

# Niche-10x

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# Forward

The purpose of this book is simple and straight forward.

1. To explain PLR to you in basic easy to understand English so that there is no confusion about what it is and what the purpose of using it is.
2. How to use PLR to get the most out of it...period.

To that end, this book is going to be no fluff and to the point. There is enough to go over as it is (PLR has a lot that can be done with it) that there is no need for any padding.

So let's get to the point of this book, which is to show you what PLR is and how to make the most of it.

After all...that is ultimately what you want.

# Introduction To PLR

I'm going to start off by saying that PLR, or private label rights, have been getting a bad rap of late. I see countless threads in forums asking if PLR is dead and criticizing the PLR that's out there as being pure crap. Well, I think it's about time that somebody took a stand on this issue and pointed out just how WRONG everybody is and how GREAT PLR can be IF done correctly.

This brief report is going to do just that. You will know how to find a PLR article that is even worth rewriting and then once you've found one, or several, you'll know how to rewrite it quickly and easily. The hard part, the research, has already been done for you. Rewriting is simply a matter of putting things into your own words. Unless you've been brought up in the backstreets of Mars, you do have your own words, right?

RIGHT???

Good! Okay, let's first have just a brief description of what PLR is so you know exactly what you're dealing with.

PLR is the most powerful and most versatile of ALL rights. Basically, when you get your hands on a PLR article or package of articles, that package becomes yours as if you had written the articles yourself. You can do anything you like with them, short of burning them on your neighbor's front lawn.

But this is where people run into problems. They get these packages and then, instead of rewriting them so that they truly DO become their own, they try submitting them to directories or selling them without doing a blessed thing to them.

This is just plain DUMB.

The purpose of buying a PLR article package is not so you have a ready made pop it in the oven piece of work to throw out there like yesterday's trash. It's so that you don't have to spend the time researching a topic that

you know NOTHING or LITTLE about. Do you have ANY idea how long it takes to thoroughly research a topic, any topic?

To write an article from scratch, you MUST, if you don't want to get hit with tons of plagiarism lawsuits, research a minimum of 3 articles and then COMPLETELY write a NEW article on the subject matter, taking NOTHING from the original 3 articles.

To give you some idea of how long this takes, I once did a test with an article I wrote on refinishing wood floors, which I had no knowledge of. Worse than that, I had NO interest whatsoever.

So, I read the 3 articles, which took me about 15 minutes a piece, made some notes on things, and then from my chicken scratch, wracked my brains through trying to get something intelligent down on paper.

The whole process took me over an hour and a half.

Now, I have since increased my speed greatly since that first time, but it didn't happen overnight. The point is, even if your writing gets faster, the research is still going to take you close to an hour of your time. So by having an article already written for you, you've saved a ton of time right off the bat.

But you still have the problem of rewriting the article. We're going to get to that soon, but first, you're going to want to know why you should even bother doing this. I mean what's the value of having a PLR article in the first place?

## The Value Of PLR

The value of PLR is simple to explain, but not so simple to understand if you don't understand how the search engines work. Like them or not, the search engines can make or break your business.

Let me ask you a question. Have you ever gone to a search engine to look up any topic at all, go to the first site in the listing and wonder why that site was ranked first?

Well, there are a lot of reasons, such as back links, traffic and so on. But one of the main things you will find about almost all these sites is that they are LOADED with content.

I remember going to one site the other day on Harry Potter. It was the top Harry Potter site on the Internet. I tried to count the number of articles on that site. I couldn't. It was an almost infinite number.

Do you think that this site would have been ranked so highly if it didn't have all these articles? If you do, put up your own Harry Potter site with just one article and see how quickly you move up the rankings.

Content is king, no matter what you think about it. You don't have to like the fact that in order to move steadily up the search engine ranks you need to constantly add content to your site, but you darn better well accept it because it is a fact of Internet marketing life that is NOT going to go away.

Just take a look at the top sites, blogs, and even Squidoo lenses, which are the latest Google love child and you'll see that these sites are all loaded with content.

Then take a run over to Ezine Articles or any of the other top directories and you'll see tons of articles written on thousands of subject. Do you know why so many people are into article marketing? Because it works and it's so simple.

### [Easiest Traffic Generation Method Online](#)

1. Write an article with a link to your site in the resource box
2. Submit the article to Ezine Articles.

<http://jjfast.com/pd-mag/key32/index.html>

### 3. Watch the traffic come to your site.

Okay, it's not quite that simple as there is keyword research involved and things of that nature. Those things are beyond the scope of this report and can be learned easily elsewhere.

The point is, nothing is easier than the process which I have outlined above. I personally write about 3 articles each day, which takes me all of 90 minutes for the 3 and from those articles I get enough visitors to my various sites to make up a substantial part of my monthly income.

Like I said, it doesn't get any easier than this.

But okay, some people can't write and have no desire to learn how to write. That's where PLR comes in, and done correctly, it can be VERY beneficial.

# The Pitfalls Of PLR

The one thing I haven't done yet, and I probably should, is to really explain to you what will happen if you take a PLR article that you've just purchased and put it up on your site or worse, submit it to an article directory as it is without changing it. Maybe if you knew the consequences of doing this, you wouldn't even think of it.

Okay, here goes.

The first thing you have to understand is that if you buy a PLR package, you are NOT the only one who bought one. Depending on how many of these packages have been sold, and the good ones at least have limits, you are competing with a good number of people.

Why does this matter?

Okay, let me give you a clear picture.

Let's for argument sake say that you bought a PLR article on "How To Win At Poker" and you want to put it up on your site in order to get your site indexed by the search engines and get traffic to it.

Unless you were the very first person to buy and use this article, which is doubtful, this is what happens.

You put your article up on your site and then submit your site to be spidered. Google sees it, looks at the article, looks in its database and sees that another site has the same article on it.

Can you guess what happens?

Google puts your site and article in what they call their supplemental index. This means that when somebody does a search on that topic "How To Win At Poker", the only results they're going to see are the unique results. Your

site won't pop up because your article is the same one that is on another site. In a word, that article to you is WORTHLESS.

But it gets even worse.

Let's say you submit that article to Ezine Articles and they do their own research and find out that this is a PLR article. They will not only reject the article but they may also ban you from submitting anything to them ever again.

Now do you understand what the pitfalls are of taking a PLR article just as it is and trying to pass it off as your own?

It can't be done.

Therefore, you have to do some simple rewriting. And yes, it is simple. I will show you some minor things you can do that will turn your PLR article into your own piece of work.

# The PLR Quality Nightmare

PLR content can certainly make your life a lot easier. Let's face it, the whole search engine ranking scheme is based on content. The more content you have, the better off you are. If the content is of excellent quality, you'll slowly find that people are flocking to your site, blog, or whatever, in droves. If you think I'm wrong, take a look at the traffic that an article directory like Ezine Articles gets

The problem is, and there is no denying it, most of us simply don't like to write. Either we don't like to write or we just don't have the time. In either case, generating content for our sites from scratch is not an option. Thus we turn to PLR articles. They're a great time saver. You don't have to research a topic from scratch and don't have to spend countless hours on one 500 word article.

But there is a HUGE problem with PLR articles, I put the blame on the authors who put out crap and call it content. The problem I am talking about is that many PLR articles are just plain awful. How do I know? I have personally bought some PLR articles that aren't worth spit. As a matter of fact, I am going to show you an example of a PLR article that I paid for that wasn't worth the time it took to create it.

Here it is.



## 10 Awesome Ways To Attract More Orders

1. Create a free ebook directory on a specific topic at your web site. People will visit your web site to read the free ebooks and may see your product ad.
2. Turn part of your web site into a members only web site. Instead of charging for access, use it as

a free bonus for one of your products.

3. Add a free classified ad section to your web site.

You could then trade banner ads with other web sites that have free classified ad sections.

4. Create two versions of your e-zine so people can choose if they want ads included with it or not. This'll attract the people who hate ads to subscribe.

5. Publish your e-zine only on your web site. Have people subscribe to a "new issue" e-mail reminder. This could really increase your traffic and sales.

6. Sell advertising space in your product package. You could sell inserts, flyers, brochures, booklets, and digital ads for electronic products.

7. Offer daily or weekly visitor bonuses. This will increase your repeat traffic and sales because your visitors will visit regularly to get the visitor bonuses.

8. Allow people to download software or e-books from your web site at no cost. Just ask your visitors in return if they'll refer their friends to your web site.

9. Build up the number of people that join your free affiliate program quickly by temporarily offering your product for free to the people that sign up.

10. Negotiate with e-zine publishers to get free or discounted ads by letting them join your affiliate program and earn commissions on the ad you run.



Yes, that's an article. Actually, it's a checklist. I purchased this article as part of a 100 PLR article package. Every single article is in this form. It has a title and a checklist of things.

For anyone who isn't sure, let me make this perfectly clear...

This is NOT an article.

This isn't even good toilet paper.

Unfortunately, this is the kind of problem that we run into when purchasing PLR articles...and this is just one type of PLR article problem that we will run into. Believe me, there are many more ways to write a lousy PLR article.

Okay, so how do we weed out the bad from the good? Is there a sure fire way to tell if a PLR article is worth its salt?

The answer is a resounding YES, which is why you got this report in the first place.

So sit back...relax...and don't worry.

John Rhodes and I are going to walk you step by step through evaluating a PLR article so that you don't end up with something that I wouldn't give to my cat for dinner scraps.

In this report, you are going to discover not only how to evaluate PLR articles but also the following:

1. How to quickly find the \*potential\* keywords you could add when you re-write the article. Many articles aren't keyword savvy.
2. How to find products that are good for your PLR articles, and then build that interest in those products for your articles.
3. See if others are already using the PLR you have.

By the time you are done with this report, you will have no excuse for not being able to recognize a crappy PLR article and then know what to do with a good one when you've found it.

Once you've found that rare gem, you're going to need to know how to re-write it and re-write it quickly. For that, you need look no farther than our report on how to re-write PLR content in 7 minutes or less.

You can find it here.

[HOW TO RE-WRITE A PLR ARTICLE IN 7 MINUTES](#)

Okay, now let's get on to how to evaluate your PLR article instantly.

# Recognizing Poor PLR

In the previous chapter, I already showed you one way, and probably the easiest way to recognize a poorly constructed PLR article...the list.

In defense of people who write articles like this, I understand why they do it. They want people to use the list simply as a rough guide for creating their own articles. The problem is, with a list, there is simply way too much re-writing required. You might as well just write your own article from scratch. Also, some lists are so cryptic that it's almost impossible to understand what it is the author is talking about. So stay away from lists. They are as close to worthless, as far as PLR content, as it gets.

Another PLR blunder is the article that is written by non English speaking people. Please don't get the idea that I am bashing people who don't speak English. I am not. But when it comes to articles that are required for mass public consumption, the majority of your potential customers are going to be English speaking.

The reason why we get so many non English oriented articles is because the PLR writers themselves who own these sites simply don't have the time to write the articles themselves. So what they do is outsource them to the cheapest places they can...mostly Elance. There, they will find people willing to write for a couple of dollars per article. Most, if not all of these people, are from non English speaking countries, and quite honestly, their work is very poor. If it wasn't, they wouldn't be working for \$2 per article. The PLR site owner doesn't care because he's only concerned with turning a profit on his articles. This is the harsh cold reality. So when you get a PLR article, run it through a spell and grammar check in Word.

If you can't afford Microsoft Word, here is a free online spelling and grammar checker.

<http://www.spellchecker.net/spellcheck/>

<http://jjfast.com/pd-mag/key32/index.html>

Neither the above site or Word is perfect, but they will weed out the most horrible errors. It's always best to read the article yourself first. Then, if you're not sure of something, run it through a spelling and grammar check.

