

# A Special Interview for Marketing Consultants

## 5 Ways to Profit with PLR

Brought to you by Maria Gudelis & Nicole Dean

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## About Maria Gudelis:



Maria Gudelis is a seasoned entrepreneur who has started multi-million dollar companies in the software, marketing, and real estate field. She holds an MBA from the Richard Ivey School of Business and was co-founder of the Orange County Forum for Women Entrepreneurs. You can check out one of her published books, [21 Ways To Use Social Media](#), over at Amazon!

## About Nicole Dean:



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help Infoproduct sellers to earn more money AND have more fun! She is an expert in Affiliate Management, Affiliate Marketing, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content.

## Resources from Maria:

**Want to know the ULTIMATE place to get GREAT PLR?** Check out this page:

<http://www.OfflinePLR.com>

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**If you'd prefer to listen to this interview, just click on this link to download the entire interview and listen when it's convenient:**

<http://www.blogtalkradio.com/maria-gudelis/2010/02/22/5-ways-to-profit-with-plr--maria-gudelis-interview.mp3>

**Maria Gudelis:** Hi. Welcome everyone. Today we have a fantastic world expert on the line today, Nicole Dean. It's all about five ways to profit with PLR as I interview world leading PLR expert Nicole Dean.

Let me tell you a little bit about Nicole. Welcome everyone also to the chat room. Type in your questions, because we want to make this a power hour for you. Nicole, she is a successful internet marketer, she's one heck of a writer as well, also blog and site content expert and all around fun person to know.

She lives in Florida with her much adored husband and two silly children. When she's not working or dodging hurricanes she enjoys reading, gardening, biking, hiking, canoeing, belly dancing, laughing often, and experiencing the joys of life.

Join me today as we tap into the secrets of PLR from one of the world's leading PLR experts, Nicole Dean. Nicole, did I leave anything out, would you like to add anything else about yourself? I'd hate it if I would have egg on my face and miss something important.

**Nicole Dean:** No, that's pretty much it. I've been doing internet marketing successfully since 2004. I have a blog at NicoleontheNet.com. I wear all kinds of hats and just love internet marketing, love online business, and love connecting with experts like yourself. I'm really excited for the call.

**Maria Gudelis:** Fantastic. You know what? As most of my audience knows, I kind of dig right deep into it so that everyone can get real value out of this. Maybe the first thing, if you could just tell me a little bit about how in the world did you first get started in internet marketing?

**Nicole Dean:** Well, it's a long story, but I'll make it a short one. Back in 2001, well September 11, 2001, as we know was a day that none of us will forget, so that happened and we all know that. Nine days later my daughter was born, she's my second child. A week after that my husband was laid off.

So, we went from one very nice income with one child to no income with two children, because I was a stay at home mom. Obviously, that was a spark that got me looking around. I started to go online and look around and see what I could find.

As we all know, when you're comfortable you tend to get a little bit less hard working and less motivated, so my husband got another job and I backed off. Then I kind of fussed around a little bit and took my time.

In 2004 I put up my first ugly little site. I look back in the Way Back When Machine sometimes now just to get a laugh, "Oh, that makes me throw up a little." But, it was still my baby. That was my first site and now I have about 100 websites. I've got a big online presence, all kinds of little money makers out there for me.

I do all kinds of things. I've been an affiliate manager for four years, I've been in the PLR business since 2006, I created my first info product in 2005, and they're all out there making me money. All my little helpers are out there doing their thing and now my husband works for me, my mom works for me, and I have about 10 work at homes and work at home grandmas that help me out in my online business and I help them to be able to stay at home and keep a roof over their heads as well.

**Maria Gudelis:** That's fantastic. That's great to hear, especially nowadays when a lot of people are sometimes discouraged when they watch the media or they don't know which way to turn. I think it's just fantastic to hear where you've come from and where you are today and just to give hope to a lot of people out there.

I just think this is fantastic, especially for stay at home moms or stay at home dads or just stay at home people like me who just like to go out and walk the dog whatever time of the day.

**Nicole Dean:** Yes, definitely.

**Maria Gudelis:** That's great. Wow, 100 websites, that's actually really fantastic. That's another call to see how you manage all those websites, all that domain management. Let me travel back in time, you mentioned the Way Back Machine, let's travel back in time.

You mentioned, I believe it was 2005, your first product or something. Do you remember how and when you made your first dollar online?

**Nicole Dean:** I think I made my first dollar online back in about 2003 or 2004. I started making baby bracelets. Then I created my first website in 2003 or 2004. I must have made that first dollar in AdSense, selling advertising, or making and selling baby

bracelets. I'm not sure which one it was, but I know at the same time I was excited, because I saw pennies trickling in from each one.

That's where it's so important in business to continually adapt and challenge yourself more and see what's working better, test, convert, and keep moving towards the bigger money.

**Maria Gudelis:** The bigger money, the big checks, that's funny. We've all got to start somewhere. Like any business that we start, the little dollars just as long as we know how to rinse and duplicate that, my famous R and D message.

How about this, why don't we get right to PLR? As you know, most of my listeners quite a few of them are in the marketing consulting arena, as in they own a marketing consulting company and they help local businesses or sometimes big fortune 500 companies increase their presence online, their sales online, their marketing message, etcetera.

One of the things that I really coach a lot of people on is the importance also of having a book and all that stuff. We'll save that for later. First, can you define what in the world is PLR anyway? I didn't know what the heck those three letters stood for a few years back. Tell me what PLR is, first of all.

**Nicole Dean:** Of course. PLR stands for private label rights. In this context it has to do with content, like articles, ebooks, small reports, audios, videos, or even software. Any of those things can be PLR.

PLR, this kind of content, comes with special rights that state that you can edit it to make it your own, so you can actually change it. So, an ebook wouldn't come in a PDF format it would come in a .doc, like Word for Windows, or even .txt file, it comes in that format.

