Hi there and welcome to **The PLR Resellers Profits Blueprint Workshop…**

I’m Liz Tomey and I’ll be your fearless leader during this workshop. Since 2004 I have been building and profiting from several different types of online businesses in many different niches. Over 20 of them as a matter of fact.

One of the things I've made the most money with in all of this online biz stuff is PLR. Both creating and selling it **AND** also using it in many of my businesses for various things.

I'm now creating a series of workshops now that are all focused on how I've profited with PLR content on both sides of it. All the stuff I've done with PLR that actually works.

Whenever I find something that works, I come back and teach it to my tribe.

That’s exactly what I’m doing today… Teaching you something that actually works. If I don’t know that it works I simply wont teach it. That’s my guarantee to you!

So, the first thing I want to do is go over how these live workshops work… If you have a question as I’m teaching feel free to use the chat box and enter your question. If you have a long question and want to ask it vocally in the chat box just ask me to unmute you so you can ask.

I stop periodically through teaching to check for questions, so if I don’t answer your question immediately I will. Just give me a few minutes.

Everyone clear on that? Let’s practice… **If you understand what I just said type YES in the chatbox.**

You interacting during these workshops is important, so don’t be afraid to interact. Your questions help me to be able to teach MORE. Just make sure you’re only asking questions though. We don’t need to be wasting time with crazy answers or questions. \*lol\* I like to make these workshops fun, but ultimately we're here to learn!

Okay… So… In this workshop we are going to be covering how to quickly and easily make money by selling private label rights content that you have the PLR resell rights to.

Now I want to make sure that every single one of you understands something right now.

You CANNOT resell the private label rights to regular private label rights content. You have to ensure that you have private label resell rights. If you don't know if you can or not… **ASK.** If you are specifically buying PLR content to be able to sell the PLR make sure that you're getting PLR resell rights. It should say it on the sales page, but again… If you're not sure… **ASK!** It's better to be safe than sorry.

Okay so as I said I wanted to get that point made right out of the gate.

The second thing I want to start you off with is a complete birds eye view of how all of this is going to work…

**SHOW DIAGRAM**

This is the business at a glance that we are going to be covering and creating this week. First let's go over all the components.

The first thing we're going to start with is building a squeeze page. Whenever you start building an online business there are three components you always start with that are your business foundation.

**Squeeze page, blog, and an email sequence.**

For your squeeze page for this business model it's going to be a very simple squeeze page. There are a few things you can do here…

You can either offer some free PLR to get people on your list

OR

You can offer some training on how to USE PLR.

OR

You can just create an updates list. Something as simple as hop on our list to be notified when we have new PLR content you can use. Now obviously there's more to getting people on an updates list than that, but we will talk more about this option.

The next component will be your blog… Having a blog will allow you to do many things.

It's great for traffic. You can do content marketing and pull traffic in from all over the web. Content marketing can be used with SEO (*which I hate*) and/or social media marketing.

Having a blog also allows you to post content to things that make you money, and once there acts like a salesman for you. It's always there for people to see.

You can also use your blog to get your subscribers to know, like, and trust you and that's the KEY to getting them to BUY from you. On day 2 we will talk more about this…

The next component we will be creating is your list and email sequence.

The object of the game here is to drive traffic to your squeeze page and get people on your list. You've got to email those people when they get on your list though. Your first emails will be what I call relationship building emails. These get your reader to know, like, and trust you. If you don't accomplish this then no one will buy from you. The rest of your emails will be a mixture of promotional emails and a sprinkling in of continued relationship building emails.

Here's the thing that people mess up on… They create a few relationship building emails and then just hit their people with nothing but promotions. You've got to continually build your relationship with your reader.

We will cover this all on Day 4…

Now along with your email sequence you will also have promotional emails…

So someone gets on your list and they are going through your email sequence. But let's say today you found a PLR product you can promote to them. Or you found an offer that you can be an affiliate for that PLR people would be interested in. You'd then whip up an email to broadcast to your list.

That's another component, but it isn't part of your foundation. That's something you will do when you can. I try to do it at least 2-3 times a week.

Now the 5th component here… The money makers. Your money makers are going to be PLR products you find that you can resell the PLR to, and anything that you can promote as an affiliate that is related to PLR and/or using PLR. Usually people who buy PLR want to buy more PLR and learn to use that PLR.

You will find more and more of these as time goes on, but you need these on an on going basis to keep making money from your existing subscribers and new ones too. We will talk more about how to find your money makers during this workshop.

Now once you have this all put together the biggest part of your initial work will be done. The rest of what you be doing is promotion… You're going to need to fuel it all with traffic. Our #1 goal is to get traffic to our squeeze page. This will be cold traffic. Your job is to get them onto your list, so that they become warm traffic. We turn them into warm traffic with our email sequence that gets them to know like and trust us. Once they are on your list then you can email them and send them to any money maker you want.

There are many traffic tactics and we will be talking about them later this week.

So… There's the business model at a glance. I have created a "parts list" document for you so you can see this all at a glance. This is also a good way for you to "chunk things down". Meaning do each part before moving on to the next part. By doing this in chunks you're more likely to get it all up and running. That's a big issue people face. They see the birds eye view of everything and then can't break it down chunk by chunk to actually get it done.

So we have a lot of work to do, but don't let that consume your brain. Focus on one chunk (or part) of this at a time.

Let's go over the parts list together…

**SHOW PARTS LIST**

So tomorrow we are going to start on the squeeze page part… There are some tools and resources you're going to need.

First off a domain name and hosting…

Let's talk about that really quick so that you can have it ready to go for tomorrow.

**TALK ABOUT A DOMAIN NAME AND IF YOU SHOULD GET A GENERIC ONE OR ONE FOR A BRAND**

The next thing you're going to need is hosting…

Let's talk about hosting…

**TALK ABOUT HOSTING AND WHY YOU RECOMMEND LIQUID WEB**

Now once you have your domain name and hosting you need to get your domain name live and online. Depending on where you got your hosting will depend on how you do that. If you got a good host you can contact them and they will tell you what to do. This is why I recommend Liquid Web. You can literally call them and they will help you.

So get your domain name up and live…

Ok next…

For all of this you're also going to need an autoresponder. The only one I currently use and recommend is Aweber. If you don't have an autoresponder account you need one NOW. Get that and get it ready to use.

Then there is one more tool that you're going to need. That's something to build your foundation. Remember your foundation is all of this…

**SHOW DIAGRAM**

I use Optimize Press for this and here is why…

**TALK ABOUT WHY YOU USE OPTIMIZE PRESS**

Now we're going to be talking later about your blog. I don't use Optimize Press for that part. I just create a folder called blog, and install WordPress to use it as a blog there.

Let me show you what I mean…

**SHOW HOW YOU USE OPTIMIZE PRESS ON THE MAIN DOMAIN NAME AND PUT YOUR BLOG IN A FOLDER.**

Okay guys… I just gave you a ton of information. What you need to keep in mind is this…

We are building an entire business here. By the time you get through this workshop you will have everything setup you need to create and run this online business. Don't get overwhelmed. We're going to do it in "chunks".

For today… Get a domain name, and hosting, and autoresponder if you don't have one and you're going to need a tool to build everything. Remember… I use and recommend Optimize Press.

And that's your homework for today…

**SHOW HOMEWORK**

Okay guys… That's it for today. Who has questions?

**TAKE QUESTIONS**

Okay guys… That's a wrap. Get your homework completed and I'll see you all tomorrow when we will begin building our business foundation!