

**PLR KNOW HOW:**

# **THE GURU'S GUIDE**

**BUILDING POWER &  
AUTHORITY WITH PLR**

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# Foreword

Do you have what it takes to become a Guru in your niche? A guru will not settle for mediocrity. While others think of “doing the best they can”. Gurus think in terms of “doing whatever it takes”. When you say you’ve “done your best”, it gives you an excuse to settle for mediocrity. Whereas when you do **whatever it takes**, you will give your full heart and soul into a job and see it to the end. More like a do or die situation.

The truth is, we all have the potential for greatness. You can be the next guru in your niche if you wish to. You have the strength, willpower and determination to achieve anything you wish if you want it bad enough.

A guru does not just do it for the money. A guru will become the authority in his niche because he genuinely wants to help people and give his fullest gifts to the world.

This book deals with unorthodox strategies using PLR, which will bring your business to the Guru level and will help you to find your destiny to become the best you can be - fulfill your calling, and reach guru status! Let us dive in!

# Chapter 1:

## *Use PLR To Create A Physical Book*

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### Synopsis

What's a Guru without his own physical book? When you publish a book of your own, it shows that you mean business and that you aren't just someone hiding behind a computer screen. You are out there to make a difference and you are not afraid to show yourself.

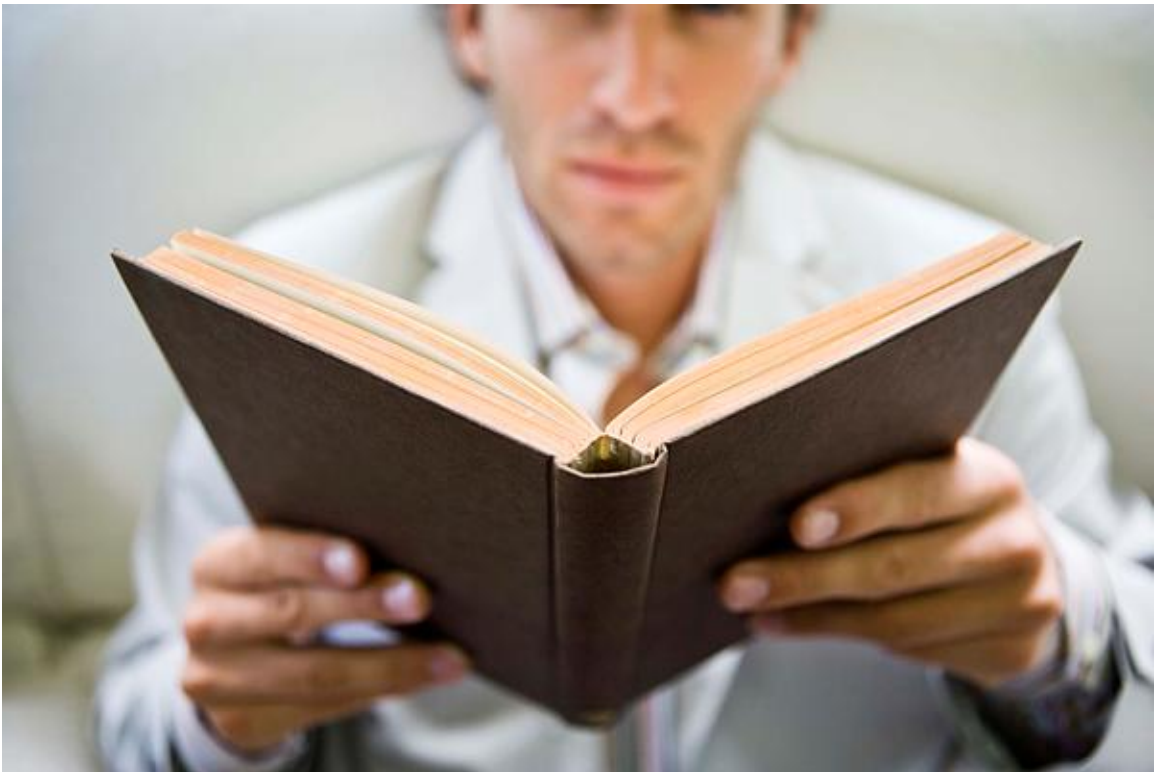
This is extremely powerful and has immense impact on your relationship with your followers. Your readers will see you as an authority figure in your niche – A trusted person... an expert.. a guru! And they will listen to your every word.

Getting a physical book into the bookshelves is not difficult. By having PLR products, you already save on time, money and effort on creating the product itself. All that is left is for some editing, slapping your name as the author and including your own personal style and flair.

One good strategy is to combine a few PLR e-books to create one big book for print. You can combine chapters from related topics to create a complete guide or manuscript covering a wide range of topics.

