of Bonuses to Include)

The reports, eBooks and tools in your package are complete. But before you get this package ready to sell, you need to decide what bonuses to include. Think of bonuses *as your air-to-air missiles that shock-and-awe.*

Why? Because depending on the bonus you're offering, it can provide a wide variety of benefits for both you and your customers. Some of these benefits include:

- Adding value to the package. People feel good about getting a lot of bang for their buck and are therefore way more likely to buy!
- Higher conversion rates. This is the result of adding more value to the package, as well as adding something that's highly desirable. A good bonus can also overcome a specific objection, which boosts conversion.
- Higher customer satisfaction. Again, this is due to adding more value to the package.
- Lower refund rates. People who are satisfied with what they've purchased don't tend to ask for refunds!
- Making the most of the package. A good bonus enhances the use or of the main offer, which means people are able to make the most of their purchase. And happy customers, are returning customers!

So, with these benefits in mind, let's have a look at *how* to choose bonuses for your package...

Decide Why You Want to Offer Bonuses

Before you can pick what sort of bonus you want to offer, you need to know your main reason for offering that bonus.

For instance, if you'd like to create a bonus that helps people overcome their objections to purchasing your offer, you need to think about what those objections *tend to be*.

Let's suppose you're creating a weight-loss package, and one objection from prospects is that they don't have time to cook the meals you recommend, and they certainly don't have time to cook two meals (one for themselves and one for the rest of the family!). To overcome this, you can offer a healthy-eating cookbook that promises quick recipes (e.g. all under 30mins) that the whole family will enjoy.

What Makes a Good Bonus

A *really* good bonus should have these characteristics:

- Be highly desirable. Review your market research to refresh your memory about what people really want.
- Be valuable. Just because you're giving it away for free with a purchase doesn't mean it shouldn't be worth anything. On the contrary, it should be valuable to help attract and convert buyers.
For example, if you're offering a \$100 package, your bonus might range from \$50 to \$125 in value, give or take.
- Be useful. As mentioned, a good bonus *enhances* the use and enjoyment of the main package. For example, if your main package is all about weight loss, then you might include an exercise video and/or a low-calorie cookbook pdf as a bonus.
- Be easy to deliver. Any bonus you create should be easy for you to deliver, preferably automatically. If you're offering something that you can't deliver automatically, then you may want to put limits on it (e.g. "This coaching offer only applies for the first 50 people...").

Next...

Choose Bonuses That Meet Your Goals

Now you need to brainstorm what sort of bonus would best fit your needs and achieve your goal (such as adding value to the package, overcoming an objection, etc.). Here are examples of the types of bonuses you could offer:

- eBooks and reports
- Tools (such as checklists, worksheets, templates, cheat sheets, etc.)
- Videos
- Audios
- Webinar (and replays)
- Personal or group coaching/consulting
- Access to a private group or forum
- Access to a membership site
- Software/apps/plugins.

TODAY'S TASK: *OK aviator* - your task today is to start brainstorming and deciding what sort of bonus would be a *good fit* for your package. Then choose one or more types of bonuses to add to your package.

Day 24: Climb to 24,000ft! (Creating the Bonuses)

Now that you know what sort of bonus(es) you're going to create, today's task is to begin working on it.

Naturally, not every bonus is an info product-based bonus, meaning some bonuses require "set up" (but no writing or rewriting). But creating bonuses doesn't have to be a *high-altitude dogfight!* Just ask yourself these key questions when you begin working on your bonuses:

Can you create this bonus out of PLR content?

So far, the bulk of your package was created out of PLR content, so it makes sense to create the bonus out of PLR content as well (where applicable).

You can create the following bonuses out of PLR content:

- Text-based bonuses such as courses, reports, checklists, worksheets, and other info and tools
- Videos
- Audios
- Membership sites
- Webinars
- Group coaching (use PLR content to answer typical questions).

And similar.

If you're creating one or more bonuses from PLR content, then your first stop is to check if you can create a bonus out of the PLR content you've already purchased. If not, see if the vendor has relevant content for you to buy – just drop them an email! Using content from the same vendor means less tweaking and rewriting, since it will be in the same voice as the rest of the package.

How will you deliver the bonus?

For example:

- If it's a digital product, then you can deliver it on the download page when you deliver the main offer. You may even include it in the same zip file as the rest of the package.
- If it's access to a group or membership site, then you may include instructions for gaining access on the download page, in your quick-start guide, and in the onboarding emails you send to new customers.

