



PLR 4 Step Action Plan

Some of you have asked about getting setup with the PLR products and exactly how you can make money from them.


Although there is a ton of training in the member's area, it's easy to see why some people are getting overwhelmed so I created this document to solve that problem and add a traffic generation element to the process so you can start actually making money with your new found business or businesses.

Now, you may notice that I'm not using some of the tools that I have available to me in this process and there's a reason for that; I want to give you the absolute fastest way to get started without any holdups. These other tools are excellent and I do recommend that you go through them but for this exercise, I will be using only the essential tools to getting you started.

Sound good? Good. Let's get moving.

Step 1 – Download The Be Unique Quick Start Manual And Use it!

This manual can be found in the PLR Training section and the download looks like this...

► **[The Be Unique Quick Start Manual](#)** 

The Be Unique Quick Start Manual is a manual that we put together to teach you exactly how to be unique.

More specifically, you will actually walk through the customization of a product with me so that you can get a firm understanding of how the process works. This one manual alone is worth your membership fee so make sure that you read it.

This manual was designed to walk you through every step of the customization process on your eBook. By using it and quickly customizing your book, you can have a totally unique work in just the course of an afternoon!

I won't spend a bunch of time on this section as everything for customization is in the manual.

Step 2 – Download The Official NakedPLR.com Sales Letter Creator, Fast Action Document & Product Analysis Document & Create A Sales Letter!

The step is actually very easy.

Last month I added a Sales Letter Creator Software, which you can get in the Site Builder section.

Once you have that downloaded and installed, grab the Fast Action & Product Analysis documents for the product you already customized in step 1 and go through the sales letter creator plugging in ideas from your documents.

Of course you need to re-write them a bit to make your letter unique but you're going to have an awesome letter with nearly no writing when you finish.

Step 3 – Setup A Blog & Populate It!

The first two steps were more of a quick primer on which tools to use and how to quickly use them so that you can get your product and site up quickly. Now that you've used only the tools you need to create a quick product package, it's time to get some traffic!

The first thing you need to do is go and signup for a free blog at...

<http://wordpress.com/signup/>

Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

Username
(Must be at least 4 characters, letters and numbers only.)

Password

Confirm
Use upper and lower case characters, numbers and symbols like '!@#\$%^&' in your password.
Password Strength:
Too short

Email Address
(We send important administration notices to this address so triple-check it.)

Legal flotsam I have read and agree to the fascinating [terms of service](#).

Gimme a blog! (Like [username.wordpress.com](#))
 Just a username, please.

Once there, sign up for an account which is a free, fast and a painless ordeal.

Once you've signed up for an account, it's time to populate your blog!

Don't worry; you don't even need to do any writing to populate your blog because you're going to be using the content that's included with your Bold PLR membership.

That's right! The 25 articles that you get every month and that you used to customize your product are ALSO going to be used to create your own content rich blog!

Pretty cool right?

What I want you to do is simply go into your new word press blog and start posting your articles. Post 15 of the 25 articles to start so that you're left with 10 articles you haven't posted. Once you've done this you now have a completely populated blog.

Important Note! – When you post each of your articles on your blog, it's important that you link to your sales page for the product that you are promoting. This will make each of these blog posts are separate, and a little salesman that is constantly promoting your product and driving qualified visitors to your sales page.

I also recommend that you link to your sales page with the proper anchor text.

Anchor text is simply a clickable phrase that links to your website.

An example of how you would insert one of these anchor links would be to insert the following code into your blog post in the source tab...

```
<A HREF=http://www.YOURPLASTICSURGERYSALEPAGE.com>Plastic Surgery</A>
```

This will result will be a link that looks like this...

[Plastic Surgery](#)

Without going into too much detail and turning this into a huge search engine optimization course, I will just tell you that Google and other search engines view this as a vote for the page being linked to under the word Plastic Surgery. That means that Google sees a link like this as a vote for the keywords being linked to and will give the site (your sales page) a higher search engine ranking for that term; in this case, Plastic Surgery.

This is very important and will generate a ton of links as well as traffic for your sales page, which is the overall goal of this system.

You're probably wondering why you aren't going to be using the extra articles right now and that's a good thing to be thinking about.

The reason that you're "holding back" the 10 other articles is because you are going to be posting them one a week for the next 10 weeks to keep your blog constantly updated and fresh.