Another quick and sure fire way to pick out a poorly written PLR article is by its length. This isn't to say that a 500 word article is going to be a great piece of work, because I have seen many lousy articles that are quite long. However, if you purchase a PLR article and it's only about 100 to 200 words long, then chuck it. Why? The reason is because you're not going to have enough information to work with in order to write a decent article from it without having to do a ton of research, which essentially defeats the purpose of buying a PLR article in the first place.

A decent PLR article should have no less than 350 words. All my PLR articles are at least 500 words, but then I'm a perfectionist and those people are hard to find. However, 350 words should be more than enough to write a decent article from. Your finished article should be at least that long if not a little bit longer.

Another way to spot a lousy PLR article is through the keyword density. Now, this doesn't mean that the article has to have a certain number of keywords in it. I have seen keyword density poorly used on both ends of the spectrum.

For example, an article on Internet advertising that uses the keyword phrase "Internet advertising" 20 times in a 500 word article is overkill and a poorly written article. You shouldn't have to use keywords that often.

A good PLR article should have a keyword density of about 3% to 5%. I tend to go towards the 3% because so many article directories are getting very picky about keyword stuffing, especially Ezine Articles. If you have an article that's 500 words, you shouldn't have your keywords appear more than 15 times in those 500 words. I actually have written excellent articles with keyword densities of 1% that have done very well. Today, you have to be more careful than ever.

On the other hand, if you purchase a PLR article on Internet advertising and the keywords don't appear at all, then this isn't good either, obviously.

Another thing you have to look out for when evaluating a PLR article is what I call "staying on topic." You would be surprised how many PLR articles I've read that start out talking about one thing and then go off on a tangent and talk about something else.

If you buy a PLR article on "The 3 Things You Need To Run A Home Based Business" then the article itself should contain 5 paragraphs...

Paragraph 1 – Intro to what you're talking about

Paragraph 2 – First thing you need...

Paragraph 3 – Second thing you need...

Paragraph 4 – Third thing you need...

Paragraph 5 – Summary and conclusion

This should be the basic structure of ALL PLR articles and not just the one above.

And that brings me to the final way to evaluate PLR articles.

**STRUCTURE!**

If I buy an article that says "5 Items You Need To Take On A Trip To Africa" then please, please, PLEASE...give me one paragraph for each of the 5 items. Tell me WHAT they are and WHY I need them. Tell me where to get them. Tell me everything I need to know about EACH item. DON'T start talking to me about how wonderful Africa is! If I'm going there, I either already know how wonderful it is or have to go there. All I am interested in, for this particular article, is what the 5 items are that I need when I go there.

If you get NOTHING else out of this whole report, please get this ONE VERY IMPORTANT ITEM.

When you read the PLR article, whatever the subject, make sure that AFTER you are done reading it you have learned EVERYTHING the PLR article said you were going to learn in it.

That means there MUST be an introductory paragraph that CLEARLY states, you are going to learn this, this and this.

If the PLR article does NOT contain that introductory paragraph in some manner shape or form, then chuck it in the trash.

Why?

If you don't know what you're supposed to be learning in the article, how can you tell if it's any good or not?

A good article has a beginning, middle and an end.

If the PLR article you're reading does not seem to have that, but just wanders aimlessly, then it's no good.

It's THAT simple.

In the next chapter, I'm going to go over the 3 things I mentioned on pages 6 and 7. This will give you a solid foundation for re-writing your PLR article, providing that you've found one that's decent.

## 3 PLR Must Do's

Okay, maybe these aren't must do's, but the 3 things I outlined on pages 6 and 7 will certainly make your PLR articles a lot better and ultimately give you a better chance of actually earning some money with them. So leave any of these out at your own risk.

As I said on page 6, not many PLR articles are keyword savvy. Most either have no keywords at all or they stuff them to the gills with just one keyword. Either is not a good way to go.

When you're re-writing a PLR article, you need to be aware of all the potential keywords that you could use with your article. Now, you may not know what these are intuitively and that's okay. I'm going to show you an easy way to get tons of keywords for just about any article written.

Let's take a real life example.

I'm going to write an article on bowling. I'm not quite sure what slant I want to use so what I will do is go to a keyword tool and type in the word "bowling" and see what kind of results I get.

The keyword tool I use is the free Wordtracker one. It's excellent.

Here is the URL for it in case you don't know where to find it.

<http://freekeywords.wordtracker.com/>

Here are the results I get when I look up the word bowling.

5373 [bowling for soup](#)

2186 [bowling](#)

1172 [bowling balls](#)

693 [bowling for soup mp3](#)

<http://jjfast.com/pd-mag/key32/index.html>

560 [bowling shoes](#)  
479 [bowling ball](#)  
472 [bowling shirts](#)  
400 [1985 bowling for soup](#)  
308 [tenpin bowling](#)  
276 [elf bowling](#)  
262 [bowling green state university](#)  
252 [bowling for soup almost](#)  
234 [bowling team names](#)  
227 [bowling green](#)  
222 [bowling clipart](#)  
215 [bowling for soup high school never ends](#)  
215 [bowling games](#)  
197 [brunswick bowling](#)  
190 [bowling tips](#)  
181 [almost bowling for soup](#)  
181 [bowling equipment](#)  
178 [amf bowling](#)  
164 [bowling pin](#)  
158 [bowling pins](#)  
149 [bowling green ky](#)  
142 [bowling for columbine](#)  
139 [bowling league shirts in so cal](#)  
137 [bowling green kentucky](#)  
135 [bowling bags](#)  
132 [bowling for soup girl all the bad guys want](#)  
125 [bowling green university](#)  
118 [bowling for soup lyrics](#)  
118 [bowling green daily news](#)  
116 [seth bowling fruit](#)  
111 [clear bowling balls](#)  
109 [bowling for soup when we die](#)  
109 [lets go bowling](#)  
107 [ten pin bowling](#)  
102 [dexter bowling shoes](#)  
100 [bowling ball reviews](#)

- 100 [bowling game](#)
- 95 [when we die bowling for soup](#)
- 89 [bowling techniques](#)
- 88 [bowling alleys](#)
- 88 [naked bowling](#)
- 86 [bowling green, ky](#)
- 86 [bowling supplies](#)
- 82 [free bowling games](#)
- 82 [tips for bowling](#)
- 81 [bowling for soup download](#)
- 79 [birthday parties at the bowling alley](#)
- 79 [bowling green kentucky27s halloween haunted houses](#)
- 79 [bowling rules](#)
- 79 [online bowling](#)
- 75 [bowling shirt](#)
- 74 [bowling tournaments](#)
- 74 [strip bowling](#)
- 72 [bowling for soup ohio](#)
- 70 [cynthia bowling](#)
- 70 [high school never ends bowling for soup](#)
- 70 [punk rock 101 bowling for soup](#)
- 68 [choose a bowling ball](#)
- 67 [storm bowling balls](#)
- 65 [bowling alley](#)
- 65 [bowling green times](#)
- 65 [retro bowling shirts](#)
- 63 [bowling logos](#)
- 61 [bowling for soup emily](#)
- 61 [bowling green ohio](#)
- 59 [1985 - bowling for soup](#)
- 59 [bowling 4 soup](#)
- 59 [cheap bowling shirts](#)
- 59 [free bowling clipart](#)
- 58 [bowling for soup - high school never ends](#)
- 58 [bowling instruction](#)
- 58 [bowling lane](#)

- 58 [lawn bowling](#)
- 56 [bowling green, ohio](#)
- 56 [kids bowling balls](#)
- 56 [lucky strike bowling](#)
- 56 [storm bowling](#)
- 54 [mike bowling](#)
- 52 [clip art with bowling pins](#)
- 52 [custom bowling shirts](#)
- 52 [funny bowling team names](#)
- 51 [bowling ball spinners](#)
- 51 [bowling for soup - girl all the bad guys want](#)
- 51 [history of bowling](#)
- 51 [listen to bowling for soup](#)
- 51 [rental bowling shoes](#)
- 51 [vintage bowling shirts](#)
- 49 [band bowling for soup](#)
- 49 [free online bowling](#)
- 47 [1985 bowling](#)
- 47 [bowling columbine disc collectors edition australi](#)
- 47 [brunswick bowling balls](#)
- 47 [ebonite bowling balls](#)
- 45 [bowling alone](#)
- 45 [hammer bowling](#)
- 45 [hammer bowling balls](#)

As you can see, I've gotten quite a few results.

Now, if you're writing an article from scratch, you simply go through this list, preferably starting at the top with the most widely searched items, and decide which keywords you want to concentrate on in your article.

Let's say you want to talk about "bowling balls".

What you would do is click in the keyword "bowling balls" and see what like results you get.

- 1172 [bowling balls](#)
- 111 [clear bowling balls](#)
- 67 [storm bowling balls](#)
- 56 [kids bowling balls](#)
- 47 [brunswick bowling balls](#)
- 47 [ebonite bowling balls](#)
- 45 [hammer bowling balls](#)
- 42 [discount bowling balls](#)
- 38 [track bowling balls](#)
- 35 [alien bowling balls](#)
- 28 [custom bowling balls](#)
- 24 [ebenite bowling balls](#)
- 22 [cheap bowling balls](#)
- 21 [columbia bowling balls](#)
- 19 [belgium bowling balls](#)
- 19 [lane 1 bowling balls](#)
- 19 [recycle of old bowling balls](#)
- 19 [used bowling balls](#)
- 17 [bowling balls for sale](#)
- 17 [cartoon bowling balls](#)
- 15 [cheap cartoon bowling balls](#)
- 15 [out of production bowling balls](#)
- 15 [who makes hammer bowling balls](#)
- 14 [bowling balls and shoes](#)
- 14 [columbia bowling balls for sale](#)
- 14 [good bowling balls](#)
- 14 [holds three six pound bowling balls](#)
- 12 [amf bowling balls](#)
- 12 [english lawn bowling balls](#)
- 12 [logo bowling balls](#)
- 12 [ncaa bowling balls](#)
- 12 [new release bowling balls](#)
- 12 [shrek bowling balls](#)
- 10 [antique bowling balls](#)

- 10 [princess bowling balls](#)
- 10 [urathane bowling balls](#)
- 10 [yellow dot bowling balls](#)
- 8 [bowling balls pin out](#)
- 8 [bowling balls tweener](#)
- 8 [cheapest bowling balls](#)
- 8 [compare bowling balls](#)
- 8 [conveyor belts for bowling balls](#)
- 8 [customized bowling balls](#)
- 8 [drilling bowling balls](#)
- 8 [lane one bowling balls](#)
- 8 [mlb bowling balls](#)
- 8 [morich bowling balls](#)
- 8 [new bowling balls](#)
- 8 [predrilled bowling balls](#)
- 8 [retired bowling balls](#)
- 8 [three six pound bowling balls](#)
- 8 [uses for old bowling balls](#)
- 7 [balls bowling](#)
- 7 [bowling balls for military](#)
- 7 [bowling balls shoes](#)
- 7 [bowling balls used in 1994 track](#)
- 7 [bowling balls wholesale](#)
- 7 [bowling shoes and balls](#)
- 7 [can pick up three six pound bowling balls](#)
- 7 [candlepin bowling balls](#)
- 7 [custom design bowling balls](#)
- 7 [discontinued columbia bowling balls](#)
- 7 [disney character bowling balls](#)
- 7 [dynothane vendetta bowling balls](#)
- 7 [faball hammer nail bowling balls](#)
- 7 [how to drill bowling balls](#)
- 7 [hurricane bowling balls](#)
- 7 [icp bowling balls](#)
- 7 [insane clown posse bowling balls](#)
- 7 [lane1 bowling balls](#)

- 7 [like bowling balls](#)
- 7 [mirror balls made from bowling balls](#)
- 7 [money bowling balls for sale](#)
- 7 [nfl bowling balls](#)
- 7 [novelty bowling balls](#)
- 7 [outdated bowling balls](#)
- 7 [recycled bowling balls](#)
- 7 [red hammer bowling balls](#)
- 7 [resin bowling balls](#)
- 7 [resurface bowling balls](#)
- 7 [rhino bowling balls](#)
- 7 [skull bowling balls](#)
- 7 [specialty bowling balls](#)
- 7 [strom bowling balls](#)
- 7 [theme bowling balls](#)
- 7 [unique bowling balls](#)
- 7 [what are t. c. t. bowling balls made out of](#)
- 5 [alien bowling ball vs other bowling balls](#)
- 5 [alien bowling balls vs the world](#)
- 5 [beginner bowling balls](#)
- 5 [best beginner bowling balls](#)
- 5 [best rubber bowling balls of all time](#)
- 5 [bowling ball gazing balls](#)
- 5 [bowling balls & shirts](#)
- 5 [bowling balls australia](#)
- 5 [bowling balls for heavy oil conditions](#)
- 5 [bowling balls for medium oil](#)
- 5 [bowling balls painting](#)
- 5 [bowling balls roto grip](#)
- 5 [bowling balls used in 1990's](#)

As you can see, there are tons of keywords just on bowling balls alone. From this list, you can decide what aspect of bowling balls you want to concentrate on in your article.