I like to PLR or private label rights content drafts, because it comes ready and waiting for you to pour yourself into it and make something that's special to showcase you and your expertise, or to showcase the expertise of your clients. What PLR can do is to communicate your credibility to get people to know, like, and trust you rather than just viewing you as the sales person. That's where PLR really has a lot of value.

**Maria Gudelis:** That makes a lot of sense. Here's something, and you mentioned this prior to our radio show here, you mentioned that one of the common questions you often get is, "Is PLR ethical?" Can you kind of share your thoughts on that?

**Nicole Dean:** Yes, I would love to. If you look back at some of the most famous speeches in history they were written by speech writers. So, they weren't written by the president that said them or the public figure that said them. That doesn't mean they're any less valuable. In fact, they can become more powerful, because someone that's a very talented writer is crafting the message.

We may have something in our hearts that we really want to get out, but sometimes getting from what we feel and what we know to getting a clear message is difficult. So, having someone in between that can communicate better than or so that we don't have to do that while we can focus on other things.

Most of the best biographies in the libraries are ghost written. That doesn't lessen the value if you're working with someone that's talented and is a skilled communicator. To me, it's smart business assuming that you're still adding you, you're adding your examples, your stories, your expertise, so you are enhancing.

I don't like to say editing, I like to say enhancing the overall message. In my opinion, it's better to get help than to not to do it all. So, if the thing that is standing between you and getting your book done is the fact that you don't have time to do it, then that's when having someone help you can really speed up that process and make it happen.

I would really miss out on a lot of great reading if there wasn't such a thing as ghost writers and people to help get the messages out of these great people that are trapped inside. That's my opinion on PLR.

**Maria Gudelis:** Okay. I've been using PLR probably for the last two years and I absolutely love it. There's just so much great, I guess it's a jump start is all I can say. Because a lot of us are marketing consultants on the call, whether it's for one of our clients and we're developing some kind of free sexy offer to convince someone to sign up to their list so they can start building a customer or prospect database online, or whether it's writing a book for yourself, or whether we're writing special reports, again for that free sexy offer or charging money for it too, making money with PLR.

I'm kind of leading you into this, Nicole, because I think a lot of people can benefit, all the listeners right now can benefit from this. There's no doubt, I think you would agree that PLR is great for lead generation and becoming a lead generation magnet with free reports for our own consulting business or even for our clients as we build their online marketing systems. Can you comment a little bit more on how we could use your PLR, for instance, because I know that I've setup for everyone and our listeners on the call a redirect, just full disclosure my affiliate link to your wonderful business that you own. If

everyone goes to [www.offlineplr.com](http://www.offlineplr.com) that's your own business that you provide PLR services to.

If you can comment a little bit on the value of using it for a lead gen magnet and maybe if someone were just starting today their first time ever buying PLR, how should they best use it for lead gen magnet? If I could lock you up in a room and let no secrets get out, even though everyone is listening. What would you say would be the sexiest things to use with your or other PLR for great lead gen magnets? What are the secrets of that?

**Nicole Dean:** Oh, goodness. The five ways to profit from PLR, the questions I got and I know the things we're going to cover here today, each of these has two sides. Like you said, it has to do with what you can do in a marketing business with PLR, but also how you can help your clients with their business using PLR. So, each of these questions really has a Part A and a Part B.

We want to look at it from getting the most out of PLR, in my opinion. So, the lead generation magnets, first of all, as you said, one of my favorite words is sexy too, you need to have a sexy title. If you get PLR from a site like mine you'd want to create and draft a sexy title for your report, obviously.

The lead generation magnets really have to do with likeability and the laws of reciprocity. You're giving something to someone and you're hoping that they'll see the value in it, they'll be enticed by it, impressed by it, and then they'll want to give you something back as well as trust you enough to do business with you.

Some of the things that you need to do are to create that sexy title on that front page and make the report. All of my article packs at my PLR site are written in a series, so they're very specific. You'll have five to ten articles that are written to create a report. Even if they're a pack of articles the titles are drafted to work together so that you can easily just open the document, it's a .doc, strip out our front page that lists the titles and some ideas for it, take that off, and stick your sexy title up there.

Then what you want to do is add a page that's about the expert or about the author, about our business. Have that page about why your business is special, why you have credibility, why they should trust you. Then if you'd like you can have a special offer on the next page before they get to the content, or you can have it at the end. But, you really want to have a call to action at the end of that document.

Don't just give them the content with your name and phone number on the bottom of every page. Make sure that you have a call to action at the end that says, "Do business

with us. Here's why," but of course sexy, and if you have a copywriter have your copywriter help you draft that offer and help you craft that offer or use some of Maria's information that she provides in her membership site. I know she also has some great templates for how to get people to do business with you.

**Maria Gudelis:** All right.

**Nicole Dean:** Copy those into the end of the report there. Also, make sure that the bottom of the page says, "Yes, you may share this with a friend. Yes, you may share this with your coworkers. Yes, you may share this with other business people. Don't be stingy."

If it's a free report, then give them permission to pass it on, because often times they won't understand that they can. But, if they are then that can help get you additional business.

**Maria Gudelis:** That's interesting that you say that, because I almost think that would be great if you could include that somehow somehow or something, but a checklist like that in that lead gen magnet, because I even forget that. I should just make my own checklist too, but that's really powerful. Make sure you say, "Share this with a friend," or, "Pass this along." I often forget that.

I love fact too for building instant credibility that kind of a page in there and then the calls to action. You brought up something that was kind of off the five ways to use PLR, but it brings something to my attention. When we allow them to share with a friend, etcetera, that's fantastic.

