How To Use PLR To Boost Your Bottom Line

Module Two:
Create Your Product

Do You Have What You Need?

► Start by looking at the PLR you already own. If you're a customer of ours, chances are you have bought a pack or twenty. Start there.

► Create a new folder and copy each piece of PLR you want to use into that folder.

► Take a look at what you have accumulated there. Do you have everything you need to quickly create the product?

► If yes, move on to the next step.

► If not, look for the bits and pieces you need. Don't get hung up on format. Format is easy to change. It's the content that counts.

The Perfection Trap

- The PLR you start with, and even your idea or concept doesn't have to be perfect.

- It's easier to change and improve than to start from scratch.

- It's also a lot faster. Remember. Money likes speed.

- Don't fall into the mental trap of thinking it has to be perfect. That goes for your finished product too. Yes, you want to make it good. Yes, you want to star with quality PLR. It will make your life so much easier.

- But it does not have to be perfect!

Plot, Plan And Outline

► Once you have all the PLR you need (or thing you need, this can change as you create the product), it's time to organize it.

► Plot: Come up with the overarching idea of for the final product. How will you move your consumers from point A to point B?

► Plan: Figure out where each piece of PLR fits.

► Outline: This is the skeleton crew of your finished product. A roadmap to guide you along the way as you dive into the actual editing, tweaking, and creating of the final product.

Setting SMART Goals For Completion

- Let's talk about Parkinson's Law
  - Work will fill the amount of time you give it.

- That's why we need goals. And deadlines. Because goals without deadlines are nothing more than dreams.

- SMART Goals
  - Specific
  - Measureable
  - Attainable
  - Relevant
  - Time-Bound

Feeling Overwhelmed?

► If you are feeling overwhelmed at this stage, looking at the mountain of work ahead of you, don't feel bad. We've all been there.

► Break your tasks down into smaller chunks.

► Baby steps are okay.

► You can make a lot of progress by taking consistent action. Even if it's just for twenty minutes per day.

► What is one thing I can do right now?

Put In The Work

► Now comes the fun part. You're taking all these building blocks and plans and are turning them into **your** product.

► This shouldn't be tedious. This shouldn't take terribly long (depending on scope), but it will be work. It's the most hands-on part of the project.

► This is where you bring yourself, your personality, and your expertise to the table.

► Edit the PLR to speak to your audience.

► Make it shine with formatting and branding.

How To Make It Unrecognizable As PLR

➤ Worried about using PLR and that someone will recognize it as such?

➤ It's easy to make it completely unrecognizable as PLR without spending a lot of time or effort on it.

➤ Change the title.

➤ Change any graphics.

➤ Use different fonts and if applicable, change the formatting (articles to eBook for example).

➤ Move the content around if and where it makes sense.

➤ Infuse your voice, add examples, include stories etc.

Your Assignment

► Set a SMART goal for creating your product and write it down.

► Put everything together and create the framework for your product.

► Set aside time and put in the work to create it. Or at least get started on it.

► Stick to your deadline as much as possible.

► When you're ready, move on to module three.