This is going to do two things...

- 1) It will give people who come to your blog a reason to return and a reason to subscribe to your RSS feed and bookmark your site. This is a very good thing because repeat traffic sees your sales message!
- 2) It will increase your rankings with the search engines because they will see that your blog is content rich initially and then see that you are adding fresh content to it on a regular basis. This will make them give your site higher rankings and send you more traffic.

You now have a blog that is populated with 15 articles and 10 more that you are going to post one at a time with a week between each of those postings. This is a great place to be especially considering that you did it all without any writing!

Step 4 – Bookmark & Promotion

Now that you have a blog and a set of 10 articles you are going to post to your blog at a rate of one a week, you need to do something to jump start your traffic and search engine rankings.

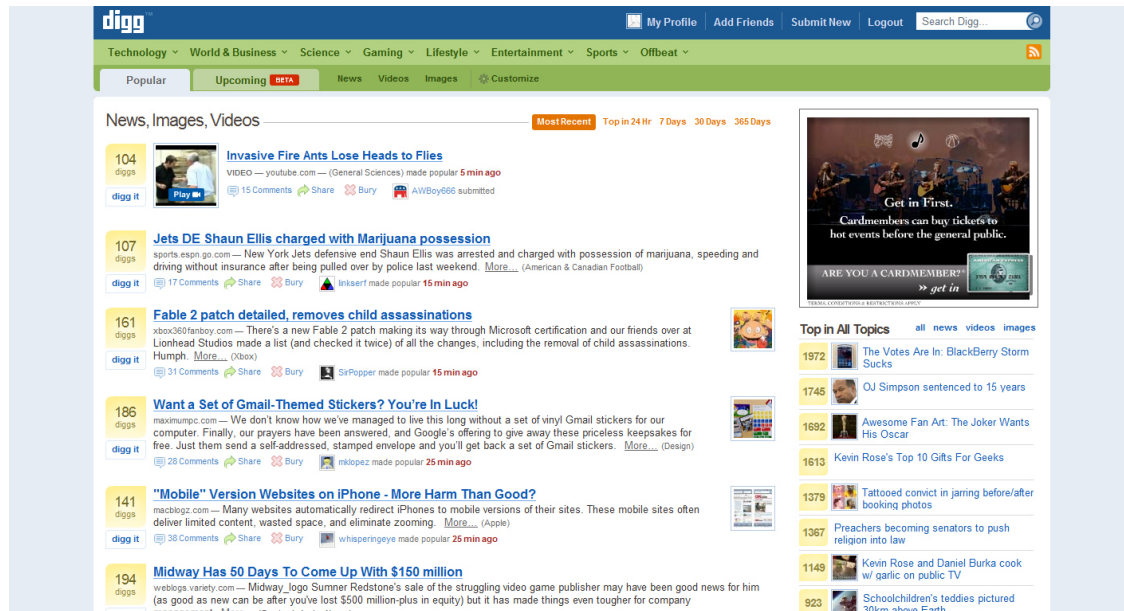
To do this we are going to be doing what's called "Social Book Marking" and book marking the pages on your blog using this technology.

Again, this is a free and fast way of generating PR for your site.

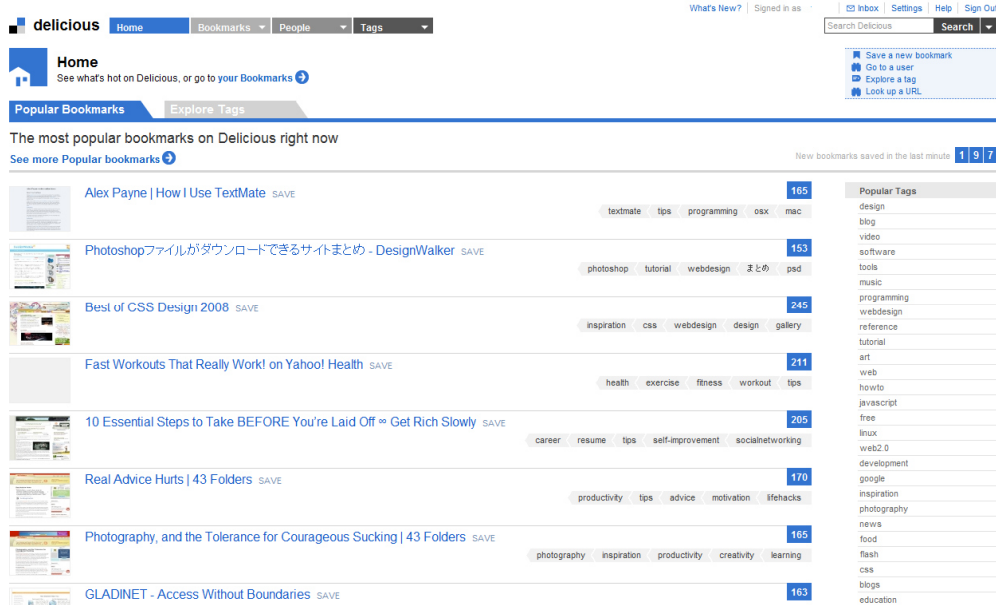
The good news is that we are only going to be doing this on two sites. Sure, there are hundreds of social book marking sites out there and if you want to, you can certainly bookmark your blog and blog posts at all of them but we are going to focus on the big two in this system.