Have you ever seen, because sometimes especially if they paid 5 dollars for it, they might not think they can do that. I'm going to ask you point blank. I guess it depends on their business model, but I'll just ask you. Would you recommend that they could make that more into a 5 dollar report if it's really good?

I've bought some of your PLR content and it's fantastic. You've got one great report that everyone on this call should grab, or all the listeners. I just love it, there's lots, but one specific for grabbing local business owners as clients, you have a Common SEO Mistakes PLR report.

But, about sharing with people, let me go back to that. Do you recommend that sometimes you charge 5 dollars for it instead or give it out for free, or is it kind of a 50/50 depends on what that person wants to do in their business? What are your thoughts on that? You've seen so many people and you've touched so many people with your PLR. What have you seen people do?

**Nicole Dean:** Well, it really depends upon your purpose for that. I know we're going to be talking about your bump system later and creating the low ticket priced items. Those I would not say, "Pass on to a friend," because if somebody paid for it you want to let them know that it's valuable, they may not pass it on, but they can refer people to where they can buy it.

But, in your lead generation ones if you're trying to get it be viral and if it's a piece that you've moneyed it up, moneyed the heck out of it, then you want to market the snot out of it and you want to let people know that they can spread it around. I do this with free reports all the time and you'd be surprised if you give someone permission what they will do with your free content. They'll plaster it all over the place if they have permission.

**Maria Gudelis:** The first way to profit with PLR, great lead gen magnet, let me just add one more aspect of this before we go to the second way with your great content. The lead gen, just to let you know what's another great fantastic tactic if people want to get business clients they can literally charge four figures to help them with their internet marketing online, like your local chiropractor, your local dentist, etcetera.

What one of my students did, which was pretty slick, he used PLR, a PLR report in fact. He actually sent as part of one of my campaigns he sent a campaign to dentists in his area, but what he said on the bottom of the script is, "Call me now and I'll also give you a free copy of my XYZ report," which was the PLR report.

So, that's the other thing. A lot of people might want to combine it with other marketing methods as your lead gen. That got him the appointment with that dentist, it was great.

**Nicole Dean:** Definitely. In the same line, if you don't want to say, "Yes, you may pass it to a friend." you can have other call to action. If it's not, "Pick up the phone," because someone may have gotten this without signing up it could be, "Sign up here to get additional information." It can be whatever it is that call to action is that you want them to take.

If you're making it a free viral report then you may want the call to action not be, "Pick up the phone and call me," you may want it to be, "Go to this page and get an additional report, which is 10 Questions to Ask Before Hiring an SEO Expert," and it has your number on the top and bottom.

There are all kinds of different funnels you can setup, and you want to test them and work them different ways and see what's the most effective for your market, definitely.

Again, with the lead gen you can do the same thing for your clients. So, absorb this information about how you're going to put it into your own business, let it sit, and then later on today think about how you can also implement in your client's business using PLR as well.

**Maria Gudelis:** Right. That's great. We've got a few people in the chat room. Thanks for all your great comments and questions.

Loretta actually is on saying, "Hi, Maria and Nicole." Glad that she caught the tweet going by so she could pop in and listen. She says, "PLR gets me out of my writer's funk at least once a week. I don't think that I'd ever finish writing anything without it."

**Nicole Dean:** Yes, I agree. A lot of people feel that way. It's so much easier to stare at a draft than at a blank screen. Some people just buy my PLR so that they can get in and just start hacking away at it. It looks nothing like how it started when they're done with it, but they just use it to get over that hump of having to figure out what that first sentence is going to be.

**Maria Gudelis:** Right.

**Nicole Dean:** However you use it, if it saves you even a little bit of time it's so worth it in our businesses.

**Maria Gudelis:** Absolutely. The funny thing is, have you come across this? Some people think because it's PLR it's not good quality. I sent off before I even really, what do you call it, massaged it around and added my voice I sent it to someone who could distribute it to a lot more people under my company name, kind of a JV or something, and the funniest thing is they came back and just loved it. So, kudos to your quality of the PLR.

Let's go down into the second way to profit with PLR, building a relationship with our prospect and customers by tweaking the PLR for our email autoresponders. Can you comment on that, because you've got some content for that as well?

**Nicole Dean:** Thank you. We do try to have available ecourses that come with PLR rights, so rather than having to come up with your seven day ecourse or your five day ecourse, even 10 day ecourse, you can just grab ours and use that as a draft. We just sold out of our last ecourses, except for we have a fitness one available right now. We'll have more of those available soon.

You can use articles, because let's face it, most of our follow up systems end way too soon. You should have at least six months to a year in your follow up system for most

businesses. 99 percent of us don't. So, PLR is another way that you can continue to add value, continue to stay in touch with potential clients, and continue to stay in touch with actual clients.

It's important to stay fresh in your prospects minds, because you want to convince them that you can solve their problems and that you're knowledgeable and trustworthy enough to do so. By either buying a prewritten ecourse that you can load up on your site if you don't have one or to buy articles that you can load in, seven articles, five articles, or to load in a free report.

What I like to do is to load in five articles and then on the sixth message say, "Just incase you missed any of those, here it is in a PDF. I know you're busy and you may have missed one or two of the messages, so just take this, print it out, and enjoy." That way you're getting double use out of the same content and you're acknowledging that they're busy, acknowledging that they may have missed one, most people do, and you're giving them another opportunity to read your marketing message.

So, that's another way you can use that in your lead gen, plus you can do the same thing for your clients.

**Maria Gudelis:** Yes. The arbitrage, like fitness for busy lives. You're only charging 10 dollars for 10 PLR articles, and so yes, if I had a fitness expert as one of my clients I could easily, "We're going to set up a whole automated customer retention and acquisition system for you. That's going to involve 10 articles written for fitness for busy lives that your audience would like. That will be 500 dollars." The mark up is incredible.