Now, let's say you've already purchased an article on bowling balls. What you then have to do is go through this same process, after reading the article, and see which keywords in this list FIT THE ARTICLE.

You would then incorporate some of those keywords into your re-written PLR article.

Yes, it's THAT simple.

The next thing is finding products for your PLR article. This is so easy to do, it's a joke.

After you've gotten your keywords down, finding a product is as simple as going to the Clickbank marketplace.

Here is the URL if you don't know where it is.

<http://www.clickbank.com/marketplace.htm>

Taking our bowling example above, let's type in the word "bowling" under all categories.

Here's what it should look like.



The screenshot shows a search form titled "Search the ClickBank Marketplace". It contains several input fields and buttons:

- Category: All Categories (dropdown)
- Subcat: All Sub-Categories (dropdown)
- Keywords: bowling (text input)
- Sort by: Popularity (dropdown)
- Product Type: All Products (dropdown)
- Show: 10 (dropdown) results per page
- Go (button)
- Reset (button)

After you type it in, click on Go and see what results you get.

Here is what I came up with.

1) [The Ultimate Bowling Guide](http://jjfast.com/pd-mag/key32/index.html). Feed A Hungry Market Of Over 3.9 Million Regular Bowlers. New: Higher Price, Higher Affiliate Percentage! Virtually No Competition On

<http://jjfast.com/pd-mag/key32/index.html>

Google Adwords, Split Tests Are Conducted To Increase Conversions.

\$/sale: \$16.06 | Future \$: - | Total \$/sale: \$16.06 | %/sale: 67.0% | %refd: 78.0% | grav: 7.16

[view pitch page](#) | [create hoplink](#)

2) [How To Bowl Strikes](#). How To Consistently Score 200+ In Bowling.

\$/sale: \$17.36 | Future \$: - | Total \$/sale: \$17.36 | %/sale: 50.0% | %refd: 95.0% | grav: 2.21

[view pitch page](#) | [create hoplink](#)

3) [Cricket Secrets: Revealed](#). Discover The Best Cricket Batting And Bowling Tips On The Net!

\$/sale: \$8.09 | Future \$: - | Total \$/sale: \$8.09 | %/sale: 51.0% | %refd: 68.0% | grav: 1.94

[view pitch page](#) | [create hoplink](#)

4) [Bowl Them Away](#). Bowl Them Away E-Book And Videos. Improve Your Bowling Game. Get 55% Per Sale!

\$/sale: \$18.14 | Future \$: - | Total \$/sale: \$18.14 | %/sale: 55.0% | %refd: 90.0% | grav: 1.54

[view pitch page](#) | [create hoplink](#)

5) [Super Bowl Ticket Secrets](#). The Most Complete Guide To Super Bowl Tickets On The Planet - Guaranteed! Stop Watching The Big Game On Tv.

\$/sale: \$6.41 | Future \$: - | Total \$/sale: \$6.41 | %/sale: 50.0% | %refd: 33.0% | grav: 0.49

[view pitch page](#) | [create hoplink](#)

6) [Improve Bowling](#). How To Play Bowling The Right Way And Improve Your Game From Gutter Balls To Strikes!

\$/sale: \$6.04 | Future \$: - | Total \$/sale: \$6.04 | %/sale: 60.0% | %refd: 24.0% | grav: 0.2

[view pitch page](#) | [create hoplink](#)

As you can see, there are quite a few results. None of them appear to be big sellers, but the first item with gravity of about 7 does appear to at least be making some sales. So perhaps there is a market here.

However, the point is not whether or not bowling is a viable market. The illustration is simply to show how to find products that go with the keywords you've chosen. Clickbank is your best bet.

After you have done this, you then slant the writing of your article to the sale of that product, without of course turning it into a sales page. This is a topic for another day though.

Finally, there is the problem with your PLR article already being blasted all over the Internet. How do you find out if your article is yesterday's news or too close to the original after it is re-written?

The best way is with Copyscape, Dupecop and Google searches.

Let's take them one at a time.

Copyscape is a little tricky to use and takes some getting used to. You don't actually type in articles there. You type in URLs of sites where you either got your articles from or suspect that they might be. Of course, if you've already re-written your PLR article and have it up on your site, you can type in the URL of your own site.

Here is the URL for copyscape.

<http://www.copyscape.com/>

For this example, I am going to type in the URL of one of my sales pages to see if anybody ripped off any of my copy.

# Copyscape

Search for copies of your page on the Web.

I then click on Go and see what they come up with.

<http://jjfast.com/pd-mag/key32/index.html>

Tip: Search for copies of a specific page on your site by entering its URL.

**8 results** found for **My Secret Articles**. Click a result below to see your content highlighted.

Notice it says there are 8 results.

I then went through the list and started picking out sites.

### [Internet Mastery Center Blog](#)

... Affiliate Programs and Marketing - Google Adwords - Google Adsense - Relatic  
Search Engine Optimization - Complete Article Writing Course ... on Writing Sale  
Creating Your Own E-zine - The Google Slap - Forex Trading - Complete Ebay Tu  
Promotion - Butterfly Marketing ...

<http://www.mybloggingarea.com/marketingseo/blogdetails-539-2.html> - cached

I decided to pick this site. I then went to it and this is what I found there.

### [My Secret Articles - Encyclopedia Of Internet Marketing](#)

2007-05-06 09:56:01

Steven Wagenheim has amassed an incredible amount of information contained in this collection called "My Secret Articles". There are like 50 volumes of it so far with an average of 20 pages each. So we would say there are about 1000 pages total and there are supposed to be 4 more volumes released each and every month. Honestly, as the sales page says, this really is EVERYTHING you need to earn a solid income on the Internet! It covers **virtually every topic related to** online income generation including: - **Niche Marketing - Domains and Web Hosting - Article Marketing - Resale Rights - Affiliate Programs and Marketing - Google Adwords - Google Adsense - Relationship Selling - Search Engine Optimization - Complete Article Writing Course - Complete Ad Writing Course - Complete Tutorial on Writing Sales Page Copy - Creating Your Own E-zine - The Google Slap - Forex Trading - Complete Ebay Tutorial - Cross Promotion - Butterfly Marketing - Bum Marketing - \$7 Secrets - Outsourcin ...**

Notice that Copyscape highlights the part that was copied directly from my sales page.

<http://jjfast.com/pd-mag/key32/index.html>

That's all there is to using Copyscape. It's a great way for finding duplicate content off of your own site.  
Let's move on to Dupecop.

Here is the URL

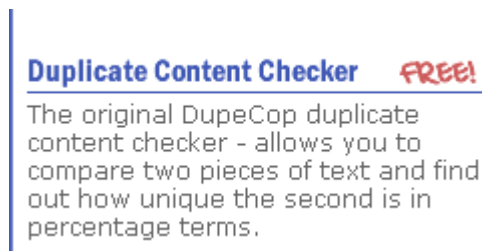
<http://www.dupecop.com/>

Dupecop is a lot more straight forward. You simply copy and paste your article into the checker and get your results.

Here's how it works.

If you go to the above URL, you'll find a link for their duplicate content checker.

Here's what it looks like.



**Duplicate Content Checker** **FREE!**

The original DupeCop duplicate content checker - allows you to compare two pieces of text and find out how unique the second is in percentage terms.


Just click on it and you'll be taken to another page.

Here is what you'll see.

<http://jjfast.com/pd-mag/key32/index.html>

**DupeCop Duplicate Content Checker** - use to compare your re-written PLR article to the

**ORIGINAL TEXT**

An empty text input field with a light blue border and a vertical scrollbar on the right side. The field is currently blank.

**MODIFIED TEXT**

An empty text input field with a light blue border and a vertical scrollbar on the right side. The field is currently blank.

You simply copy and past the original PLR article that you purchased into where it says “original text” and then copy and paste your re-written article into where it says “modified” text and you’ll get a uniqueness check.

Okay, let me tell you something about this tool. It’s NOT 100% infallible. The biggest problem with it is that if you use a lot of words like “it”, “is” “and” and words like that, you’re going to get a higher duplicate content score. That’s because the tool itself is not smart enough to understand that there are certain words in the English language that are common to whatever you write. So you have to factor this into the equation. Therefore, the better written something is, meaning more unique words and concepts, the better your score is going to be. This will help turn you into a much better writer in the process.

Finally, there is Google. There is probably no easier way to find duplicate content than by using Google.

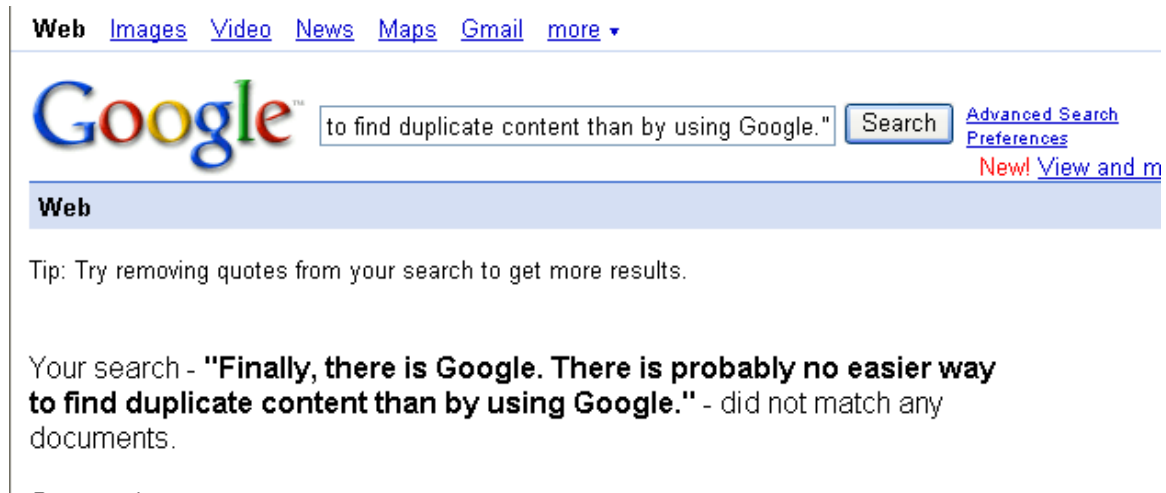
As an example, I am going to use the above sentence and see how often it appears in Google’s database.

