

Day 1

What I recommend doing is going through the PLR product table of contents and choosing the best keywords and heading over to the Google external keyword tool and doing a search for some nice keywords phrases that Google brings up for you. If you find a domain name that is available that contains 2 or more keyword terms that get searched a lot, then you will be able to get ranked quickly. It won't hurt if you get a domain with hyphens in them, either, because you are going for search engine traffic, and hyphens are good for organic traffic.

So your homework is to start reworking your PLR on your topic and find a domain and hosting. If you already have those, then you are a step ahead. I recommend <http://firmnets.com> for domains because they are \$3 cheaper than anywhere else the first year. And <http://easybuttonhost.com> is where most of my clients get their hosting.

Once you have the domain name pointing to the hosting, send me the username and password to log in to the cpanel, as well as the url for it, and I will get RAP and Wordpress installed on the domain. Use my helpdesk to send me this information – <http://replytomicheal.com> to ensure I get this in a timely manner.

Tomorrow we will be talking about what you need to do to generate some traffic by the time your product is ready. One of the things you will want to do is get yourself some books from your local library for research on the topic, so that you can be armed with the information that you can use for blog posts. You will want to have 5 posts written for your blog, don't post them yet, you should just have them written and ready. If you have time to write more than that, I encourage you to do so. If your PLR came with Blog Posts and Articles, then you will just need to rewrite them in your own words. If they are really bad PLR, you may have to reconstruct them, which might mean having to start from scratch...

The problem with PLR is that the creator of the PLR is usually the first to post the product and the content on the web, so they will typically rank higher for the content unless your SEO is better. That is why we are going to rework the post and articles into our own words. If you have Microsoft Word, you can use Word for your work on the eBook. If you do not, then download Open Office, from <http://OpenOffice.org>. This software is very good, and in some cases rivals Word for features.

As soon as you can send me the sales page that came with your PLR. We are going to use parts of it to create a sales video so that you can have something different from the other people selling PLR rewrites.

We are also going to do a squeeze page video, so that you will have a list to market additional products to. The best thing you can do is build a list of people who are very interested in the topic you have chosen.

<http://mirror.aweber.com> is the link for Aweber. You can get an autoresponder for a pretty good price, I think it is less than \$20 per month until you start growing your list pretty big. I don't recommend putting more than one or two messages in your autoresponder at first, and make sure that those are pure content, with only one link in there to send them to the download page for the free report that you will be writing.

Here is a summary of what needs to be done by the end of the first 24 hours.

Download your PLR for the niche you have selected.

Use the table of contents for the PLR to search the Google External Keyword tool.

Google does not make it easy to link to, I think it is to prevent robots from using it, so you can search for "external keyword tool" on Google for the fastest way to find it.

Choose a domain name based on a popular keyword phrase of one to three words (with or without hyphens between the words).

Domain - <http://firmnets.com>

Hosting - <http://easybuttonhost.com>

Autoresponder - <http://mirror.aweber.com>

Send me the URL and username and password for the cpanel for your domain so I can install Wordpress and RAP.

Next is to start rewriting the PLR product. Once that is complete, save it as a new filename and find some photos to put into it.

<http://stockvault.net> is a free Royalty Free image site.

Once you have added photos into your product, you can save it as a pdf.

Start writing a report about the topic that solves 1 or 2 of the minor problems in your niche. You can see by your keyword research that some particular problems are being researched by many people in your market. You need to write a report that solves a couple of them, but stops short of the bigger problems, that is what your product is supposed to be doing.

A useful tool for content creation is <http://MyArticleGenerator.com>

Until the next episode!