**Nicole Dean:** Also, the other thing that you can do is you can put it into your customer follow up and promote other people's stuff. You can use it to also build your affiliate income, which we don't all want to trade time for money, so that's another way that you can use this to profit more by including affiliate recommendations inside the content for other products and services that your customer wants, needs, and can benefit from.

**Maria Gudelis:** That's great. Thank you, by the way, for that tip about on the sixth email in the autoresponder just send out that email saying, "Just incase you missed it, here's a PDF of the prior five articles." As a user would prefer that actually, because I get so many emails. I'd much prefer a PDF that I can just download and then peruse at my own leisure.

**Nicole Dean:** But, if you get the PDF first you may put it aside, because you don't have time.

**Maria Gudelis:** Right.

**Nicole Dean:** That's why I like to go the other route and say, "Here's piecemeal and because I know you're busy and I know you probably missed one of the messages, or all of them because you're busy, here it is again for when you have time."

**Maria Gudelis:** Right. The other thing, I guess why don't we talk about repurposing the PLR. Most people are comfortable with their voice, it's so easy just to record an MP3 also of the PLR and then give out free audios or maybe a free CD. You could even turn it into a video I guess. Just the things we can do with the PLR is just fantastic.

**Nicole Dean:** I actually had one of my customers turned a PLR article into a quiz that she used. It was a health quiz for breast cancer month. It was quiz about five warning signs or seven warnings signs and she turned each one into a different screen that walked people through a quiz. Then on the last page it said, "Sign up to get more information." It gave the results and said, "Sign up to give more information on healthy diet and how you can get more antioxidants." It was very clever, very well done.

It's funny, because people send me stuff. They'll use my PLR and then send me a thing going, "Look, I used it." I just love it.

**Maria Gudelis:** I think that's great too, because I think all of us, every listener on the call who has bought PLR in the past is probably guilty of it collecting virtual dust on our hard drives sometimes. So, I think that is good.

Lisa Marie on the chat room is saying, "What a great idea." That is a great idea to do the quiz like that. That got me once. I know probably not too many Americans will know this person, but Jillian McKeith is pretty famous in Britain and in Canada, she has her own show You Are What You Eat and that's how she got me into a 15 dollar a month kind of fitness health membership. She had this quiz and you couldn't get the results until you signed up. It was brilliant marketing.

**Nicole Dean:** It is.

**Maria Gudelis:** Then the sign up was in order to get the results, but the sign up is not just one month for 15 dollars, you have to commit to three months. I was like, "Whoa. This is the best marketing I've seen in awhile."

Well, let's go to the third way to profit from PLR. I know really we've probably distilled about 10 ways within the first two ways, but let's talk about the big C, credibility. As you know, I'm a huge fan of anyone, any listener right now, I don't care what business you're in, what niche in, whether you're a consultant, whether you're a full time internet

marketer, whether you're just the most awesome domain and website flipper in the world here on this call, we all should have a book published on Amazon.

So, why don't we go into that a bit? I've had a lot of my students asking me that question, "Should we use, can we use PLR to get a little help?" publishing their book, because people sometimes frankly get into analysis paralysis and just don't get it done, whereas others can get it done in 30 days. Just talk to us for a bit. What would you recommend, Nicole, on say using your PLR, because you have great stuff, if someone were to go to your site right now at [OfflinePLR.com](http://OfflinePLR.com) which is my redirect for the affiliate link to your site?

If someone were to go there what would you recommend if they buy some of your article packs or special reports if they want to turn that into a book on Amazon? And tell me about the rights, because I don't want to also get you mad. Tell me about what kind of rights I have if I go do that.

**Nicole Dean:** Be careful, I'm a tiger. Roar.

**Maria Gudelis:** You're going to come up from Florida to the cold Canada snow. I don't think so.

**Nicole Dean:** First of all, I have to say that if one of your potential clients has three people lined up and you're one of them, and they're interviewing all of three of you, three marketing companies that they're considering hiring and you're one of them.

Marketing company number one comes in does their spill, gives them their card. Marketing company number two comes in, gives their spill and gives them a card. Then you come in as marketing company number three and you give a spill, less of a spill, let's say you bomb your spill, but you say, "Thank you for having me." And you go, "Thump."

Your business card is a book. You just won. It really is a powerful business card.

**Maria Gudelis:** It really is.

**Nicole Dean:** Nothing says credibility like smacking your book onto a potential client's desk and saying, "Well, here's my business card." So, just the word author beats your competition hands down. It doesn't matter price, it doesn't matter the spill they gave, you get an advantage right there. So, do it. Listen to Maria and do it.

As for using PLR, definitely. I have friends that are published authors and they've given me copies of their books and I've said, "Hmm, that chapter looks familiar."

**Maria Gudelis:** That's funny.

**Nicole Dean:** Which is great, it's fantastic. Like I said, if there's something standing between you and profit push that roadblock out of the way. If PLR can help you push that roadblock out of the way then push it out of the way.

So, yes, I would recommend getting your idea for your book, jotting down your chapter titles, and then seeing if you can slide PLR into some of those chapters. You can always edit, always change it. It's a fantastic way to help you become a published author.

Now, with the print on demand at Lulu and Amazon there's no reason not to be. I'm working on mine right now. I'm hoping to have it done in a few months. So, do it.

**Maria Gudelis:** Awesome. So, let's get into almost like a live case study on here. I went to your site and I clicked on the PLR special reports that are available. Another one is hiring subcontractors in your virtual assistant business. So, say I'm targeting how to train people how to be a virtual assistant and I want a book on that so I can look like a rock star.

So, I buy it for 15 dollars. What do I need to do? What kind of rights do I have? How do I word this properly, because I want every listener to really understand how to best maximize your PLR? What would you say the best way to maximize it if someone right after this call went over to [OfflinePLR.com](http://OfflinePLR.com) and bought this for 15 dollars, what would be the next step that they should do to get this thing up on Amazon?