Here is the URL for Google.

<http://jjfast.com/pd-mag/key32/index.html>

<http://www.google.com/>

Let's now type in that sentence, enclosed in quotes, and see what we get.



You can see that there are no matches. I came up with a sentence, well actually two sentences, that are nowhere in Google's database.

If you have any doubts that the content you are using is unique to you, especially if you bought PLR that was supposed to be limited in quantity, run to Google and see how many sites already have that article on it.

You might be shocked at the results you get.

Now, just for the heck of it, I tried the above search without quotes. I came up with fragments of things that were similar, but in no way duplicate content. I would find a couple of words here and there, but nothing significant. You might want to also do the search without the quotes just to see if there is anything close.

<http://jjfast.com/pd-mag/key32/index.html>

# The Meat Of PLR Rewriting

In this chapter, I'm going to give you a simple step by step process that will make rewriting your PLR article so that when it's all done, it is completely your own. And you won't have to spend hours doing it.

The first thing you need to do is change the title. This is an absolute MUST. By changing the title, you have already changed the most important part of the whole article.

Why?

The reason is because the thing that most people will remember about an article is the title. Plus, when you go to the search engines and look up a subject, the first thing you will find in the listing IS the title. So the last thing you want is to have a title that is the same as the original article.

Okay, let's be honest here. Is there a chance that you're going to come up with a title that somebody else also came up with? Of course there is. But you stand more of a chance of having a unique title in the search engine listings if you change the one that was given to you than if you simply left it as it was. If you're looking for a 100% guarantee that your article is going to be 100% unique from everything else that's out there, you're in the wrong business. What you want to do is give yourself the best chance of succeeding. That is what this process is all about.

Let's take the title of this report, "How To Rewrite A PLR Article In Under 7 Minutes." Suppose you were given this report as a PLR article and wanted to put it up on your site. How would you rewrite this title?

Well, here's where you have to use a little bit of brain power, though not much. You want to keep the main points of the title.

What are they?

1. How to rewrite a PLR article
2. How to do it in under 7 minutes

That's it. Those are the main points.

Well, keeping those main points, we can come up with several rewrites.

Here are just a few off the top of my head.

Rewriting a PLR article in 7 minutes or less

Rewrite YOUR PLR article in less than 7 minutes

Tips On Rewriting Your PLR piece in under 7 minutes

Super Tips To Rewrite Any PLR In 7 Minutes Or Less

Get the idea? It's not hard. The English language is filled with words. Grab yourself a thesaurus and look up substitutions for various words. You could easily come up with 20 or 30 titles for the topic of this book. All it takes is just a little thought.

Total time for coming up with a new title is about 15 seconds.

Okay, after you've tackled the title, the next thing to do is tackle the article itself. This is where people run into problems because they try to tackle the WHOLE article at once.

That is their FIRST mistake.

A good PLR article, and I will show you how to look for one, is written in such a way that it is VERY easy to read and rewrite.

### [Keys To A Killer PLR Article](#)

A solid PLR article will have the following:

1. Title
2. Introduction

<http://jjfast.com/pd-mag/key32/index.html>

3. 3 or 4 paragraphs of content
4. Summary

That's it. That's the formula for good article writing, which is something I teach to all my students. If you stick to this formula, which most good writers do, you'll have a PLR article that is very easy to rewrite.

The key, is taking it one section at a time.

So, in the next chapter, we're going to focus on the introduction, since I have already shown you how to quickly rewrite a title. I will give you a sample introduction, show you how to quickly and easily rewrite it and then you can apply this principal to any article you write.

# Rewriting Your Introduction

Let's get right into it.

Let's use, as a sample article, one on the topic of "Internet Advertising." I'm picking this for several reasons. The main one, however, is that Internet advertising is the key to profiting online. Without it, you're dead. So, not only will you learn about rewriting, you'll also learn a little about advertising which should also help you in your efforts to earn a living online. So I am killing two birds with one stone.

The title of this article:

"3 Killer Advertising Tips For Your Business"

You should already know how to rewrite this, but in case you need some help, here are a few suggestions.

"3 Ways To Advertise Your Business Effectively"

"3 Solid Ways To Promote Your Business"

"3 Killer Ways To Advertise On The Internet"

Okay, let's get to our introduction.

Here it is:

The keys to having success on the Internet are many. However, the main item that I find most people have problems with is advertising. They simply don't know how. This article is going to focus on 3 top notch forms of advertising, explain what they are, how to use them and what kind of results you can expect in a given period of time. It is my hopes that after reading this, you will be properly armed with enough ammunition to get your business of the ground quickly.

There you have it. The introduction is 88 words. An article should be a minimum of 300 to 400 words to be effective. We should have no problems reaching that here.

Now, how do we rewrite this?

What we need to do first is take a look at the main points of the intro. What are they?

1. Key to success online is advertising
2. 3 top forms of advertising
3. What they are, how to use them, what kind of results to expect and how long to get them.
4. Conclusion to introduction or what author hopes to accomplish.

There you have it. Okay, to rewrite this, you take it one point at a time and slightly modify the wording of each point.

Let's take the first one.

The keys to having success on the Internet are many. However, the main item that I find most people have problems with is advertising. They simply don't know how.

A simple and quick rewrite, taking the above section, might look something like this.

There are many keys to having substantial success online. What most people don't realize is that advertising is probably one of the most important. Worse yet, they don't know how to advertise.

We just took the same section and put it in slightly different words.

Let's take the next section.

This article is going to focus on 3 top notch forms of advertising

This is our next point. Okay, a simple rewrite might look something like this.

The article you're about to read is going to give you 3 of the best forms of advertising on the Internet.

Simple? Of course it is. Like I said, the English language is filled with many words that all mean the same thing.

Let's look at the next section.

Explain what they are, how to use them and what kind of results you can expect in a given period of time.

Here's what a simple rewrite would look like.

I'm going to explain what these 3 forms of promotion are, what to do with them, how effective they'll be and finally how long it's going to take for you to get results.

And finally we have the conclusion of the introduction.

It is my hopes that after reading this, you will be properly armed with enough ammunition to get your business of the ground quickly.

This is simple enough to put into other words.

I hope that after reading this, you'll be able to advertise your site in a way where you will see results quickly with as little effort as possible.

Now, let's compare the original introduction to the rewrite.

Original

The keys to having success on the Internet are many. However, the main item that I find most people have problems with is advertising. They simply

don't know how. This article is going to focus on 3 top notch forms of advertising, explain what they are, how to use them and what kind of results you can expect in a given period of time. It is my hopes that after reading this, you will be properly armed with enough ammunition to get your business of the ground quickly.

88 Words

Rewrite

There are many keys to having substantial success online. What most people don't realize is that advertising is probably one of the most important. Worse yet, they don't know how to advertise. The article you're about to read is going to give you 3 of the best forms of advertising on the Internet. I'm going to explain what these 3 forms of promotion are, what to do with them, how effective they'll be and finally how long it's going to take for you to get results. I hope that after reading this, you'll be able to advertise your site in a way where you will see results quickly with as little effort as possible.

114 Words

You will notice that the rewrite is actually longer than the original introduction.

You will notice that you haven't had to do any research. You simply took the material you were given and put it into your own words. It took me about 2 minutes to do this rewrite. That's all there is to it. Next chapter we tackle the content.

## Rewriting Your Content

The procedure for rewriting the main content of the article is no different from rewriting the introduction. Because of this, I am going to give you the 3 paragraphs for the main content, rewrite one of them and let you do the

last two. This will be a good exercise for you and will help improve your rewriting skills quickly.

Okay let's get down to the content.

The first form of advertising that is excellent for getting results is article writing and submission. The concept is simple. You pick a topic that you are interested in, write an article on it and then submit the article to an article directory. This is something you should do daily. The reason is because you will get immediate visitors to your site as article directories get a lot of traffic, especially the top ones like Ezine Articles.

The second form of advertising that is excellent for getting results is Adwords. This is a service provided by Google where you bid on keywords, type up a simple 3 line ad and submit it to them. The reason this is so effective is because these ads target people who are specifically looking for a solution to their problem. These are the most highly targeted of all ads if they're constructed properly. Many marketers do nothing but Adwords advertising. That's how effective it is. You'll also see results immediately.

The third form of advertising that is excellent for getting results is Forum participation. This is simply registering with a forum and participating in the discussions. This is an indirect form of advertising as you are not allowed to advertise directly, but as people get to know you they will begin to trust you and start to visit your sites. This form of advertising does take time to bring results, but it can, over time, be the most effective of all if you've built trust.

There you have it. The total number of words for those three paragraphs is 251.

So we're now up to 365 words, which is already more than long enough to be a good PLR article.

Okay, so let's rewrite the first paragraph and you can then tackle the last two on your own.

Here's our first paragraph.

The first form of advertising that is excellent for getting results is article writing and submission. The concept is simple. You pick a topic that you are interested in, write an article on it and then submit the article to an article directory. This is something you should do daily. The reason is because you will get immediate visitors to your site as article directories get a lot of traffic, especially the top ones like Ezine Articles.

Here is our rewrite. Pay careful attention to what I did.

The first way to advertise on the Internet that's great for getting people to your site is writing articles and submitting them to article directories. This is easy to do. You just find a topic you want to write on, compose the article, and then submit it to whatever directory you choose. You should probably do this everyday. You want to do this daily because you're going to get people to your site right away because article directories get lots of visitors to their sites. Ezine Articles is probably one of the best.

Do you see what I did? I simply replaced some words with other words. It took me exactly 60 seconds. It's not hard.

Once you start doing this more and more, you will find that it becomes so easy you'll wonder why you didn't think of this sooner.

As you progress, your vocabulary will increase. At the beginning, yes, you'll probably need to use a thesaurus, depending on how good your vocabulary is. Over time, it will get easier. Trust me on this.

In the next chapter, we're going to rewrite the summary to this article.

# Rewriting Your Summary

Your summary doesn't have to be long at all. A good PLR article will have a summary, or conclusion, that basically just states what's already been stated. At the end of this report, I will show you how to find out if a PLR article is worth even getting and you won't even have to see it to know.

Okay, here is our very brief summary.

Article writing and submission, Adwords advertising and forum participation are three excellent ways to promote your site. If you use these three things regularly, you will find that you'll get traffic to your site on a consistent basis that will grow substantially over time.

There you have it.

Word count: 44

We're pretty much around 400 words, which is perfect for an article submission to a directory or for putting on your site.

Time to get to our rewrite.

The three forms of advertising that I have just discussed, article writing, Adwords promotion and forums, are probably your best bets for getting a steady flow of traffic to your site. If you use these in a regular basis, you'll see that you'll get a great number of visitors to your site and do so consistently.

Word count: 56

You're probably going to find that your rewritten article is longer than the PLR article if you've done this correctly. In our next chapter, some tips on how to find good PLR articles.

It's easier than you know.

# How To Find Good PLR Articles

I'm going to be very honest with you. The only reason this isn't easy to do is because there aren't a lot of great PLR articles out there. There is more junk than you can imagine.

However, good articles exist. You just have to know what to look for.

Here's an example of a BAD one.

"10 Tips To Advertise Your Web Site"

1. Submit your site to safelists. They have lots of members and you'll get lots of hits.
2. Submit your site to search engines. When they get indexed you'll get lots of visitors.
3. Frequent forums. As people get to know you, they'll go to your site.