Physical books also make great additions to your sales funnel. Instead of the conventional e-book style everyone else is doing, you can offer to ship a copy of the product to their address for free instead. Nothing beats the satisfaction of having a physical product in hand.





*Nothing says 'expert' better than your very own book!*

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# Chapter 2:

## *Seminar Marketing using PLR Content*

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### Synopsis

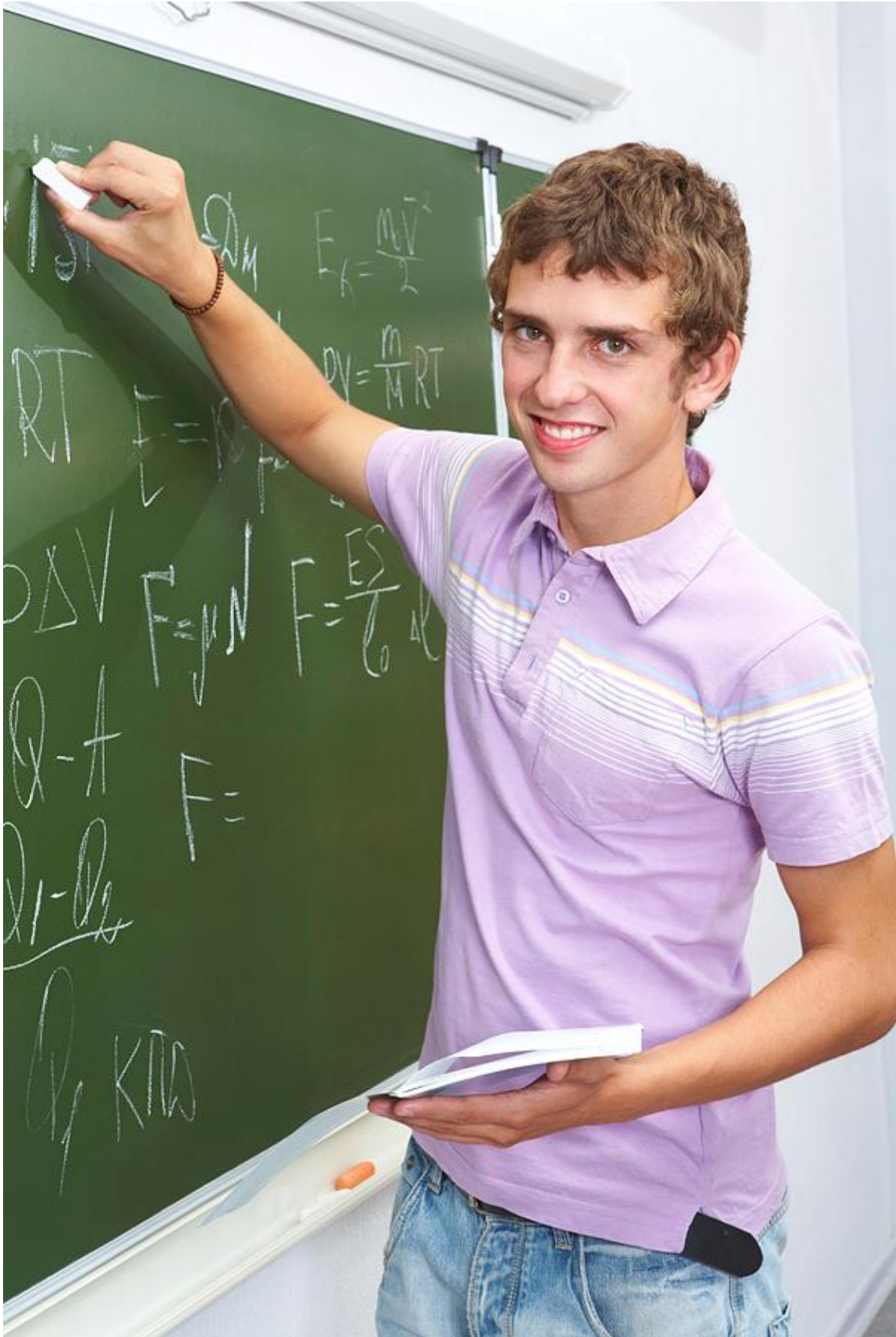
Nothing builds credibility better than holding your own talk or seminar. The most successful gurus are people who take the effort to come out and meet their students face to face by holding seminars.

What better way to fill up a great 3-day seminar event with loads of niche related content than by leveraging on PLR products? Let's say you want to give a talk on personal development and motivation. You can take the PLR e-books and convert them into seminar materials, work sheets and presentation slides. You can sell out motivational posters to your pre-qualified students. You can create DVD courses out of the PLR books, which they can purchase at your seminar.

The possibilities are endless with PLR content. You can even introduce your prospects to further online content and materials on your blog or sales pages.