I would recommend, obviously adding more content to it or something, hooks and books. But, because it's your PLR, what do you want to see happen? So, that you don't kind of get mad saying, "Come on, you should have at least changed a couple words here." What would you say?

**Nicole Dean:** I would say to use each article to draft a chapter.

**Maria Gudelis:** Okay.

**Nicole Dean:** If the topic is broad enough. Usually what I personally do is I'll read a paragraph and then I'll ask myself two questions. How and why? First why, then how. Then I'll answer it after that paragraph. Then I'll read the next paragraph, ask myself why and how. Then I'll answer those two questions under that next paragraph. Go to the next paragraph.

If you continually do that and then go back through and include examples, so under why give me an example, how, give me an example, you can fill that out so fast. Plus then it's out of your own brain, but you don't have to start from scratch.

You have a couple options. You can either slide in the PLR into a chapter and write areas around it in the other chapters, or you can use it to make each article a chapter, depending on what you're trying to accomplish with your book and how in depth you want to get. That's how I like to really expand upon PLR, just asking myself those two questions and then including examples as I can.

**Maria Gudelis:** That's actually really good. Let's dissect that for a second just so everyone understands it, because sometimes, Nicole, in audio the message into the brain maybe doesn't sink in really well.

The why and the how, let's dissect that for a second. Give me an example of that. Let's go to the SEO Mistakes one, because I actually I love that report. Common SEO Mistakes, search engine optimization mistakes. Now, that's a report, sorry, let's go to one of your article packs. Let me pop back up to your article packs here.

I saw one that was really good for consultants. Promoting Your Business, that's for anyone, that's so generic. Say there's five articles there on promoting your business. Let's say one of the articles, what do you mean the why and they how? Do you mean the title should be why and then whatever title you had for that article, kind of you add that to the end?

**Nicole Dean:** No, not quite. In that pack specifically, the how to generate more web traffic I would probably make each article a different chapter, because each one is kind of a different method if I'm remembering correctly. I'm not in front of my computer.

But, what I would do is read a paragraph and then ask myself why and how. For instance, let's say I'll read my notes here, nothing says credibility like smacking your book onto a potential client's desk and saying, "Here's my business card." If that was in the PLR, I would say, "Why?" Well, because your obviously an expert, because you have a book. I'd start to explain that.

The next question would be, "How?" Well, here's how you do it. You write your book, possibly using PLR, and you have it in a .doc or even in Open Office format, and then you go to Amazon.com or LuLu.com. So, you start expanding.

Then you go back up to what you just wrote and ask, "Why?" Well, you go to Amazon because they have credibility, you can get listed. "How?" Well, actually I didn't tell them that. Let's go here. Here is a link where you can go to Amazon. So, you keep digging deeper and deeper answering the questions that your reader is going to have.

Does that make sense?

**Maria Gudelis:** Yes. That actually makes really good sense. Thank you for sharing that. Believe it or not, I just kind of went through with a lot of my clients a 90 day challenge of get published, get clients fast, I did find that some of the questions that a lot of people wanted to have answers to were that detailed. So, that was very helpful that you went through that. I love the fact that you did that.

I guess the other aspect when you publish your book, I'm not even going to say if, because everyone on this call right now has just got to get off your ass and get your book published.

**Nicole Dean:** Yes.

**Maria Gudelis:** So, when you have your book published the other thing we could use with PLR is as that hook, like in mine. I always teach to have hooks in your books, and mine is a CD audio type thing, go to this site to get your free CD and that's how then I can collect their emails for lead gen. So, that's fantastic.

I think we covered that really well. I think if everyone doesn't understand the value of that, comment on [Nicole on the Net](#), comment on my blog, most of you know that, [MariaGudelis.com](#), because we'd love to see you be successful out there and why not use PLR to jump start your book stuff.

Before we jump to the fourth way to profit from PLR, which is my I love the bump system. We'll talk about that. I just want to comment on a few things in the chat room. Linda is saying, "I went through the whole outsourcing membership course by Jimmy and Nicole and it was awesome. You both are super women. I love the way they sent out a catch up email to download missed lesson. Thank you for all your hard work, Maria and Nicole." That's from Linda.

**Nicole Dean:** Thank you, Linda.

**Maria Gudelis:** Yes. Vegas Greg is saying, "Using each article as a basis for a chapter is a great idea. The how and the why helps expand the content. Great tip."

Thanks, guys. I'm loving that you guys like all this and the tips, because believe it or not giving us feedback makes the value of this call better for you as well, because if we know what you're digging and what more information you want then we can kind of share that today on this. So, fantastic.

Let's get to the bump system, using PLR for low ticket price items to create a list of qualified leads, which is paying customers, and then bump them up. I kind of left that

way to profit from PLR vague so we could just have an open discussion on that. Is that cool?

**Nicole Dean:** Yes, of course.

**Maria Gudelis:** So, why don't you go first, Nicole? I'll put you on the hot seat. Just kidding. You see this so much, because you're surrounded by so many internet marketers, you go to a lot of the events, and you've done so well, you've been full time for so long online. Talk to me about if nobody has a bump system in their business, they're crazy, right?

So, let's talk a little bit about that, because I think that's what PLR is fantastic for and I have kidn of just grabbed onto that big time over the last two months, especially with a lot of 5 dollar and 7 dollar things out there, because I'm just bumping, bumping, bumping, and planning to even with a sales floor.

Can you comment on that, because I think your stuff and again, just PLR in general is just fantastic for people to start using?

**Nicole Dean:** Absolutely. There are a number of ways that you can use PLR to create your small products to build your paying customer list. One of the things that we could do, for instance with this call, we've got this audio. What would we do with PLR? Well, we could do a couple things with it.