Do I have to go on? Okay, any time you see an article that is nothing more than a checklist, it's crap. You are basically just taking an outline and writing your own article. If you don't have enough knowledge on the subject, you won't be able to do it.

Then of course there are PLR articles with poor English and grammar. This, however, can be overcome if the structure is there.

And that, my friend, is the key.

You need to find out what kind of structure the author is using for his articles. This is easy enough to do.

Ask him.

It's that simple. If he's reluctant to show you a sample of his work, for fear that you'll steal it from him (authors can be so paranoid) then simply ask him to send you an outline of his article structure.

It should look something like this.

Introduction

Paragraph 1 on first point in intro

Paragraph 2 on second point in intro

Paragraph 3 on third point in intro

Summary

If his structure is similar to what I have outlined above, then you have a pretty decent chance of coming away with a PLR article that will be easy to rewrite.

If the author refuses to give you this info and says something like, “My articles are good”, stay away.

I personally have no problems sending somebody a sample of my work. That’s what you should look for, or at least a structure submission like the one above.

This is how you weed out the crappy authors from the good ones.

If you’re looking for a good web site to get excellent PLR content, my partner, John Rhodes, has a PLR club. It’s top notch and if I wasn’t a writer myself, I’d use it.

Here’s the URL:

<http://simpleplrclub.com/>

# The PLR-Blog Connection Process

In this chapter, I'm going to briefly outline what the PLR-Blog Connection process is. That way you can make notes or even just print out this chapter as reference. Then I'm going to show you, step by step, a real life example.

Step 1 – Purchase your PLR article. You probably already have a ton of these already lying around on your hard drive collecting dust. Get them!

Step 2 – Do a quick 7 minute rewrite as explained in our report How To Rewrite A PLR Article In Under 7 Minutes. If you don't have a copy, you can get one here for only \$9:

<http://imsimple.com/dlg/sell.php?prodData=pp%2C1%2C40>

Step 3 – This is where we want to make the most efficient use of our PLR article by doing more than just rewriting in slightly and submitting it to an article directory. What we want to do is take the article and by using a variety of methods, turn that article into many articles or blog entries. By using a variety of methods, which I am going to explain in detail, you can take ONE article and literally turn it into MANY blog entries. Each blog entry is one more piece of content on your blog that will ultimately boost your blog up the search engine ranks. That is the reason why we are going to be doing this.

The various methods to turn ONE article into MANY blog entries are as follows:

## Method 1 – Core Extraction

The first method is very simple. You take the main idea of the PLR article and write a very short paragraph (about 150 words) about this core idea. You post that paragraph to your blog (not the article itself).

## Method 2 – Devils Advocate

<http://jjfast.com/pd-mag/key32/index.html>

Take the core idea of the article and write a brief blog post telling people why it's ALL wrong. Pick the writer's arguments apart paragraph by paragraph. This is as simple as saying "I think he's wrong because..." This will actually build credibility for yourself because you can't be accused of being a yes man.

### Method 3 – Comparison Method

Take another PLR article on the same subject and make comparisons between the two. Point out where they are similar and where they are different. You can even mix in a little Devil's Advocate here by taking one side or the other in the areas where they differ.

### Method 4 – The Mix Master Method

In this method what you do is take a PLR article and then head on over to Google and find relevant information to the topic such as news items, images, and videos and other articles. After you have done this, take all of this information and create a brand new article out of it. By using other references, you bring more credibility to the article, especially if the other references support the article's position. But if they don't, then you can take the Devil's Advocate approach to the whole process showing how nobody agrees with the article.

### Method 5 – The Instant List Method

Most articles have at least 3 or 4 bullet points in them. Some have as many as 10 or more. This method takes the bullet points from the article and generates comments on those bullet points. Not all comments have to be positive or negative. This can be a mixed bag of nuts.

### Method 6 – The Split Screen Method

This one is one of my favorites. This is where you take the article (it would have to be a rather long one) and split it in half. The first half you submit to

the article directories and the second half you put on your blog. This almost forces people to come to your site.

Very effective!

The Keys To The Why

Why are you doing this?

Let me explain.

Blog entries are critical to getting traffic to your site. The more often your blog is updated with content, the higher up the search engines it will go. By utilizing these methods along with PLR articles, you will have lightening fast ways to generate massive content to your blog.

That is why you are doing this. One article can actually mean multiple blog entries.

Are you beginning to see the power of this system?

If not, you will after following the real life example that is going to come next.

Prepare to be blown away!

# A PLR-Blog Connection Example

What follows is a real life example of this whole process. This way, you can see with your own two eyes EXACTLY how this works. By simply using this example as a guide, you can do the same thing with your own PLR articles.

## Step 1 – Dig Up Our PLR Article

In order for this to work for all the methods, including The Split Screen Method, the article I am going to use, one that I wrote myself, is going to be quite long.


I am going to reprint it here so that you can read it.

You can also see the article at Ezine Articles here:

<http://ezinearticles.com/?4-Ways-To-Earn-Quick-Cash-Online&id=544896>

The article, including resource box, is 614 words. You probably won't be using an article anywhere near this long.

Here it is in its entirety.



### 4 Ways To Earn Quick Cash Online

It happens. Sometimes life gives us a quick kick in the teeth and we're in a situation where we have to earn quick cash to pay off a bill or make a purchase of some kind. Even for people who have no desire to turn to the Internet to make a living online, there are ways to access the Internet where you actually can make quick cash to pay off that bill or make that purchase. This article is going to give you four ways to earn quick cash online. These will pay off within a few days in most cases. Hopefully, you'll find something here that is just perfect for you.

The first way is to sell something on Ebay. You don't have to become a powerseller and set up an Ebay store or anything like that. Simply look around your house for things that you no longer need or want, wrap them up, open up an Ebay and PayPal account, post an ad on Ebay and within a day, you'll have your sale. You can then transfer the money from your PayPal account to your bank account directly. It only takes a few business days. If you have some great items laying around, you can actually make a nice payday out of it. Many people do this as their main source of income.

<http://jjfast.com/pd-mag/key32/index.html>

The second way to pick up some quick cash is to write articles and sell them. The Internet is run by content. Every site out there is hungry for content. If you can put together an English sentence, you can write articles. The number of topics you can write on are virtually unlimited. All you need to do is concentrate on something that you're interested and write about 400 to 600 words on it, depending on the requirements of the site, and you can earn anywhere from \$3 to \$200 per article, depending on the demand for that topic and the site you write for. Most places will make payment within two weeks.

A third way to earn some quick cash online is to take part in a focus group. This is not the same as taking surveys. Focus groups do extensive research on whatever topic they are involved in and usually get paid very well for their participation. The pay range is quite great, but most focus groups will pay you at least \$50 for your participation and some as much as \$500 or more. This again, is something that many people do full time and make a nice side income from.

A fourth way to earn some quick cash online is to freelance at a place like Elance.com. Depending on what your skill is, you can make a quick killing by outsourcing yourself out to somebody looking for something to be done. Maybe you're a programmer. You can offer to do a simple programming job for somebody looking for a simple job. Maybe your skill is proofreading. If somebody is looking for a person to proofread their manuscript, you can make a quick few bucks doing that. Payment can be made to your PayPal account and again, just like with Ebay, you can have that money in your bank account within a few business days.

These four ways are just the tip of a very large iceberg. The Internet is filled with opportunity and there are a number of ways to earn quick cash online.

You just have to know where to look.

To YOUR Success,

Steven Wagenheim

If you're tired of scams, please visit my web site at <http://www.honestincomeprogram.com/> and read the testimonials there. Believe it or not, there are honest ways to make money online.

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There you have it. Now that we have our PLR article that we're going to use, we move on to the next step.

## Step 2 – Rewrite Article

Using the 7 minute process outlined in our other report, this is something like what the finished article would look like.

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### 4 Quick Ways To Earn Money On The Internet

Not everything in life goes smoothly. Every once in a while, the unexpected happens. When it does, we often find out that we don't have as much money on hand as we would like and we end up scrambling to

<http://jjfast.com/pd-mag/key32/index.html>

try to make a few bucks fast. Well, just because you don't have any desire to make money on the Internet, doesn't mean you can't turn to the Internet in times of need. In this article, I'm going to show you four quick ways to earn money by using the Internet. You'll most likely make money in just a few days. It is my hopes that you'll find something here that you can use.

The first way is to sell something on Ebay. You don't have to become a powerseller and set up an Ebay store or anything like that. Simply look around your house for things that you no longer need or want, wrap them up, open up an Ebay and PayPal account, post an ad on Ebay and within a day, you'll have your sale. You can then transfer the money from your PayPal account to your bank account directly. It only takes a few business days. If you have some great items laying around, you can actually make a nice payday out of it. Many people do this as their main source of income.

The first way is to use Ebay. Ebay has been making people a living online for years. You don't have to go that far though. You can make money on Ebay without it becoming a full time job. All you have to do is take a look around your home and see what you've got laying around that you no longer have any need for. After you've found a few things, all you have to do is go to Ebay, open up an account and put the items up for bid. You'll most likely sell them that same day and have the money in your PayPal account right away. If you have a number of items laying around you can actually make quite a few bucks doing this. Like I said, a lot of people do this full time.

The second way is to turn your attention to article and private sites. Content makes the world go round. The Internet can't survive without it. There are tons of sites that will pay good money for your original articles. And the good part of it is, you can write on just about anything. Some sites have multiple topics that they'll accept content on. The average article is about 500 words. The amount you'll make is going to vary depending on the site and the topic. You can expect to get paid in about a week or two.

A third way to make money quickly is to join a focus group. Don't confuse this with taking surveys. Focus groups concentrate on areas like testing products or doing research on a topic. Focus groups get paid a ton for the work they do. You can make anywhere from \$50 to \$500 with most focus groups. This is also something that many people do for a full time income. The key is searching for these groups and finding the good ones.

Finally, a fourth way to make money fast on the Internet is to get into the area of freelancing. Everybody has some kind of specialty. I'm a writer. Some people are programmers. There are places online that you can go to, like Elance.com, where you can register and bid for work. The pay is going to vary depending on the project but many projects come with very high bids and you can earn a nice income doing this. Like Ebay, you can have the money in your PayPal account in a matter of days or even the same day if it's a short project.

These four ways are just the tip of a very large iceberg. The Internet is filled with opportunity and there are a number of ways to earn quick cash online.

These are certainly not the only ways to make money online, but these are four quick ways that will provide you with an easy and fast solution to your emergency money needs.

To YOUR Success,

Steven Wagenheim

If you're tired of scams, please visit my web site at <http://www.honestincomeprogram.com/> and read the testimonials there. Believe it or not, there are honest ways to make money online.



The rewrite actually turned out to be longer than the original, coming in at 744 words.

Perfect!

We certainly have more than enough to work with.

### Step 3 – Choose Your Method

Normally, you'd only choose one or two of the 6 methods I've outlined. But for the purpose of this example, we're going to do all 6 methods so you can see exactly how they would be put together.

#### Method 1 – Core Extraction

Here is where we take the core idea of the article and write a summary of the article itself. We then post the summary to our blog.

This is what I came up with for my summary.

---

The article 4 Quick Ways To Earn Money On The Internet covers four very basic ways to earn money quickly online in case of emergency or where an infusion of cash is needed right away. The article covers article writing, selling on Ebay, focus groups and freelancing.

All the methods are simple and best of all, don't require any significant outlay of cash if any at all. Great skills are also not required to pull off these four methods.

You can read the article in its entirety here.