Besides raking in tons of money over one weekend, perhaps, the most important thing is that you brand yourself as an expert in the field by having given talks to real students over a seminar. Your business branding will surely benefit from this and you will reap the rewards from it.

Post your previous seminars online and people behind the computers will see that you are a force not to be reckoned with!



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# Chapter 3:

## *Create Your Own Product Launch*

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### Synopsis

A product launch is the forefront of every successful expert in his/her niche. By having your own product launch, you will instantly be famous for your own brand of products or services – your core product which people will remember you by in years to come.

Here are a few good reasons to start a product launch:

- 1) You get to mobilize armies of marketers, joint-venture partners and affiliate to promote your products: building a massive fortune and at the same time creating brand awareness for you
- 2) You make more money leveraging on others – much more than you could ever make by only selling to your own list.
- 3) The ultimate brand awareness campaign – people will remember you for your launch – customers, marketers and partners.
- 4) You get to build a huge list of followers and subscribers, even if they did not buy anything from you this time

A basic product launch involves preparation of the following elements:

- Your basic product
- Your backends (upsells, downsells and one time offers)
- Sales pages
- Free gifts and opt in pages to filter interested buyers
- Your massive marketing campaign to build hype and attract people

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- Your connections with JV partners and affiliates to help you promote your launch
- Prize money – Affiliate contests
- Affiliate marketing tools (promo emails, banner ads, links)
- Sniper blogs to educate, publicize, generate hype and bring in new leads

PLR Products can help you create elements effortlessly in a short amount of time. You can create all your products with ease with the help of PLR books. Most quality PLR packages come with ready-made sales pages at your disposal.

You can also use PLR products as free gifts to entice leads and prep them for your launch. You can also leverage on PLR to build your marketing campaign through article marketing, viral e-books and emails, social media sharing and building email lists.

Offer JV partners and affiliate great rewards such as e-books, video courses and membership access in exchange for promoting your launch. You can also use your products as bonuses, backends or rewards for buying your product. Use the PLR content to fill up sniper blogs which help generate leads for your product launch.

The time and effort put in to do a product launch is definitely worth it. PLR can help you save more time, money and effort in making your launch a huge success.

# Chapter 4:

## *Creating Your Super E-Course*

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### Synopsis

Are you stuck for expert product ideas? Try creating a super training E-course for your business. What is a super training e-course? Depending on your niche, it could be anything from a 30-day personal transformation course, simpleology, holistic courses, or just a course to help people.

Having a huge E-course helps you establish a foothold in your niche as one of the leading experts out there. There are a few ways you can use this e-course:

- ✓ As a free gift to build your subscriber list
- ✓ As a special bonus for subscribers
- ✓ As a main product

An E-course differentiates you from the conventional e-book method. You get to train your subscribers into receiving great content every day and not only will they love you for your stuff, they will see you as a guru in your niche and listen to your every word. At the end of the 30 day e-course, you can give them an upgraded version of the course (paid version) to take their personal transformation to the next level

Building a massive 30-day course will take lots of time and effort, of course. But the returns are definitely worth it. The good news is, you can use the content from PLR e-books to build the course for you. A good idea would be to take a few e-books and use the ideas from one chapter for one day. 30 Chapters will give you 30 days and *voila!* – Your super e-course is complete!

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# Chapter 5:

## *Newspaper Or Magazine Publishing*

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### Synopsis

One of the best ways to build credibility as a guru in the field is to be featured in a local or national newspaper or magazine. Besides gaining coverage for being featured on the relevant publication, you can show case your featured article on your blog or website and this will give you instant credibility to your followers.

Getting featured on a magazine or newspaper may not be as hard as it seems. Local magazines and newspapers are always looking for juicy articles. There are also sections where readers can submit their own articles to be featured. Start with smaller publications and build from there, and before you know it, bigger magazines will want to approach you to have you featured in their magazines.

Try contacting local publishers of related magazines (if you are in the fitness line –health and fitness magazines and so forth) to see if they are looking for fresh articles. You can use PLR content to help you create the perfect article for submission.

You can also feature yourself on online media platforms such as blogs, websites of other people in your niche or network or press release sites. This will give you additional coverage and personal branding to help you establish yourself as a guru in your niche.





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# Chapter 6:

## *The Ultimate Authority Blog*

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### Synopsis

Finally, we are going to look at one of the most powerful strategies of all in becoming the next top guru of your niche – The ultimate authority blog! Your blog is the home base and web presence of your business. It is where people – customers, prospects, affiliates, partners, life coaches and information seekers congregate, interact and consume content to solve any problems they may have.

Your job is to identify the needs of your target marketing and strive to provide tons of quality content and articles catering to these needs. The purpose of your blog is to serve as a central of information for your clients – To educate, share ideas and promote launches that may benefit your target market.