What sort of setup is required?

If you're not delivering digital content, then you need to determine exactly what to do to set up your bonus. For example:

- Are you offering access to a private group? If so, how will you set this up? (Note: Check if your niche uses Facebook, because a private Facebook group is an easy and FREE way to set it up)
- Are you offering access to a webinar? If so, then you need to decide how to deliver this webinar. What platform will you use for the live webinar (e.g. Webinar jam, Zoom, etc.) Be sure the platform allows recordings/replays, so you can *leverage* that training by distributing the recordings to all future customers.

Your turn...

TODAY'S TASK: *OK aviator* - your task today is to begin working on your bonus. In some cases, this may require tweaking PLR content. In other cases, it may require creating content from scratch. And in other cases, it may not require any content at all, such as if you're setting up a private Facebook group.

Day 25: Climb to 25,000ft! (Craft the Backend Offer)

Yesterday you worked through some issues with regards to creating or setting up your bonuses. But before we do any celebratory *barrel rolls(!)*, we have one more issue to consider...

What will you promote from within your bonus?

Yes, one of the benefits of a bonus is that it gives you yet another opportunity to sell a related offer. Ask yourself this question to decide what to promote:

What sort of product would be a good fit with both the bonus and the main package?

Your main package provides a solution. Your bonus provides another part of the solution. The offer you sell on the backend of the bonus should provide yet another piece of the solution.

For instance, your package is about learning how to write high-converting sales letters. Your bonus is a set of sales letter templates. The related offer you promote from within the bonus is a personal coaching/sales letter critique offer.

Here's another example: Your package is full of dieting information and tools. Your bonus is a set of low-calorie meal plans and recipes. Your related backend offer that you promote from within the bonus is access to a weight-loss support group.

Take note that you can also promote affiliate offers from within your bonus. Go back to the example above with the dieting package. Instead of promoting a weight-loss support group, you might promote pre-packaged dinners or supplements.

Follow these additional tips:

- Be sure your bonus naturally leads to the offer you're promoting, and then include a call to action (CTA).
- Create a bonus that people will refer to often. The more often someone uses your bonus, the more they'll see your CTA and link.
- Promote this offer in multiple ways. While the primary way to promote this offer is from within the bonus itself, be sure to add a small series of *email follow ups* that also promote this offer. For example, your email series to customers might include two or three emails promoting the same product or service that you promote from within the bonus.

- Include the bonus in your quick start guide. Tell your customers at what point they should use the bonus. For example, suppose you have a multi-module course on the topic of traffic generation. And let's say one module is about placing paid ads. If your bonus consists of ad templates, then you'd instruct users to look at the bonus right after they finish the paid-ad module.

Now let's wrap things up...

TODAY'S TASK: *OK aviator* - your task today is to finish creating or setting up your bonus(es). Where applicable, be sure to promote a related backend offer from within your bonus. When your bonus is all finished, proof and polish it, add value (with graphics) where applicable, and in general get ready for market!

Day 26: Climb to 26,000ft! (Prepare Your Package)

Your main package and bonuses are almost ready to go, and you're pretty much *flying in parade formation* now. However, you do need to prepare your package and bonuses for delivery. Let's take a look at what needs to be in place...

Ecover Graphics

Ideally you need the following graphics:

1. A graphic for each piece in your package, including bonuses.
2. A graphic for the package as a whole.

That way, you can use all the individual ecover graphics in the sales letter next to your description of each piece. You can use the overall package graphics in the sales letter too, as well as in ads!

If you don't have the skills to do this yourself, then outsource it to someone on [fiverr.com](https://www.fiverr.com), [upwork.com](https://www.upwork.com) or similar. People often make the

decision to purchase based in part on how professional your package looks, and good graphics add to the attractiveness and professionalism. Remember, people tend to buy with their eyes first!

Interior Design

Your new customers will judge your package by whether it looks professional once they start scrolling through the pieces. That's why you want to make sure you have a crisp, professional interior design. You can use a template for your word processing software (such as a template for Microsoft Word) to create this professional look. Be sure your header and footer look professional and are branded without being too distracting.

Convert to PDF

Once everything is ready to go, then you need to convert all your text files (such as your .doc files) to PDF. In order to do this, you'll need a PDF converter.

For example:

- Adobe.com Acrobat, which is the original professional tool for converting and creating PDFs.
- SmallPDF.com
- SodaPDF.com
- PDF2go.com

You can search Google for "Word to PDF converter" or even just "PDF converter," and you'll find a wealth of options, including free versions. Be sure to choose a solution that creates clickable links in your PDF, as not all converters do this!