<http://ezinearticles.com/?4-Ways-To-Earn-Quick-Cash-Online&id=544896>

Sincerely,

Steven Wagenheim

To fully take advantage of article writing online where you can make up to \$200 an article, check out my "Complete Article Writing And Marketing Guide" at:

<http://www.honestincomeprogram.com/tcawamg.html>

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<http://jjfast.com/pd-mag/key32/index.html>

There you have it. We've summarized the article and included a pitch for a product that compliments both the article and the summary.

I could have easily pitched my book on Ebay instead. The key is to find products that compliment the article.

This is a very simple and effective method that should easily bring in 1 sale a week. For a \$25 product, that's \$100 for the month. This is in addition to the increase in traffic you'll get.

## Method 2 – Devils Advocate

In taking the Devils Advocate approach it certainly helps if you don't necessarily agree with the article's premise. However, there is no reason you can't take the opposing side just for the purpose of using this approach. Many debate students have to take opposing sides even if they don't personally disagree, so there is nothing unethical about this.

Here is how I would take the opposing view in a brief summary.

---

The article 4 Quick Ways To Earn Money On The Internet covers four very basic ways to earn money quickly online in case of emergency or where an infusion of cash is needed right away. The article covers article writing, selling on Ebay, focus groups and freelancing.

You can read the article here:

<http://ezinearticles.com/?4-Ways-To-Earn-Quick-Cash-Online&id=544896>

Quite honestly, it's not all that easy. For starters, writing articles isn't a walk in the park. You need to have some decent writing skills to write articles for money. It's not like submitting any old garbage to directories. As for the Ebay method, Ebay is not as easy to sell on as it used to be. Many auctions end up with NO bids and it can be very frustrating if you're first starting out and going against Powersellers.

Trying to find a focus group is like trying to find gold in your backyard. Focus groups are not a dime a dozen and the good paying ones are almost impossible to get into.

As for freelancing, well, like the article says, you have to have skills. And even if you do, so many people underbid terribly on Elance.com and jobs that should be going for \$100 are going for \$10. You can't compete against rates like that.

<http://jjfast.com/pd-mag/key32/index.html>

If you REALLY want to make quick money online, the truth is, it's not that easy. The best thing to do is build a long term business.

My package "My Secret Articles" will teach you HOW to build that business like no other package will.

You can find it at:

<http://www.mysecretarticles.com/>

Sincerely,

Steven Wagenheim



And there you have it. You've taken an opposite position and at the same time, pitched your own product.

This is another very effective method.


### Method 3 – Comparison Method

Well, it just so happens that I did write another article that was a spin off of the article posted above and submitted it to Ezine Articles as well.

You can see the article here:

<http://ezinearticles.com/?How-To-Raise-Money-Quickly-For-Emergencies&id=661815>

I will also reprint the article here in case the site is down.



Let me start off by saying that I do not endorse this for somebody looking to build a long term business on the Internet. For that, you need to do a lot of planning and make sure that everything is in order and thought out completely. However, I do understand that things happen and sometimes we need cash quick. In this article, I am going to share a few things that you can do that will raise some cash quickly while utilizing the Internet to do it. It will take a bit of work to pull these off, but your immediate need for an income should be fulfilled by doing any of what will follow.

Quickest way to make money online is to rummage through your house and gather up anything that you don't need anymore. Head on over to Ebay and put them up for auction. You'd be surprised at what people are looking for. If the price is right, you can sell just about any item that you have laying around

<http://jjfast.com/pd-mag/key32/index.html>

your home. Don't have anything you want to part with? Go to a local garage sale and pick up a few things for a buck or two. Most of these items can be sold for a pretty penny, especially if they are old collectibles. Ebay is one of the best places online to pick up cash quickly.

Another great way to make money fast is to write articles. If you scan the Internet, you will find that just about every top site out there has tons of content. Most of the site owners just don't have the time to create this content themselves so they go to outside sources. Some go to article directories but some go to private individual freelancers. This is where you can make from \$3 to even \$200 per article, depending on your experience. Most articles only take about 30 minutes to write. So if you put in an 8 hour day, there is no reason why you can't make a hundred dollars for just one day's work. Yes, it's time consuming and it's hard work for a few hours, but it's quick cash.

Another way to make money fast is go to forums and offer to do odd jobs for people there. Depending on your skills, you could get lots of work. Many people are looking for proofreaders or just somebody to answer support emails for them. If you offer your services and accept what they're willing to pay you, there is no reason why you can't come away with a hundred dollars for a day's work.

Like I said, I don't recommend this for building a long term business, but if you need money fast for an emergency, these methods will work just fine.

To YOUR Success,  
Steven Wagenheim

Tired of busting your behind for peanuts online? Go to my web site and find out how I earn a monthly income that exceeds 5 figures and how I can help YOU do the same. Get your free report at <http://www.mysecretarticles.com/report.html>

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You will notice that there are some differences between the two articles. The first one lists 4 ways to make money quickly and the second one only lists 3 ways. Plus, the second article has a way that isn't even mentioned in the first article. There are definite differences between these two articles. This makes these articles excellent for method 3.

Here's what I did with this method.

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I just came by a couple of articles on the subject of making money quickly on the Internet. Because I consider myself quite an authority on the subject, I wanted to see what they had to say about it.

Here are the 2 articles.

<http://ezinearticles.com/?4-Ways-To-Earn-Quick-Cash-Online&id=544896>

<http://ezinearticles.com/?How-To-Raise-Money-Quickly-For-Emergencies&id=661815>

After reading each article, I can honestly say that I agree more with the second one than the first article, though neither is really as easy as the author makes the process out to be.

<http://jjfast.com/pd-mag/key32/index.html>

The first article goes over 4 ways to make money quickly. All 4 are certainly doable, but have major flaws with the approach. They're not so easy and the money, in some cases, doesn't come all that quickly, especially when you're either waiting for an article site to pay you, which can be weeks, or a focus group to pay you, which can be a month or more. It's just not that quick.

The second article only covers 3 ways, but one of them actually is quite good, going to forums and offering your services. In many cases, members in need will take you up on your offer immediately and you'll get paid relatively quickly.

So if you're deciding between the 2 articles, I would say to follow article 2.

If you want to follow the Ebay advice, which can be an effective strategy, you can check out a book I wrote about selling on Ebay at the link below.

<http://www.wagtunes.cashhosters2.com/biz/products.html>


There are a number of products on the page. The Ebay one is the second product down.

The truth is, making quick money online is not as easy or as quick as the author suggests.

If it was, everybody would be doing it.

Sincerely,

Steven Wagenheim



And there you have it. You simply plug in the URL for the product you're promoting that solves the problem that the 2 articles are addressing. This is an excellent method for appearing unbiased and presenting a truly helpful review.

#### Method 4 – The Mix Master Method

This is probably the most involved of all the methods, but it is also the most effective for 2 reasons.

1. It will give you the most credibility by providing so many sources of information.
2. You will be able to create the most number of blog entries using this method because you'll have so much information as source material.

<http://jjfast.com/pd-mag/key32/index.html>

And that really is the key to all of this. You want to build up your blog as quickly and as effortlessly as possible. These methods, especially this one, will do it.

Okay, this is how I handled this method for this article.

The first thing I did was to go to Google and try to find other articles and news items supporting or refuting the premise of the article. What you're going to do is point people to these resources in your blog and also give a bit of a summary on them as well, in case people don't want to take the time to read. One thing you don't want to do is point them to the resources until the end of your blog post. You don't want them moving away from your blog until after they have read everything you have to say.

Okay, how do you go about finding the resources?

Simple...The subject of the article is on how to make money online quickly. So I'll go to Google and find as much as I can on that subject by typing in...

"make money online quickly"

I found these resources:

<http://ezinearticles.com/?7-Top-Ways-To-Make-Money-Online&id=663562>

<http://ezinearticles.com/?5-Ways-Anyone-Can-Start-Making-Money-Online-As-Soon-As-Today&id=667302>

[http://www.work-at-home-forum.com/23\\_3481\\_0.html](http://www.work-at-home-forum.com/23_3481_0.html)

[http://www.articlepros.com/online\\_business/online\\_business\\_tips/article-85011.html](http://www.articlepros.com/online_business/online_business_tips/article-85011.html)

<http://www.gotlinks.com/earticles/articles/110491-make-money-online-selling-on-ebay.html>

<http://jjfast.com/pd-mag/key32/index.html>

[http://www.redsofts.com/articles/author/23249/title/1/james\\_lowe.html](http://www.redsofts.com/articles/author/23249/title/1/james_lowe.html)

That should be more than enough to get quite a few blog posts from.

The next step is to read through the articles and jot down the key bullet points for each. You're then going to comment on some of these. The more resources you use, the more blog posts you'll be able to make.

I'm going to show you just one particular blog post that you can get out of some of the above. Trust me, you could make dozens out of this information.

Here's what I came up with.



Title – Quick Money Online – So Many Ways!

If you frequent forums or go to message boards, you'll find many people who are looking for ways to make money quickly on the Internet. Quickly is the key term. It seems they're not so much interested in building a business as in making a quick buck to either pay off a bill, get out of debt, or keep the utility company from turning off their lights.

I just don't get it.

However, it's something that can't be ignored. So, I went out on the Internet to see what people had to say about making money online quickly. At the end of this blog post, I'll give you a few links that you can look at.

The one common denominator that I have discovered from going through all these resources is that most, if not ALL of these methods for making money quickly, have some flaws. Some are minor, but some are quite major.

For example, one article titled "7 Top Ways To Make Money Online", the author mentions online surveys.

Major red flag and problem with this method!

For starters, online surveys are not a sure thing. You have to fit the right demographic or you won't even qualify to take them. I tried surveys for 5 months and made \$10. Certainly NOT quick money, so I don't recommend it.

Another article, "5 Ways Anyone Can Start Making Money Online As Soon As Today" talks about starting your own web site and selling affiliate products.

As soon as today?

<http://jjfast.com/pd-mag/key32/index.html>

Are they kidding?

The amount of work involved with affiliate marketing is astronomical and you certainly won't see results in ONE DAY.

What I have generally found, unfortunately, is hype. People are telling you all these "wonderful" ways to make money quickly that fall into one of two categories.

1. They don't work at all
2. They take a very long time to make work.

Quick money is very hard to come by, but there are ways. Below, is a site that will show you an excellent way to make money quickly that really works.

Here's the URL so you can check it out.

<http://www.honestincomeprogram.com/tcawamg.html>

Below my signature, I'm including the links to those 2 articles so you can check them out.

There are no miracle cures here.

Sincerely,

Steven Wagenheim

Resources compiled from the following articles

<http://ezinearticles.com/?7-Top-Ways-To-Make-Money-Online&id=663562>

<http://ezinearticles.com/?5-Ways-Anyone-Can-Start-Making-Money-Online-As-Soon-As-Today&id=667302>

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And there you have it. Notice, I only used 2 of the resources I found and I only used one slant for this article. I could have pointed out the good ways to make money quickly from the articles. I could have rated each method. There is so much I could have done.

And...I didn't even touch 4 of the resources I found.

And the 6 resources took me all of 5 minutes to find.

Are you beginning to see the power of this method?

You can easily generate enough blog entries to last you days if not weeks.

<http://jjfast.com/pd-mag/key32/index.html>

The Mix Master Method is my personal favorite.

## Method 5 – The Instant List Method

This is a very simple method. All you do with this method is take the bullet points of the article and make comments on each one.

In this case, using our first article, we'll just make a comment on each method of making money.

Here's what I came up with.



I just read an article titled “4 Quick Ways To Make Money On The Internet” where the author gives a list of 4 ways to make money quickly. I'm going to list them here and comment on each one.