We could create a bonus that we gave to affiliates that could sell it and say, "If you buy through my link you can get this bonus." So, we could provide that to some big time JV partners in order to get a boost of traffic to our products, build our customer list very quickly. You can use PLR to create it, of course you can create your bump product with PLR.

You can also use it as a bonus that you just include with your PLR or a surprise bonus to help retain your customers, help decrease your refunds, and you can also use PLR in your customer follow up after they've purchased to make sure that they consume the product and that they've enjoyed it, because 90 percent of people that buy your stuff will never open it. They'll never apply it.

Unless you can get people to open your products, read through them, or listen them and implement them, then it's harder to convert that person into a loyal forever customer that's going to buy everything that you send out.

Those are just a few real quick ways that you can use PLR in creating or in magnifying your bump system.

**Maria Gudelis:** I love it. That was great. The other thing that I've seen one very well known internet marketer do recently, which I thought was just brilliant was have a 17 dollar product and then when you went for the download it was in a zip file and there was this huge ReadMeFirst.txt file. Most people, it's a neuro-linguistic programming thing, people actually want to be told what to do in a weird way, so of course even I did it. I went, "I better click on that."

I did and it was brilliant. It wasn't the product it was just this, "You've got to click here, there's this amazing thing here." I click on it and it was for 150 dollar product that he was an affiliate for. I thought that was really smart, because a lot of people just get a lot of free subscribers, right? That part is kind of the simple part to do, where on your blog or on a squeeze page you get free subscribers for some free material, but they're not really a qualified lead yet.

Believe it or not, making them pay 5 dollars, 7 dollars, 17 dollars is actually huge, because consciously they've already taken out their wallet, they've already said, "I know, like, trust you. I'm willing to try know, like, trusting you." It's a throwaway dollar amount so to see, less than the cost of a pizza and some drinks or something.

So, that's why it's great for that bump system, because then you use that to bring them to the next bump, whether it's 47, 97, 147. Have you seen anyone use your PLR or other PLR for even high bump systems, like even for like 500 dollars, 1,000 dollars? Would you recommend it still being kind of more at the lower price part of your sales funnel in the bump system?

**Nicole Dean:** Well, I know that PLR has been included in products that have been that high, but I don't know if it has been the entire product creation. In fact, I would doubt it. At a higher price point like that I would think that there was more video or some personal one on one coaching.

**Maria Gudelis:** Right. I just thought I'd ask, because you might have come across that. That was great.

**Nicole Dean:** It also is really good for up sells. As you were saying, you have someone hit the buy now button and right there you can say, "Here's this other one for only 5 dollars more." Test to see if that gets your purchase point from the original five dollars to double right there too. That's very effective.

It also works great for thank you sales. I don't know if you've ever heard of that. You don't even need sales pages, you just bundle a series of your reports into an offer that

they can't get anywhere else at a big discount and send it out to your list as a thank you or loyalty sale, only customers are seeing this.

So, customers that have only bought one or two of your things will then go and buy the bulk even if they already own a few of them, because there's no where to compare the value of what they're getting and they want those other items, but it costs them less to get it through the thank you sale than to go out and purchase them individually.

That's a very effective method. We run those a lot. I think my friend Susanne Myers learned that from Frank Kern. Every time we do it we make some good money, so that works as well. It's been tried and tested and proven.

**Maria Gudelis:** That's fantastic to hear. Actually, that's a really great tip, absolutely. Thank you for sharing that with everyone. So, now, let's get to the fifth way to profit from PLR. What it is I've left it a mystery and I just kind of wanted you to share your thoughts. What is a little known secret about how to use and profit from PLR that our listeners might not know about?

**Nicole Dean:** You're putting me on the hot seat again. It's getting steamy here.

**Maria Gudelis:** I'm going to have to ship you a bottle of wine after this call.

**Nicole Dean:** A case of wine, please.

**Maria Gudelis:** Oh, okay.

**Nicole Dean:** That should last me a few days.

**Maria Gudelis:** You're funny. I'll hit Trader Joe's next time I'm in Vegas. Okay.

**Nicole Dean:** As far as secrets, I've been doing this since 2006, so I don't know if there are any real secrets left, but there are just countless ways to use PLR.

I've seen my clients turn the PLR that they purchase into outlines for Power Point slides, and then use those Power Point slides to generate presentations. They use those to get more clients and even to record info products and videos to create more products to offer. Then, of course, they can take those videos to create high ticket products to sell via a service like Kunaki or Disc.com and sell on real DVDs or CDs.

Another fun thing that I was thinking of would be to create a customer of the month special and load all of your audios and videos onto an iPod, or to load all of your audios and videos that you created from PLR onto an iPod or onto discs, DVDs or CDs, and then present these as gifts to your clients for referring other clients to try to get your

clients talking you up more locally and referring more clients to lessen your marketing efforts.

You can also teach your clients this method and help them to do the same, to create videos, audios. One of my coaching clients right now is a chiropractor and he's got a fantastic product. It's starting to make them money, hopefully enough to replace their entire chiropractic business income, to double their overall income, just by creating info products.

They didn't use PLR to create theirs, because actually it's a workout thing, but they're using PLR for bonuses. They can use all kinds of stuff like that to generate even more affiliates. I've used PLR to generate affiliates as well. So, there are all kinds of different things you can do with PLR. It's just a matter of opening your mind and seeing the possibilities there.

**Maria Gudelis:** That's great. You intrigued me about the chiropractic client. That's actually, I love to hear that, because I have some chiropractic clients. They're so stressed most of them, and they really do care about the person. Sometimes because they care so much about people's health they don't really run their business like a business.

So, actually it's great to hear that success of a chiropractor making the same type of income from the information product. Most of them have a lot of good knowledge in their head, so that's a fantastic success story.