Package the Files

Your next step is to create a .zip file, which lets you place all the pieces of your package into one compressed file. A popular zip tool is WinZip.com, though as usual you can find other solutions by searching Google if WinZip doesn't meet your needs.

Create Your Download Page

Finally, you need to upload your .zip file to a hard-to-guess URL on your website, and then link to it from a hard-to-guess or protected download page. This download page is where customers will go to collect the package immediately after they complete payment. It needs to be hard-to-guess so customers can't download your product without paying(!)

If you're not techie and don't know how to create a download page or upload files, then again find a freelancer to do it for you (on fiverr.com, upwork.com or similar). Do your due diligence and choose someone trustworthy and reputable since they'll have access to your website. Use the ratings on these freelancer platforms to judge the quality of their work and how generally trustworthy they are. You can never be too careful here, so pay that little extra if needed.

TODAY'S TASK: *OK aviator* - your task today is to walk through the steps you just learned to get graphics, prep your package, and get it uploaded to your website. Alternatively, you can use today's time to find a freelancer to do these steps for you.

Day 27: Climb to 27,000ft! (Choose a Profitable Price)

Now things are getting exciting - it's nearing *zero-dark-thirty* and your package is ready to deploy! But before you can start accepting orders, you need to decide on a suitable *price*.

At the beginning of this process, you basically decided on a rough price point – either somewhere in the region of \$20 or \$97. Now you need to make a final decision about the *exact* price-point.

Follow these tips and steps:

Do Your Market Research

The first thing you want to do is research similar products and packages in your niche to see how much the competition is charging. Ideally you want to compare apples to apples – i.e., other packages. If others aren't selling packages like yours, then compare products that are somewhat similar, like courses, access to membership sites and similar.

As you do your pricing research, ask yourself these questions while comparing your package to similar packages:

- What makes my package worth MORE?
- What makes my package worth LESS?
- How does my branding affect pricing?
- Does my website and packaging look professional and reflective of the price point?
- Can I justify my chosen price point?

Generally, you'll find that other similar packages will fall within a price range (such a \$5 to \$50), with most falling into a narrower range (such as \$17 to \$37). *TIP:* Start by focusing on this narrower range, and then price your package up or down depending on the answers to the above questions.

When in doubt, pick something in the middle or the narrower range. So, for example, if most marketers price similar packages from \$17 to \$37, you're generally safe with a price point around \$20-\$25.

Follow Pricing Best Practices

Marketing researchers and experts have shown time and again that prices ending in “9” or “7” tend to do better. Odd, but true. For example, instead of using a price point of \$20, you’d choose one of the following:

- \$19.99
- \$19.97
- \$19

Or instead of choosing \$100 (which psychologically seems like a lot), you choose one of the more “palatable” figures of:

- \$99
- \$97

You can of course choose \$99.99, \$99.97, \$97.99 or \$97.97. At this level, however, it looks less expensive to drop the cents and just use \$99 or \$97.

Will that work for your audience? That brings us to the final point...

Commit to Testing

While the guidance above gives you a good starting point when it comes to picking a price point, ultimately the only way to discover the best and most profitable price point is to let your audience vote with their wallets. This means testing different price points such as \$19 and \$29, as well as testing small increments (such as \$19 versus \$19.99).

TODAY’S TASK: *OK aviator* - your task for today is to do your market research and pick a price point for your package. Then commit to testing this price point in the future using a split-testing tool (e.g. clickmagick.com or splittestmonkey.com are good options here).

Day 28: Climb to 28,000ft! (Create a Sales Letter)

You can have the best package in your market, but you won't make sales unless you also have a really *compelling* sales letter. That's why you're going to want to follow these tips for creating your own high-converting sales letter...

Check Out the Templates

The bonuses in this 'Jet Fighter Formula' package includes a sales letter template, so please be sure to apply the following tips as you use the template. This will help you create a higher-converting sales letter.

Which brings us to the next tip...

Know Your Audience

Before you fill in a single word into the sales letter template, you need to know your audience. The more you know about them, the easier it will be for you to create content that *really resonates* with them.

For example, let's suppose you have a list of dog owners, and you assume that these folks own dalmatians, golden retrievers and the like. But perhaps the reality is that the majority of your list owns small dogs. If you create a sales letter that has pics of big dogs and refers to big dogs, it's not really going to resonate with the audience.