1. Ebay – Not as easy as the author makes it seem. Ebay is very competitive today and with the prices that sellers are “giving” away their products for, it's very hard to make any kind of real profit, let alone quickly.
2. Article Writing – This is actually a fairly quick method. The problem is that many people just don't know how to write. I'll take care of that problem later in this blog posting.
3. Focus Groups – These pay very well, no doubt about it. The problem is, it's very hard to get into a focus group because they open and close so fast. Plus, most focus groups take a while to complete, so the money doesn't come right away.
4. Freelancing – This can actually be very quick. But you need skills to be a freelancer. Most freelancing jobs involve either writing or programming skills. If you don't have any skills at all, you're going to have a hard time getting freelancing jobs.

For those interested in article writing, I have a resource that will help you a lot in this area. It's a book that will not only teach you how to write articles quickly but show you the best ways to market them.

Here's the URL so you can check it out.

<http://www.honestincomeprogram.com/tcawamg.html>

I have no doubt that it will help you out greatly.

Sincerely,

Steven Wagenheim

<http://jjfast.com/pd-mag/key32/index.html>

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And that's all there is to it. How much easier can it be than to just go through an article, make a list of the bullet points, list them and comment on each one?

It doesn't get easier than that. This is a dynamite killer and simple method for creating blog posts. This will take you all of 5 minutes.

### Method 6 – The Split Screen Method

Okay, it is very clear that you understand that in order to use this method, you need an article that can be broken up in a way where you have at least 250 words for submitting to the article directories (the usual minimum requirement) and then have enough left over to make a significant post to your blog.

Naturally, this will take some rewriting of the original article in order to get people to go to your blog to read the rest of it.

Here's how I handled this.

I took my article "4 Quick Ways To Make Money Online" and wrote up this section to send to the directories.

I will highlight the sections I modified

---

New Title – "Some Quick Ways To Make Money Online"

It happens. Sometimes life gives us a quick kick in the teeth and we're in a situation where we have to earn quick cash to pay off a bill or make a purchase of some kind. Even for people who have no desire to turn to the Internet to make a living online, there are ways to access the Internet where you actually can make quick cash to pay off that bill or make that purchase. This article is going to give you a few ways to earn quick cash online. These will pay off within a few days in most cases. Hopefully, you'll find something here that is just perfect for you.

One way is to sell something on Ebay. You don't have to become a powerseller and set up an Ebay store or anything like that. Simply look around your house for things that you no longer need or want, wrap them up, open up an Ebay and PayPal account, post an ad on Ebay and within a day, you'll have your sale. You can then transfer the money from your PayPal account to your bank account directly. It only takes a

few business days. If you have some great items laying around, you can actually make a nice payday out of it. Many people do this as their main source of income.

Another way to earn some quick cash online is to take part in a focus group. This is not the same as taking surveys. Focus groups do extensive research on whatever topic they are involved in and usually get paid very well for their participation. The pay range is quite great, but most focus groups will pay you at least \$50 for your participation and some as much as \$500 or more. This again, is something that many people do full time and make a nice side income from.

And yet another way to earn some quick cash online is to freelance at a place like Elance.com. Depending on what your skill is, you can make a quick killing by outsourcing yourself out to somebody looking for something to be done. Maybe you're a programmer. You can offer to do a simple programming job for somebody looking for a simple job. Maybe your skill is proofreading. If somebody is looking for a person to proofread their manuscript, you can make a quick few bucks doing that. Payment can be made to your PayPal account and again, just like with Ebay, you can have that money in your bank account within a few business days.

These are just a few ways that are just the tip of a very large iceberg. The Internet is filled with opportunity and there are a number of ways to earn quick cash online.

In my signature, you'll find yet one more way that is the best of all of them. To get the rest of this article and find out that best way, just follow the link in my signature.

To YOUR Success,  
Steven Wagenheim

For the conclusion of this article, please visit my blog at...

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Since I didn't actually submit this article as a 2-parter, I don't have a blog entry to put a link to here, but you get the idea. Just put in your URL after where it says "please visit my blog at..." and you're done.

Now, the next part is to create the actual blog post, which will be the conclusion of the article.

Here's how I would handle it.

---

Most likely if you've arrived at my blog, you're here because of my article that you saw called "Some Quick Ways To Make Money Online." If you didn't see the first part of this article, I'll give you the link at the end of this post.

The last way that I want to share with you for making quick money online is through article writing. The Internet is run by content. Every site out there is hungry for content. If you can put together an English sentence, you can write articles. The number of topics you can write on are virtually unlimited. All you need to do is concentrate on something that you're interested and write about 400 to 600 words on it, depending on the requirements of the site, and you can earn anywhere from \$3 to \$200 per article, depending on the demand for that topic and the site you write for. Most places will make payment within two weeks.

Now, most people will have some difficulty with this because they're not experienced at writing articles. That's okay. I've written my own book on the subject called "The Complete Article Writing And

<http://jjfast.com/pd-mag/key32/index.html>

Marketing Guide” that will not only show you how to write articles quickly, but how to market them effectively.

You can check out the site at the URL below.

<http://www.honestincomeprogram.com/tcawamg.html>

Let me honestly say that making money online in general is not easy. It requires work. However, there are certain methods that are easier than others. Article writing and marketing is one of the better ones, if not THE best.

Sincerely,

Steven Wagenheim

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And there you have it. Method 6 requires a little bit of thought as far as breaking up your article. But by doing this, you almost guarantee that people go to your blog to read the rest of the article.

6 killer methods for creating blog entries off of articles. The more content your blog has on it, the farther up the search engine ranks it goes.

It’s THAT simple.

# What Does It Mean To Flip PLR?

I need you to understand something. You can make a lot of money flipping PLR. And, you can do it very fast.

This report includes a set of techniques that we've used to make thousands of dollars very quickly the last couple of years. We're sharing some real secrets in this report.

The idea is simple and it'll bug you that it's so obvious:

1. Buy PLR articles, reports and ebooks
2. Convert the PLR to new PLR or MRR
3. Offer up the new PLR or MRR to buyers

In other words, you just need to buy PLR and use it.

Before you get mad and throw stones at me, I need you to listen to what I have to say. If you don't you'll be turning your back on hundreds of dollars this weekend. And, thousands each month.

There are 5 keys to generating huge profits with PLR. You need to know these secrets today to flip PLR mega cash.

I'm talking about ways to make instant cash but also residual cash through [multiple sales funnels](#). This is about generating instant PayPal cash right now and also residual money that comes in month after month on autopilot.

Understand?

Not only can you use PLR to generate cash today, you can use it to make money every single month. We're talking about autopilot, residual money. You can't beat it.

Like flipping a house, you buy PLR that can be quickly and easily updated.  
Then, line up the right buyer or buyers for your fresh, new, hot product.

I'm going to show you the secrets to maximize cash, again and again.

# Secret #1: Buy Low, Sell High

This is a lot less obvious than you might realize. A lot of people feel like the cost of PLR is directly related to the value you get.

This is wrong!

What matters is the quality, plain and simple. We've seen very high priced PLR that is total rubbish. We've also seen low priced PLR that is outstanding.

If you're looking for PLR and you run across expensive stuff, keep on moving. You might hear people say you get what you pay for, but that only sometimes holds true with PLR. You have to shop around.

The real key is to find reliable sources of PLR, where the authors take pride in their work. Listen closely to this advice: It's not about the price, **it's about the authors.**

For example, The Rhodes Brothers have the [Simple PLR Club](#) and we care very much about what we offer to our members. Every single month we offer up great content, and most products include free sales letters with PLR rights. You own the content and the sales letters.

My point is that if you want to quickly generate a great return on investment, don't spend \$300 on a PLR report unless you know it is outstanding and you're absolutely positive that you can make a quick return on your investment. Instead, buy low priced PLR, just like you'd buy a low priced property.

And, again like real estate, you make money when you buy. If you buy low, you are much more likely to earn a rapid return – or, at very least, break even if something goes wrong.

Of course, there's not much risk here. If you follow the secrets we give you, you are almost always going to make a huge return on your investment.

## Secret #2: Make Cheap Updates

If you've bought good PLR at a great price, you have already made excellent progress. Profits are around the corner.

At this point, you have a few choices. You can update the PLR on your own or you outsource the updates.

But hold on...what kind of updates? Typically people do NOTHING with their PLR. They either just let it sit, or they try to sell it without making any updates.

This is a rookie error. You must always update PLR if you are going to resell it. (Well, that is unless you use our secret membership method which I explain below.)

The point is that PLR is usually too generic. It usually lacks the extra punch you need to make huge cash. You have to update the content with your own thoughts, ideas and “secrets.”

Now, except for articles, I don't usually [rewrite PLR](#). Instead, I make minor tweaks to fit my writing style with super simple updates.

For example...

- I add editor's notes.
- I add references to books (with links to Amazon, as an affiliate).
- I pull in quotes from current events.
- I link off to Wikipedia or Yahoo Answers.
- I “mesh” PLR with PLR. If I have high quality articles with PLR, I take a couple minutes to rewrite them and then put them in the report for a huge boost of added value. (Ultra simple!)

You see, I don't re-write the PLR as much as I augment and boost it. This is fast, easy and simple to do. Look at that little list above and add your own ideas. It's as easy as following a recipe for cookies...

Oh, and be sure to link to your own products and services. That's free money. Link to your blog, reports you sell, articles you've posted, and so on. Push the traffic AND boost the quality of the report. Also, don't forget about [high quality affiliate products](#), either!

## Secret #3: Outsource the Updates

If the PLR report or ebook is really good, then you have a huge opportunity to make fast, simple cash.

What I've done several times is so easy. I just pay someone to create some graphics for me. (Cheap, simple, fast way to add tons of value.)

I use the graphics on the sales page and in the report itself. Similarly, I head to one of the free image web sites and grab some good pictures or images for nothing.

Caveat: Don't just grab something without first knowing the rights. Use only 100% free images.

I find that pictures of real things in the right context work best. For example, if you have a PLR report on dog collars, be sure to show a picture of a real dog with a collar, don't just add an image of a sunset or an ocean view. Keep it relevant and connect it to the topic at hand.

You can also put out a request on [RentACoder](#), [Guru.com](#), [Scriptlance](#), and other sites like that. You'd be surprised at how good some of that stuff is.

The point is simple, you can boost the perceived value of your PLR significantly just by adding some free or low cost images or graphics.

We get a lot of awesome feedback from people that have bought \$5, \$27 and even \$47 reports that were once PLR. I'm convinced that the graphics and pictures we used were the cause of this good news. The reason is that the feedback we received was about those images!

By the way, don't be afraid to outsource all the updates. We've bought PLR, had it re-written, had the graphics created, and sold the package to buyers over the course of just a few days.

We've made \$100's of dollars in a weekend doing this, for just about no work and very little money. Sweet!

## Secret #4: Make It Your Own

Many people simply buy PLR and try to resell it. For example, a common tactic is to take PLR (usually a Word document) and then convert it to PDF and then sell it. In theory, this is not a bad idea. However, there are two big problems:

1. Other people are buying the same PLR and they are doing the same thing that you're doing. You're not unique. You're creating competition for yourself.
2. You're not taking advantage of any other assets you have, such as web sites, blogs, affiliate links, and so on. You're losing out on extra money.

My very first recommendation is to make sure you change all the major pieces of the PLR. That is, you must change the title of the article, report, or ebook. These are the high impact, trigger points.

My second recommendation is to change every single header and subheader in your PLR material. Add your own special flavor to it.