**Nicole Dean:** Definitely. They're experts. We all have a great deal of knowledge in some area. It's just a matter of getting that out. If PLR or hiring ghost writers can help you do that or hiring a coach, like you, to help pull it out of them and get their content out there, then that's what they need to do.

**Maria Gudelis:** Right. That's fantastic. So, one thing that I'll just add to the secret, and you've already kind of eluded to it or said it too, about the continuity and stuff. I am testing out and I know most of listeners right now haven't seen it or may not actually, because it might be another niche segment, but at any rate I am testing out some PLR using the Wishlist membership sites.

It's a series I've converted some of the PLR content into videos as well, so it's great content. I'm just deciding the pricing point and seriously it could be anywhere from 47, 97 or up to 1,000, because perception matters. Right?

**Nicole Dean:** Yes, it does.

**Maria Gudelis:** So, when you compare it to the video and audio, oh my God. We're spoiled as internet marketers, because a lot of us think, "Oh, we should only pay 47 for that, or 97." We're spoiled, because we've got so many offers coming our way, we know where to get usually information products and great information for a little less.

For the majority of people that are just learning how to get online or maybe, like you said, the chiropractor that's creating info products, the price can be quite a bit higher. People might pay instead of 7 dollars it might 147 dollars for the 10 Top Secrets to Finding Healthy Water or something like that. I don't know.

I think it's a mindset issue that sometimes as internet marketers get too spoiled by the lower prices that we pay for things. We've got to knock ourselves in the head sometimes and realize that the majority of the world out there, the value you're giving to them is worth a lot more than just the lower ticket item. If that makes sense, I don't know if I just went on too much.

**Nicole Dean:** I agree. Continuity programs, that's another great use for PLR, you're absolutely right. Whether you're hosting an interview like this every month that you're giving them plus supplementing with PLR or if you're just using the PLR, however you do it as long as you're solving a problem for people and giving them value they're going to be thrilled with it.

It doesn't matter whose head it came out of if it's good stuff. It can help solve problems for people, so use it. Do it.

**Maria Gudelis:** Absolutely. I'm just checking the chat room here. John is saying, "One less copy of Common SEO Mistakes available." Gotta love that.

You know what's great about that, Nicole? Maybe we should have a race, John and I, who is going to convert it to audio first and get it on Amazon right now. `

**Nicole Dean:** Love it.

**Maria Gudelis:** One quick thing, going back to Amazon and we'll continue with a couple more questions I want to ask you before we end this call. Create Space is what I recommend for people who are going to do a book on Amazon, because Create Space is owned by Amazon.

I actually prefer that over LuLu right now, because it gets you right on Amazon and you can not only pop a book in front of your potential prospect or customer you can say, "Actually, this is on Amazon. Here's where to buy it." That's just such huge credibility.

**Nicole Dean:** Yes. It's less expensive than LuLu right now.

**Maria Gudelis:** Yes. Got to love that print on demand. Here's something that a lot of our listeners might not be aware of. Can you kind of tell us what are some of the pitfalls our listeners should be aware of and how to avoid them in regards to buying PLR?

**Nicole Dean:** Yes. There are many, unfortunately.

**Maria Gudelis:** All right.

**Nicole Dean:** Poorly written PLR. Obviously, if you're going to have a shortcut you need to have it be quality enough that you're willing to put your name on it and you don't have to rewrite the whole thing. So, be careful of poorly written PLR.

There's a lot of it out there. It's actually the reason why we opened our doors in the first place, there wasn't anywhere good to buy PLR. So, it's kind of what started my business is that I kept running into poorly written PLR and wanted to be different.

Inaccurate PLR is also very dangerous. You don't want to be providing misinformation, especially if you're investing in health PLR, or internet marketing, or financial PLR, because if it's inaccurate that's not good because it has your name on it.

Outdated PLR is another big problem. If it has been circulating the web for five years or more it's probably inaccurate, it's outdated, it's not going to represent you well. So, it will take a lot of your time and effort to be out there fact checking, editing, or you're going to have to pay someone else to do that. It gets a little bit dangerous in shopping for PLR unless you know some of the good places to go, like my site, of course.

**Maria Gudelis:** I love how you limit the number of things that you sell as well.

**Nicole Dean:** Yes. It's very important to me, because some people will sell as many copies as people will buy, so they're selling 5,000 and they're also passing on those rights to other people who are out there selling 5,000 of the same thing. They all have the same title, they all have the same graphic, and people aren't changing them. It just perpetuates junk and my mission on the web is to make the web and the world a better place, so that's something that I felt was important was to limit the number of packs that we sell of each set of PLR that we offer.

**Maria Gudelis:** That's actually interesting. Is there anything else as far as kind of a big mistake people make when they're looking at different PLR? Maybe a better way to ask that question is what separates your PLR from the rest?

**Nicole Dean:** I'm glad you asked. I've been in business since 2006 selling PLR. My site has a stellar reputation. I focus on quality not quantity, so sometimes you have to wait for us to get the next set up. I mail new PLR every Tuesday and try to do it every

Thursday, but I've sent to my list on Tuesday saying, "I'm sorry. My editor is sick. I'm not comfortable putting this out there until she goes through it, so you're going to have to wait."

I won't rush it out there just to make money. I have the same writers, some of them I've had for three years. I have a separate editor, so every piece of content goes through two different people, which is just unheard of in the PLR industry. Of course, we sell it in limited quantity so that you have something that hasn't been circulating the net for years.

It's pulled from my site as soon as it's sold out. Well, actually, you might click on something and it will just say, "Sold out." The shopping cart has an inventory in it and when it reaches that inventory it will stop taking orders, but we manually update the website. So, sometimes it says we have some available, but you click on it and the shopping cart says no.