So, how do you learn more about your audience? In these ways:

- Research your audience. You can learn more about your audience by researching their demographics (e.g., "dog owner demographics").

- Listen to your audience. Visit communities like niche blogs, forums and social media groups to get a better understanding of what your market wants and how they think.
- Ask your audience. You can create a formal survey and distribute it, or you can simply ask questions informally (such as on social media) to learn more about your audience demographics, what they want, etc.

Focus on Benefits

As your prospect reads your sales letter, they're going to be thinking, "What's in it for me? Why should I buy this?"

Your sales letter needs to continually answer that question by focusing on all the *benefits* of your package.

Also, ask yourself these questions:

- What are all the benefits in each piece of your package?
- What is the overall benefit of the package?
- What benefits does your audience *most* want?
- Why should your audience buy your package instead of a competitor's product?

Overcome Objections

Another thing that occurs as your audience reads your sales letter is that they're looking for reasons to NOT buy the package. These are called objections, and your sales letter needs to subtly raise and handle these objections.

Some objections are fairly common no matter what you're selling, such as:

- *Price objections.* Whether you're selling something for a low price or a high price, you need to justify the price.
- *Believing the product won't solve the prospect's problem.* You can overcome this problem with risk-reversal (a guarantee), as well as proof in the form of testimonials, screenshots, case studies, videos and similar evidence.

You'll need to spend some time brainstorming what other objections your audience might have, and then handle those objections. For example, is your audience likely to think they're too busy to use your information? If so, provide strategies that get results *FAST!*

A specific example: if you're creating a weight-loss package for busy parents, then you might create a bonus report on HIIT (high intensity interval training) to overcome the "I'm just too busy" objection. HIIT takes much less time to do than slow, steady-state cardio, so users can get done with their workout in half the time. Again, a good marketer will dwell on that type of benefit.

Create a Call to Action (CTA)

Finally, be sure to create a CTA that tells people *what* to do (click the payment button to purchase the product), and why they should do it *now*. This "reason why" might be to start getting results ASAP, or it might be to take advantage of a limited-time discount and/or bonus.

TODAY'S TASK: OK aviator - your task today is to create your sales letter. To get off the flight deck quick on this one, be sure to take a look at (and use) the sales letter template included in this package!

Day 29: Climb to 29,000ft! (Complete the Site Set Up)

Today your task is to finish setting up your website so that you can begin taking orders.

Take note that providing in-depth instructions for this process is beyond the scope of this guide. As such, I'm providing a checklist/overview of the steps you need to take. As always, you do not need to do these steps yourself if you're not comfortable with the technical side of your business. You can easily outsource any of these steps to a trustworthy freelancer.

Let's take a look...

Set Up an Email Address

Go through your webhosting account to set up an email address that you'll use for your contact page and other uses such as customer support.

Create Your Payment Button

Earlier in this guide you chose a payment processor (such as PayPal or Clickbank). Now you need to create a payment button on this platform using the site's instructions. Once your button is ready to go, then insert it into your sales letter under your CTA.

Create Legal Pages

You'll want to talk to an attorney about these pages or use standard fill-in-the-blank template forms from a reputable legal site like Nolo.com. At a minimum, you should have a "terms of service" and "privacy policy" page to be considered legit by your prospects. Such pages can also help with ranking your site on Google.

Create a "Contact" Page

This page should list your contact information and/or provide a link to your help desk. You may also list FAQs and other resources on this page to help decrease customer service inquiries and refunds.

Upload All Pages

Your next step is to upload your sales letter, legal pages, contact pages and any other pages that need to be uploaded. (You should have already uploaded your package files and download page on a previous day, but double check that it's done.)

Check That Everything Works

You don't want any teething problems on your website once you start driving traffic to it. So to avoid you having to do any *mid-air evasive maneuvers*, you'll need to test. Yes, the final step today is to test, to check that everything works! Follow these simple steps:

- Check that all links on your page work (sales letter, contact page, legal pages, download pages and download files).
- Check that all forms/scripts work, particularly your payment button.
- Be sure your email address works to both send and receive email.
- Change the price of your package to something nominal (e.g. \$1). Then make a test purchase (or ask a friend to do it) to be sure the entire process runs smoothly from the payment button to the download page.

TODAY'S TASK: *OK aviator* - your task today is to walk through the above steps to get your website set up. This includes creating your payment button, uploading all necessary files, and then checking that everything is in good working order. Once this step is done, you are now ready to begin accepting orders on your website!