If you [re-write your PLR](#) from top to bottom then you will do this naturally. You'll make it your own, fast and easy. You'd be effectively turning it into a unique product, which will maximize cash flow – but it will also take more work.

There are also other ways to brand your product. For example, buy a few similar PLR products or buy one mammoth PLR product that can be broken into pieces. Then, create a series of products. Example:

- Amazing Traffic Secrets: Part I (using Blog and Ping)

<http://jjfast.com/pd-mag/key32/index.html>

- Amazing Traffic Secrets: Part II (using Trackbacks)
- Amazing Traffic Secrets: Part III (using Comments)

That's just an example, but I'm sure you follow. You just create a series of reports that are all the same theme and create a series that people will want. Keep in mind that it's way easier to sell 3 products at \$17 than it is to sell one \$50 product. This is a HUGE secret to profits. **Repeat buyers.**

## Secret #4: Make It Your Own (Part 2)

I want to spend more time telling how you to make a lot of money with PLR that you make unique. This is critical to your success.

Sidebar: Be sure to closely read the terms of the PLR. You might be required to re-write the ebook or report by 30% or more to resell rights to the PLR. This is a safety mechanism that will prevent the market from being hit with the same product 100 times. I personally don't like this restriction so if I see that I am required to re-write, I don't usually buy unless the PLR is absolutely amazing.

Previously I mentioned that you can make cheap updates in a number of ways. Remember to take advantage of the quick and easy updates to your PLR.

One special way to enhance your PLR, while also making it your own, is to add an introduction. I'm telling you, this is magic. It's also a good chance to talk about other products you have to warm buyers up. You're doing something that is so easy...

It's extremely simple but many people ignore this technique. What you do is write a very personal story to the beginning of the report. Often this will be 2-3 pages long and it'll be something that directly relates to the PLR you're using.

People absolutely love personal stories. Such stories are motivational and inspirational. They also add special context to the report. What I mean is that you're setting readers up to find some real gems inside the PLR.

What we like to do is add caveats and sidebars, like we just did above. These extra pieces of content are very often related to the introduction. We reference some of the comments made in the introduction. These personal references add enormous value.

More importantly, they will save you a lot of time. Writing stories, caveats, warnings and sidebars is easy. At the same time, the value of your PLR goes through the roof. It's a no-brainer way to inject value into your report.

## Secret #5: Seek Out Unique PLR

A lot of PLR is being used by hundreds if not thousands of people. That's why we are always looking out for special and unique PLR. We know that unique PLR is easier to exploit for big cash.

Recognizing a problem, many months ago we created a PLR membership site that solves a huge problem: Most PLR does not come with any sales material.

To make this simple, consider that most time you buy PLR you don't have any way to sell it. You don't have any sales letters. So, we created the [Simple PLR Club](#).

We offer up three PLR reports every single month. You can do anything you want with this PLR. It's completely unrestricted and you can modify it, update it, or augment it any way you want.

Furthermore, we give you a free sales letter with most of our reports. Three reports, three sales letters. All you need to do is make small adjustments to the sales letter and you're ready to start selling.

Sidebar: If you want to know how to create a PayPal button for your sales page, visit the [Really Simple Method](#). We show you how to upload files using a free FTP program and we show you how to create a PayPal button. These are 100% free videos, no strings attached.

My point here isn't that you should subscribe to the Simple PLR Club. I mean, that would be great, but it isn't necessary. My point is that you need to look for PLR that comes with special benefits. You need to find PLR that is special and unique. Look for leverage!

Another example of “special” PLR is found at [PLR Newsletters](#). First of all, it's dirt cheap PLR. Second of all, it's totally unique content because you get newsletter content.

You can easily take that PLR and turn it into your own, special newsletter. Furthermore, you could restrict access to that newsletter and sell access. (Yes, a membership with huge cash potential!)

Hold on – I'll explain how this works in just a minute, OK?

# Selling Your eBooks and Reports

One of the secrets of selling online is based on the smart idea of multiple streams of income.

Usually people use “multiple streams” to mean that you should be selling different types of products and services, at different price points, to different audiences. While I agree with that concept, there's more to the story. I mean it in two ways:

1. [Sell your product in multiple digital marketplaces](#)  
(Use the [thanks50off](#) to get this at ½ price!)
2. [Sell your product using multiple PayPal sales funnels](#)

I'll talk about multiple funnels in a few minutes...

I want you to know that you should be selling your reports all over the place. You should be planning to attack through your own niche web site, your blog, and so on.

More importantly, you have to sell through multiple marketplaces. If you want big cash, you have to cast your net wide. Here are some places to sell your digital products:

- The Warrior Forum (WSO)
- eBay
- Clickbank
- Digital Point Forums
- Pay Dot Com
- Craigslist
- Payloadz
- Lulu
- USFreeAds
- E-junkie

There are many other places to sell your digital goods. I encourage you to grab [Where to Make Serious Cash Online](#) for a full list of places to sell. It's a highly recommended report that gives you very high return on investment.

# Flipping PLR with Style: Using Several Sales Funnels

Here's a way to quickly flip your PLR for fast money...

Do something with the PLR that no other person is doing; you're going to dominate the market for that product. The reason is simple: You're creating a new market out of thin air. It's beautiful.

Here are some easy to understand examples:

- If you buy PLR articles, convert those articles into an ebook
- If you buy a PLR report, convert it into audio or videos
- If you have audios and videos, create a membership site

It's very easy to take PLR from one "level" or one "funnel" and move it into another one. We've done this several times now and we've been able to take a \$10 investment and turn it into \$255 in just one weekend.

Here's what we did with a PLR report to make that money, step by step. It was deadly simple.

1. Bought a rock solid PLR report from a trusted source (\$10)
2. Converted the PLR report into two videos, Part I and Part II
3. Wrote a long sales letter and sent it to a small niche list
4. We sold the first video (Part I) of the report for just \$5
5. As part of the deal, we gave away Part II as a totally free bonus
6. We sold about 51 copies of the videos in 2 days

Buying the PLR report took no time at all. Creating the video was deadly simple using Camtasia.

Secret: To get Camtasia for free, [grab your copy here](#), install it, and then [request a registration key](#) from Techsmith. Hopefully this offer stays valid for a long time!

OK, so that's just one real world example of how we spent about 5 hours making \$250. Our list was small and the investment was small, but we still easily made \$50 / hour. Do you see the power here?

## Flipping PLR: Membership Sites

In this section I'm going to reveal a secret that has made us thousands of dollars with very little effort. You won't believe how simple this is and you'll kick yourself for not thinking of it yourself.

I'm going to explain step-by-step how you can use PLR without any re-writing to **create an autopilot membership site**. The secret here is worth hundreds of dollars to you; I'm serious.

This does take upfront work, but let me tell you, this is a true auto-pilot business opportunity that you do not want to miss!

You'll need either an autoresponder and PayPal or a blog and our simple [membership site creator](#). **Use the thanks50off coupon code for a 50% discount!**

I'll first explain how to do it with an autoresponder and PayPal...

Step 1: Buy great PLR that can be broken into many parts. For example, buying [PLR Newsletters](#) would work, or you could buy a very long report. You'll want at least 12 parts, but 52 would be better, or even 104 parts.

Step 2: If you're taking the autoresponder route, all you need to do is load it up with the PLR. We like to take PLR and create 2 messages per week (at least). That's why you want to buy some hefty PLR that can be broken into 104 or even 208 parts. That will allow you to release 2 or even 4 messages per week via email.

Step 3: Create a sales letter that talks about your membership site. Explain all the benefits of the membership and explain how you'll deliver all the content right to them via email. People love getting email that is high value, and yes, people will pay to get information by email. This works!

When people subscribe via PayPal you direct them to the autoresponder opt-in page. They subscribe and you're done.

This is easy and autopilot and it works. We make hundreds of dollars every single month in several niches doing this. Rock on!

## Flipping PLR: Memberships (part 2)

I just talked about using PayPal and autoresponders to create a membership site out of PLR material.

There's another model that I need to share with you. It's similar, but there are important differences. Once again, you'll create a membership site.

Step 1: Again, you'll need to buy great PLR that can be broken into many parts. You're going to use that content for your membership.

Step 2: You'll want to set up a Wordpress blog. You can load up several weeks worth of content ahead of time. You can load up an entire year. The blog updates itself according to the schedule you set.

Step 3: Use [membership site creator](#) to password protect the blog. You can do this manually by making adjustments on your server through your hosting account (e.g., [Bluehost](#)), but the membership creation tool is just so much easier.

Step 4: Set up sales page with a PayPal button. Once they subscribe, they'll go to the Thank You page you set up. On the thank you page, you'll send the buyers to their own account creation page that [membership site creator](#) sets up for you. (Dead simple!)

That's it!

I've got to tell you, this is so ridiculously simple. The Rhodes Brothers have made a lot of money setting up these simple memberships using high quality PLR.

This particular method takes just a few hours to set up. Better still, once you're set up, you'll be on autopilot for months and months.

Just [push traffic to your web site](#) and you'll be making money in no time. And, you'll make money every single month since you'll have subscribers and residual cash. By the way...

We tell you how to [drive insane traffic](#) inside the Simple Cash Blog. If you want to move up to the next level, take action now.

## Flipping PLR: Dumb But Easy and Fast

If you are the completely, utterly and 100% lazy, then I have the perfect PLR flipping technique.

Here you go, step-by-step:

1. Buy a high quality PLR report
2. Inject tons of affiliate links into the report
3. Convert the report into a PDF
4. Sell the report on eBay for \$0.99

You can be up and running on eBay with a powerful information product in less than 1 hour. I've seen it done in less than 15 minutes.

This method of flipping PLR is perfect for people who are looking for a way to [build a list on eBay](#).

If you have a simple little information product for sale on eBay you can quickly and **easily build a list**. By the way, you can also use the Simple eBay List Building method selling through other channels, but it's probably easiest through eBay if you want to get going fast.

Another similar method of selling PLR that hasn't been updated is to use DLGuard to create a mini-market of information products. You can set up a simple shopping cart of ebooks and reports in very little time. People like this stuff, especially if the price is right.

We've created a [shopping cart using DLGuard](#). Although these products are 100% unique you can see how a shopping cart can be set up with your own PLR-based information products.

(DLGuard does take an upfront investment, but it's a great tool.)

The bottom line is that you can take PLR and exploit it very quickly and easily. Just having it in a shopping cart makes it special and unique, especially if you offer the products at a great low cost.

Remember, you can simply buy PLR with unrestricted rights and resell it immediately. That's why the eBay method or the shopping cart method can work magic for you.

## Flipping PLR: Final Comments

This report is for those people that want to take advantage of a seriously good opportunity. There isn't a much faster way to make money than PLR Flipping.

You've just read a report that will make you hundreds of dollars in very little time. There are several flipping techniques; just pick one and run with it.

I'll end the report with a personal note. It's a recommendation that I've only given my close friends...

Don't just use one PLR flipping technique.

Make some short term cash through eBay, a shopping cart, digital marketplaces, or reselling.

Next, invest money in **long term PLR flipping**. Set up a membership site using high quality PLR and make money on autopilot every single month, with zero effort. Boom!

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It's getting near the end of 2007 and The Rhodes brothers are getting close to earning \$10,000 every single month. A good chunk of our success comes from PLR flipping, especially with memberships and multiple sales funnels.

The secrets are in your hands, now you just need to take action...

~ John S. Rhodes of "The Rhodes Brothers"

p.s. If you're serious about making substantial money in 2008 and beyond, then you need to consider [The Simple Cash Blog](#). I'm not going to "hard sell" you. Just take a look. Listen, it's 100% free to read our success story.



# Final Words