

How To Create An Info Product Using PLR

First of all, you may be wondering what an information product is, and what PLR is! An info product is any type of information – but this document will focus on ebooks & workbooks. Now, PLR is pre-written content. It stands for “private label rights.” When you buy PLR content, you get to sell it as if you wrote it!

Step 1 - Buy The PLR

Crissy Herron of www.IndieBizChicks.com has just released a new PLR report, ***How To Market Your Business Online... Without Going Broke***. This 15 page report comes with a sales page, graphics, and more! Plus, it’s a topic that everyone with a business wants to learn! (Grab this report & the extras for only \$34.95 here: <http://www.marketersmojo.com/recommends/marketingplr>)

Step 2 - Edit The PLR

Look over the PLR and feel free to make some edits. It’s okay to sell PLR as is, but you may want to put your own “spin” on it. Most PLR will come in a text file or Microsoft Word. If you don’t have Word, you can get Open Office for free at www.openoffice.org

Step 3 - Turn It Into A PDF

As you know, different people have different computer programs. Turning your ebook /workbook into a PDF will allow anyone with Adobe Reader to read your ebook /workbook. The above mentioned Open Office will save files as a PDF if you do not already have PDF software on your computer.

Step 4 - Upload It Via FTP

In order for people to download your ebook /workbook on the internet, you will need to upload it to the internet via a FTP program. Personally, I use Filezilla, and you can download it for free at: <http://filezilla-project.org/>. Download the FTP client version, and follow the instructions on how to use it. It’s super simple – so don’t get worried!

Step 5 - Determine How To Accept Payment

Now you need to decide how to actually sell – and accept payment for your ebook /workbook. There are two main options: a shopping cart system and creating Paypal buttons. I will go over each of them below:

Shopping Cart System – If you currently have any products, either physical or digital, for sale on your website, you probably have a shopping cart system.

I use a shopping cart system to handle all of my sales, as I find this to be the easiest option. There are many free shopping cart “scripts” – computer programs, that you could install on your server. Many people like them because they are free, but if something goes wrong, you need to figure it out yourself, as it is a piece of software on your own server.

I prefer to pay a monthly fee for my shopping cart system. Whenever I have a problem, I email their support, and they fix the problem. All I have to do is put in the basic product info, such as the product name, price, etc.

The shopping cart then generates a link that I put on the sales page, my blog, etc. When someone clicks on that link, they go to the shopping cart and purchase the product.

For example, if you go to this page <http://www.indiebizchicks.com/market-a-biz-online-plr.html> and click the “purchase now” link – you will be sent to the shopping cart. Test it out and see what I mean.

The shopping cart that I use is priced at under \$40 per month, but it also comes with an autoresponder, affiliate management system, and an ad tracker. Grab a two week free trial here: <http://www.marketersmojo.com/recommends/wahmcart>

Paypal – You can create “buy now” buttons in your Paypal account.

To do this, log in to your Paypal account. Click on “merchant services” on the top navigation bar. You will be taken to a new screen. The first option on the left side

will be the “buy now” button. Click on that to be taken to a screen to create your button.

Follow the on screen instructions – it’s all pretty simple. You’ll be asked to enter in the name of the product you are creating, the price, etc. Once you do that, Paypal will generate some code for you to place on your sales page /blog post. This code will create the “buy now” button.

When someone clicks on your button, they will be taken to a page where they can purchase your class. They do not have to have a Paypal account to complete the purchase.

Step 6 - Promote It!

Post about your new ebook /workbook on your blog, and don’t forget to use social media sites such as Twitter and Facebook! If you have a mailing list, send them an email letting them know about it! If no one knows you have this ebook / workbook for sale, no one can buy it!

Step 7 - Repeat All Steps!

Now, keep repeating these steps! The great thing about an info product is that you simply create it once, and you get to keep selling it over and over again!

**Don’t forget to check out the new PLR report,
*How To Market Your Business Online ... Without Going Broke.***

You will receive a 15 page report, a sales page, graphics, and more!

All for only \$34.95

There are only 150 copies available – so grab it quick, before it’s gone!

<http://www.marketersmojo.com/recommends/marketingplr>