Day 30: Climb to 30,00ft! (Plan a Marketing Strategy, Part 1)

Congratulations - you've managed to eliminate all those *bogies* and you're now the pride of the *Academy*! Yes, you've completed all the steps required to create your first profitable package out of PLR content, including having gotten your bonuses ready, and gotten your website ready to start taking orders.

Your next step is to design a marketing strategy for your package...

Take note that the in-depth steps and details required in setting up a marketing strategy are beyond the scope of this guide. Nonetheless, over the next two days you're going to get an overview of what to do so that you can get off on the right foot.

To that end, we're going to focus on a very simple strategy:

1. Set up a lead page so that you can begin building a list of likely buyers (today's lesson).
2. Send traffic to this lead page (tomorrow's lesson).

Let's get started by looking at the pieces you need to snap into place to set up your lead page...

Create a Lead Magnet

The first thing you need to do is create an attractive product that you can use to entice people to join your list. Your lead magnet should have the following characteristics:

- *Valuable*. Your lead magnet should be something that you could easily sell. Indeed, it may be something that your competitors ARE selling, but you're giving it in exchange for an email address for future marketing.

- *Desirable.* Do your market research to see what your audience wants and create something that's *even better* than what's currently on the market.
- Easy to deliver. You want to distribute a lead magnet automatically, without any manual labor on your part. That's why you'll want to choose a digital product such as a video, access to a membership site, report, tools (like templates and worksheets), apps, or similar.

Keep in mind that you don't need to create your lead magnet from scratch, nor do you need to outsource it. There are two other options:

1. Use PLR content to create it. Just follow the steps from earlier in this guide to create something valuable, useful and unique.
2. Splinter off a part of your paid package. If you have multiple tools and resources in your package, then pull one out to give away for *free*. For example, if you have a copywriting package, then pull out a sales letter (or three) template to use as a lead magnet.

The advantage of 'splintering' is that your lead magnet naturally leads to the paid product, so your call to action is easy. E.G. "If you liked this resource, then you'll love the entire package. Click here to claim your copy now before the price jumps!"

Set Up a Lead Page

Your next step is to set up a mini sales letter to promote your lead magnet. This doesn't need to be long: a benefit-driven headline, a bulleted list of the half a dozen of the top benefits, a call to action will suffice. Keep it short and simple!

Develop an Autoresponder Series

Finally, you'll want to set up an initial autoresponder series of around three to five emails to promote your package. This series should do the following:

1. Provide useful information, which helps build trust with readers and solves part of their problems.
2. Promote your package as the solution to the *rest* of their problem.

For example, if you're selling a copywriting package, then your autoresponder series might be, "The Five Steps to Crafting a Cash-Pulling Sales Letter." Each email shares an overview of one step, and then at the end of the email you promote the package as the solution to the reader's problem.

TODAY'S TASK: *OK aviator* - our task is to start planning your marketing strategy. Answer these questions: What sort of lead magnet will you use to attract prospects? What sort of emails will you send to convert these prospects into buyers? Devote some time to creating your Lead Magnet and crafting those first few emails.

Day 31: Climb to 31,000ft! (Plan a Marketing Strategy, Part 2)

Well done - we're almost *mission complete*!

Last time you received an overview of setting up your lead page. Now what you need to do is get traffic to that lead page so that you can start building your list and promoting your package to these prospects.

With that end in mind, here's an overview of some of the most effective ways to drive traffic to your lead page...

Use Social Media Marketing

If you're not already using social media (such as YouTube, Twitter, Facebook, TikTok, and similar), now is a good time to start. Follow these general best practices:

- Don't spread yourself too thin. Determine the top two or three sites where your niche congregates and focus on building your networks there.
- Fill out your profile completely. Use branded images, include your web link, and fill out a few lines about your business.
- Share a lot of useful content. You won't get too far if you post a lot of promos. Instead, focus on promoting really useful content that's likely to get shared, and use this content to send people to your lead page.
Promote with every third or fourth post.
- Interact with your followers. Like, share and reply to content that your followers post on your page within 24hrs of that content being posted.
- Install social media buttons on your blog. This makes it easy for blog visitors to share your content more widely.

Next up...