My help desk is trained that if you contact and beg and plead they say, "No. We're sorry. You have to wait." So, some of it is sold out in days. I will not do anything that will hurt my integrity on the web, so my help desk will say no, so don't bother to email them and ask if you can get something that has sold out. The answer will be no, because my word is what I've got. If you find otherwise, let me know, because I'll have to have a talking to somebody.

**Maria Gudelis:** Well, you answered that really well. I didn't mean to put you on the spot. I think it's important, because most of my listeners know that I don't interview tons of people or introduce a lot of other individuals to my listeners unless I have bought personally and put my money where my mouth is and bought from you. I like what you've got. It's helped me in my business.

My message or mantra, if you will, is if it helped me then I'll share the knowledge and try and help others. So, I really do encourage everyone to go check out [OfflinePLR.com](http://OfflinePLR.com) and full disclosure that is a redirect of my affiliate link.

Nicole's blog is [NicoleontheNet.com](http://NicoleontheNet.com). We have probably about maybe six or five minutes left. I wanted to, first of all before I forget, because sometimes the way the show works we might get cut off right after the end of five minutes. I want to thank you for sharing the knowledge. You gave some fantastic tips on this call that I really didn't even expect.

I think they're really juicy tips and that this call alone I'm sure can help people improve results in their own business, whether it be internet marketing that they do or whether it be a consulting business that they run.

Do you mind if we segway to a totally different topic for a second, because it's something that you're quite knowledgeable about as well? Is that cool?

**Nicole Dean:** Sure. Go for it. I'm yours.

**Maria Gudelis:** for just five minutes. By the way we're getting some great comments in the chat room saying, "This was an awesome call. Great info. Time to dust off my recently purchased but not used PLR and use what I just bought from your site." Awesome, guys.

Wait until you hear about this tip. I'm going to kind of tease you like a movie trailer. You guys hate it when I do this, but I love doing this, because it's the film buff in me. I love doing film documentaries and stuff on the side as a passion.

What surprised me is when I saw Nicole's background about being an affiliate manager and knowing a lot about affiliate programs light bulbs went firing off in my head, because I have tons of clients and tons of people that have bought my products. I teach mostly individuals how to start a marketing consulting business and really build a business helping others in their local business community.

A lot of times they need affiliate managers for their clients. Maybe they have a chiropractor that wants to create a product and they need to hire an affiliate manager. Nicole, I know you have some fantastic product coming out, it's not yet ready, so this is the big teaser for all you guys. I apologize, but I just love to be mean at the end.

Can you tell us a little bit about what you have coming out? You shocked me with your answer when I first emailed you earlier this morning saying, "That's great that you're an affiliate manager for other people. Can I recommend you to my students?" You were like, "No. People don't need an affiliate manager now." Talk to me, tell me why.

**Nicole Dean:** Oh my goodness, this is a whole other conversation. Most marketers absolutely don't need an affiliate manager and to hire one would be a big mistake. That's for a lot of reasons. My goodness, how much time do we have?

The main reason is that 95 percent or more of your affiliates will not do anything. So, the 1 to 5 percent that do don't want to talk to an affiliate manager, they want to talk to you. Your super affiliates want direct contact to you, so to hire an affiliate manager is actually putting someone out there to babysit over the 95 percent of affiliates that aren't going to make you any money.

So, you're paying for someone, and you're investing in someone to do something that's not going to bring profit back into your business, which doesn't make any sense. That's just one of many reasons.

Your super affiliates want direct contact with you. As far as recruiting affiliates, affiliate managers, most of them, will not have the same level of contact as you have, so for them to go out and recruit a super affiliate like Lynn Terry or Willie Crawford they're not going to be able to get to them. But, if you develop the relationship directly with them then you'll have that ability.

There's so many reasons. We could go on for hours.

**Maria Gudelis:** I love you sharing them with me, because some of the listeners on the call may not be at that stage yet, but seriously if you guys have customers and clients right now in your consulting business that is the next step, for you to create a product with them and hopefully a JV where you're going to share the profits.

That's a common thing that some of my students or clients have already asked me, "Can you be the affiliate manager for me for this?" Then of course, I teach everyone how to outsource, so I was like, "Where can we outsource to?"

Just because we have like 60 seconds left, you've got something cooking in the kitchen so to say to come out to help educate people on that.

**Nicole Dean:** To help educate people on the different areas of being an affiliate manager and how to outsource the important ones and how to not pay a specialist for something that a generalist can do, where you'll pay a lot less.

**Maria Gudelis:** I think that will be of such intense value for anyone, whether someone is an internet marketer thinking of having their first product or if you have 100 products out there. I think we're always searching for a better system, a better way.

I just want to thank you for being so blunt with me earlier today about that.

**Nicole Dean:** You're very welcome.

**Maria Gudelis:** Real talk. Hey, I don't know if you even know one of my other sites, Crackpot Consulting. There's no crackpots here. You're first to hear it here on the Maria Gudelis radio show, Crackpot Consulting, no I'm just kidding.

Seriously, when that comes out I'll definitely let all of you know, because I am anxiously waiting for that. I know I'll be one of your first buyers for that. Nicole 25 seconds left, any last words for all the listeners here to set them on their way with fantastic PLR?

**Nicole Dean:** Just do it. Don't listen to me and then go off and get sidetracked. Just do it. Get that book done like Maria said. It will come back and help you so much, it really will.

**Maria Gudelis:** Awesome. Thank you everyone for being on the call. Thank you, Nicole. This was fantastic information. I'll talk to you later. Have a great day.

## **Resources from Maria:**

**Want to know the ULTIMATE place to get GREAT PLR?** Check out this page:

<http://www.OfflinePLR.com>

**Find out great "how-to" marketing advice and great contest giveaways such as a FREE iPad, Books, Nooks and MORE at**

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