A blog filled with content is not enough. You need to encourage your followers to interact with one another through blog comments, Twitter, and Facebook pages. A budding online community focused on your blog commands authority and any newcomers will instantly see that they are in the **right place**.

Here are a few things you can do to turn your blog into the ultimate authority blog.

- Fill it up with articles and content from PLR products. Break your PLR e-books down into individual articles to be used as blog posts or static pages
- Turn PLR books into videos or use them as a series of video blog posts to give your viewers something different
- Turn PLR books into podcasts and post them on your blog
- Post up motivational posters for free download
- Use PLR books as an opt-in gift on your blog to build your subscriber list
- Use the PLR books as gifts to reward people who promote your blog
- Promote products (made with PLR) to your readers
- Turn your PLR book into a 10 day mini training course and use them as blog posts
- Start a Facebook Page and fill it up with your PLR content grow your online presence using social media
- Tweet about daily motivational quotes for your subscribers

The boundaries are limitless for what you want to do with your authority blog. Marketing is essential to get new visitors to your blog. Therefore, you can consider drawing traffic through article marketing, posting viral videos or advertising to grow your fan base.



*The ultimate authority blog*

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# Chapter 7:

## *The Ultimate PLR Blueprint Strategy*

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### Synopsis

To wrap up this special guide on becoming the next big guru in your niche, I've enclosed the **Ultimate PLR Blueprint Strategy** – Your complete guide to dominating your niche, crushing your opponents and be seen as the top tier guru in your industry.

You are encouraged to print out this blueprint for easy reference.

How to use this blueprint:

*(PART 1)*

- 1) See which part of your business is lacking – e.g paid products, upsells, traffic, social media
- 2) Follow the blue print to see where you can apply PLR to boost areas which are lacking

*(PART 2)*

- 3) Refer to ideas on how you can use the PLR in different formats
- 4) Implement different PLR formats into lacking areas of part 1



## Part 1 – Where? (Areas for implementing PLR content)

**Traffic** – Article submission, Viral YouTube Videos, Guest blog posts, Facebook Pages, Twitter, Forums, Squidoo, Hubpages, Niche Networks

**Website/Blog** – Blog posts, Static Pages, E-Courses, Podcasts, Video Courses, Free Gifts For Readers, Competitions, Encourage User Interaction

**List Building** – Squeeze pages, Opt-in Gifts, Giveaway events, Ad Swaps, Viral Reports, Opt-in-Pages

**Products** – Free Product, Paid product, Upsell, Downsell, OTO, Bonuses For Own Or Affiliate Products, Viral E-book/Report/Guide/Video/Audio Course, Product Launch, Sales Pages

**Branding** – Physical Book, Seminar Content, Product Launch, Newspaper/Magazine Publication, Featured Blog Post, Interview, Press Release (online/offline)

**Relationship Building** – Free gifts, Email Marketing, Blog Content, “Thank-you” Gift, Competitions, Attract JV/Affiliates, Daily Tips/Ideas On Twitter, Facebook Page Content.

## Part 2 – How? (Ways to use PLR content)

*\*You can rehash PLR content into multiple formats – E-books into videos, audios into video presentations, videos into articles, multiple e-books into big e-books and vice versa.*

### Product Ideas Using PLR

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| <ul style="list-style-type: none"><li>• Physical books</li><li>• DVDs</li><li>• CDs</li><li>• Individual Articles</li><li>• Viral content (reports, videos)</li><li>• Motivational Posters</li><li>• Email Training Course</li><li>• Upsell “Upgraded Version”</li><li>• Downsell “Lite Version”</li><li>• “One Time Offers”</li></ul> | <ul style="list-style-type: none"><li>• E-Courses (mini, mega)</li><li>• Magazine/Newspaper Article</li><li>• E-books</li><li>• Mega E-books (combine e-books)</li><li>• Video Courses</li><li>• Audio Courses</li><li>• Podcasts</li><li>• Interviews</li><li>• Membership site content</li><li>• Newsletters</li></ul> |
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# Wrapping Up

In this PLR Guru's guide, we have covered various strategies on personal and business branding in your niche. Ultimately, a person is recognized as an expert when he continuously and genuinely provides useful content to his followers.

Content is king in many aspects of your business. That is why we have PLR to help us create tons of useful products and content for our target market. With the free time created from leveraging on PLR, we can focus our efforts on marketing our business further and building a genuine relationship with our followers.

The Ultimate PLR Strategy Blueprint serves as a map for the implementation of PLR inside our businesses. Whenever you feel at a loss of ideas, kindly refer back to the blueprint to see where you can improve on your business.

To your success!  
Aaron Danker.

Get **95** High Quality Products  
Professionally 100% Setup For  
You In **72 Hours** Or Less!

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