How To Use PLR To Boost Your Bottom Line

Module One:
Define Your Product

You've Got To Have Something To Sell

► To improve your bottom line, you can do one of two things. Increase your income or decrease your cost..

► We'll focus mostly on bumping up the income, but doing so in a cost-effective and time-efficient way with the help of PLR.

► PLR Allows you to create products more quickly. This means you have more to sell.

► Did you know? It's much easier to sell something to someone who's already bought from you.

► Funnels work.

► Bundles work.

Money Loves Speed

► How fast can you put the product together and have it up for sale?

► Doing things quickly helps you build momentum and keeps you from procrastinating.

► PLR helps you get products out there more quickly and more regularly.

► Fast doesn't mean low quality. It means you're focused and dedicated. It also keeps you top of mind of your customers.

► Moving fast means you will help your customers reach their own goals faster.

Why Start With PLR?

- There's nothing worse than staring at a blank page.

- PLR helps you move fast. You get the basics out of the way.

- You can spend time customizing and marketing.

- It gives you a well-researched and outlined first draft of your product.

- If you start with high-quality PLR.

What Will You Create And Who Is It For?

- ► What kind of product are you creating? An eBook? A short report? A membership site? A video course? Get clear on what you want to create before you figure out how you can use PLR to get a head start.

- ► Who are you creating this product for?

- ► Create a customer avatar.

- ► Get clear on who your target audience is. This will make product creation and marketing so much easier.

What Problem Will You Solve?

- How do you create a product that will sell like hot cakes?

- You figure out one of your audiences problems and then help them solve it.

- How fast do you think a sleep-deprived new parent will click the buy button for a course of tried and true ways to get their baby to sleep?

- How much do you think a gardener will spend on a guide for identifying and treating tomato diseases when their summer harvest is in jeopardy?

- What's one problem you can solve for your audience?

How Much Do You Want To Charge?

► Why start with price?

► Price will determine the type and size of the product you want to create.

► A $7 product will be much simpler to put together and small than a $997 product.

► How involved do you want to be after the product is created? More personal interaction and more of your time involved, the higher the price tag.

► Where does it fit into your product funnel?

What Format Will You Present It In?

- Once you've decided on price, you can narrow down exactly what format you will present your final product in.

- Price will dictate type and size of your product. To a point.

- Play to your strengths. Don't work on a huge eBook or print guide, if writing isn't your favorite thing to do. Don't decide on a video course if the thought of recording those videos terrifies you.

- Make decisions, but be flexible as your product evolves.

- Don't get hung up on this. You can change formats later and turn an eBook into a full course for example.

Putting It All Together

► Now that you have all this figure out, it's time to put it all together. You should know:

  ► The topic of your product.
  ► The format of your product.
  ► The price point of your product.
  ► The product you will solve.

► With all this information you will have a pretty good idea of what your product will look like. That will make it so much easier to create it, which is what we'll talk about in the next module.

Your Assignment

► Make the hard decisions. What kind of product will you create? Be specific.

► When do you want to have it done by?

► Write this down and keep it front and center.