Utilize Guest Blogging

The idea here is to create high-quality content, include a link to your lead page, and then publish this content on other peoples' blogs. You can find these blogs by searching Google for your niche keywords (such as "dog training") alongside words such as:

- Guest blogging
- Submit article
- Guest article guidelines
- Blogs that accept guest content
- Guest blogging guidelines
- Article submission
- Article submission guidelines

Once you find suitable opportunities, be sure to read and follow their guidelines carefully.

Do Joint Ventures

The idea here is to team up with other people in your niche, and then co-promote each other. For example, you can promote each other's lead pages in your respective newsletters, on your blogs, and on your social media pages. You can search for these people on Google, but also Facebook and Twitter. For the social media sites, drop them a direct message (DM) to see if they're interested in teaming up with you for a 50/50 sales split.

Place Paid Ads

Still another good way to drive traffic to your lead page is with paid advertising on niche sites or by using ad platforms such as Facebook or Google. Follow these tips:

- Choose a highly targeted audience. Whether you're picking keywords or selecting an audience, aim for a targeted, narrow audience. The more targeted your audience, the higher conversion rate you'll enjoy.
- Test your ads. Track and test until you've got a good conversion rate with your ad campaigns. Always be testing!

- Start small with new venues. Do a small ad buy on new venues to test the waters. If you get a good response, then you can invest in a bigger ad buy.

Next...

Set Up an Affiliate Program

Still another way to get traffic to your site is by setting up an affiliate program. In this case, however, you'll want to drive traffic directly to your sales page for the package (not to a lead page). That way, affiliates can do the pre-selling, and they won't have to worry about losing out on commissions when you promote products to your list.

Follow these tips:

- Use a reliable platform. For example, most affiliates like and trust ClickBank.com, because they know they'll get paid.
- Offer at least 50% commissions. You may offer higher commissions for super affiliates and special partners.
- Make it easy to promote. Give your affiliates emails, blog posts, graphical ads and other materials to promote your offer.
- Motivate affiliates. You can offer coupons, flash sales, do affiliate contests, and even just send out weekly emails to motivate your marketing partners.

TODAY'S TASK: *OK aviator* - your task today is to continue developing your marketing strategy. Note that your strategy should focus on getting one advertising method up and running (and getting results) before you add another method.

Now, time to wrap things up...

Conclusion

And there you have it – you’ve just read a thorough step-by-step guide for going from *flight deck* to *31,000ft* with your very first profitable package using PLR content. And all in just *31 days!*

Your next step is to go back to “Day 1” and start working through the steps until you have a package complete and a website up and ready to take orders!

P.S. Do remember that what you have in your hands is a step-by-step actionable guide - a golden opportunity that could be the beginning of a PLR journey that changes your financial future *forever*. Just work the steps, day-by-day, and you’ll be cruising at *high-altitude* in no time!

Recommended Resources

The \$1,000,000 Side Hustle. Learn the same system that allowed a retiree to bank over one-million dollars per year - working just 60 minutes per day from his spare room. Click [here](#).

The Internet Marketing Newsletter. Get full Private Label Rights (PLR) to over 32 pages of AI-free up-to-date, Internet Marketing content that you can quickly spin into articles, blog posts, emails, and even digital courses. Click [here](#).

Thrive Suite. Build beautiful landing pages, funnels, opt-in forms, blog sites and cash-generating membership sites on your existing WordPress website - all in a matter of hours. Click [here](#).

CopySketch. Avoid the need for expensive copywriters by allowing this clever AI software to create original, high-impact: sales pages, landing pages, upsell pages, video sales letters and Ad copy – all in a matter of minutes. Click [here](#).

Sqribble. Create a full eBook - without having to type any words - in less than 10 minutes. Ideal for creating Lead Magnets to build your email list. Easy to use software with 50 templates and 300 layouts. Click [here](#).

Design Suite. Skip the expensive freelancers and create your own website banners, eBook covers, eBook 3D mock-ups, infographics and more - with ease. Click [here](#).

DoodleMaker. Create stunning whiteboard, glassboard and blackboard videos to publish to your social media channels – or use them to drive traffic to your blog, landing page, or digital course. Click [here](#).

Prezentar. Customizable presentation templates that are ideal for use in webinars, sales videos, social media channels and digital courses. Choose from 50 templates and add eye-catching effects and transitions. Click [here](#).

Split Test Monkey. Powerful software allowing you to optimize your offers, sales copy and landing pages by split-testing them to establish which ones are converting best. Click [here](#).

Aweber. Connect, captivate and grow your email lists with one of the most trusted and versatile email autoresponders on the market. Includes opt-in forms and in-depth analysis tools. Click [here](#).