



How To Use PLR To Boost Your Bottom Line

Module Seven:
Supercharge It!

The Power Of Compounding

- ▶ I'm sure you've heard of compounding interest and how it can help you make progress financially slow at first and then more and more quickly.
- ▶ I like to think of it like making a huge snowball. The more work you put into it, the more exponential growth you see.
- ▶ The same is true for your business. By using everything we've talked about so far, you can supercharge your efforts. More website and social media content leads to more traffic. Add new and improved lead magnets to your list and you'll see your list grow quickly. That in turn leads to more customers and each of those will be worth a lot more when you have a multitude of products to sell to them. Can you see how this work?

Bring Affiliates On Board

- ▶ Once you have your first product up, you have access to our favorite method for getting in front of our ideal target audience - affiliates.
- ▶ You get to tap into the hard work they have put in to grow an audience. And in exchange for a cut the profit, you get them to introduce you and what you have to offer to their peeps.
- ▶ Not only does this help you increase sales, but also visibility and your list.
- ▶ Who would make a good affiliate for you?

Leverage Your List With Affiliate Offers

- ▶ We talked about getting affiliates to promote you. Now let's look at the flip side.
- ▶ Just because you have your own products or services doesn't mean you can't or shouldn't also promote other people's stuff – If it's a good fit.
- ▶ People are going to buy. Think about the last time you got into a new hobby. Did you buy just one book, course, tool? Or did you buy everything you could get your hands on?
- ▶ Guess what? Your target audience is the same. Might as well get paid.

What Do They Need Next

- ▶ What's the next step for your readers, customers or subscribers?
- ▶ What other problem does your audience face?
- ▶ Can you create a product around that topic? Or a fresh lead magnet? Or a blog post? Or all three?
- ▶ Keep a running list of ideas. Pay attention to emails and comments. frequent groups and forums. Talk to your audience and more importantly listen. Read between the lines as they tell you what they want or need.
- ▶ Find and tweak PLR that will work. Or use a new PLR release as the inspiration to build the next part of your funnel and online empire.

Keep Expanding And Deepening Your Funnels

- ▶ One funnel isn't enough.
- ▶ Over time you want to build more and more of them, eventually building an entire web to “trap” new prospects and attract them to what you have to offer.
- ▶ You also want to deepen your funnels:
 - ▶ More emails / A/R messages.
 - ▶ Fresh lead magnets.
 - ▶ More products to offer (both your own and affiliate offers).
- ▶ Make those funnels work hard for you.

Tweak Test And Improve

- ▶ To make each piece of PLR you use to create new content work as hard as possible for you, you want to continually improve things.
- ▶ How do you do this? By tweaking, testing, and then trying something else.
- ▶ Can you get more evergreen traffic by optimizing your SEO and going after a fresh set of keywords?
- ▶ Can you improve your opt-in rate with a fresh headline or a new lead magnet?
- ▶ Can you improve sales conversion with a new hook or a special offer for your product?

Explore New Ways To Drive Traffic

- ▶ There are endless things you can test and track and there are endless ways to drive traffic to your funnels.
- ▶ What are you doing that's working? Can you put a spin on it and try something new? If Instagram reels are getting you in front of your target audience, try YouTube shorts or Tiktok.
- ▶ Watch your competition. What are they doing to drive traffic. Try the same.
- ▶ Join communities of other online business owners. Make a note of the traffic generation ideas and techniques they discuss and challenge yourself to try something new on a regular basis.

Your Assignment

- ▶ Pick one method of supercharging your funnel and give it a try.
- ▶ Thanks so much for joining us for this course on implementing your PLR. We hope you enjoyed it and more importantly found it helpful.
- ▶ Questions or comments? Email us at piggymakesbank@gmail.com