Those two are...

Digg.com



Delicio.us



These are the two most popular and highest traffic social book marking sites on the entire internet and will get your site instant exposure, traffic and search engine ranking.

What you are going to be doing is book marking each of your 15 current blog posts individually on each of these sites. That's 30 total bookmarks.

Click through your blog, get the unique URL or Web Address for that post and book mark it with a relevant title and description on Digg and Del.icio.us.

As a side note, I also recommend that you book mark your pages using Google Bookmarks and Yahoo! Bookmarks if you have accounts with either like most of us do. You can use the same login and password you use for your Gmail or Yahoo! eMail account to use the bookmarks feature.

You need to make sure that you book mark each individual post at both sites. Don't get lazy here. You might think that this sounds tedious and it is a little but once you do a couple of submissions, you get in the groove and can knock it out in less than 30 minutes for all 15 submissions.

I do this all the time and I can do 30 submissions in about 8 minutes because I've done it a lot. Yes, there are software applications out there that can mass submit your site to tons of directories but for the most part, I don't recommend them.

You run into things that can actually hurt your website and your rankings such as submissions without the right information for a particular site, failed submissions and other possible submission errors. It's better to focus on the main social book marking sites and do them by hand so that you know they are being done right and accurately.

Make sure that you ALSO bookmark your main page of your blog. This won't be a specific post but it will be the actual main page that has all the current content on it. This is just one more link you can point back to your site.

Once you've completed the submission of all 15 of your posts and your main blog page to both Del.icio.us and Digg.com, you're not done!

You were probably thinking "Okay, I did all of the submissions so I'm done and now I can forget about this social book marking site for this blog" but you'd be wrong!

Don't worry; I'm not talking about another one of these big clumps of posts that need to be book marked. It's actually something that's much more manageable and much faster to do.

Remember when I told you that you needed to take the last 10 blog posts that you have left over from your article package and post them one a week for the next 10 weeks to build an active and search engine friendly blog?

Well, you didn't think I was going to let you get away with doing those blog posts without actually book marking all of them, now did you?

Joking aside, this process is really going to boost your visibility to the search engines as well as visitors that will be coming to your pages. You will be creating a newsworthy and constantly updated place on the web that people will be happy to come to.

The good news is that you are only submitting one new article or blog post per week on your blog and you're using only Digg.com and Del.icio.us for book marking so after you publish your blog post, you only have to do two quick bookmarks for that post and you're done for the week.

This process should only take you a total of about 10-15 minutes tops because the article is already written for you and you're only doing two fast bookmarks.

Some of you may still be wondering what the purpose of this whole process is and I'd like to give a bit more of a detailed explanation.

The blog is a way of sending traffic to your main sales letter. Think of your blog as a place people can get free information and want to return to. This is also a place with advertisements for your products for sale plastered all over it to create product awareness for your "money page", meaning your sales letter.

The content that you are publishing on your blog are like little magnets or pieces of real estate on the Internet. Each one of these little blog posts are there to draw people into your blog so that they will click around, see ads for your paid product and click over to the sales letter.

The submissions to the social book marking sites are links from popular sites that Google and other search engines see as valuable because they give high credibility to Digg.com and Del.icio.us. You get to ride on the coattails of Digg and Del.icio.us and point to your blog to generate more traffic to your website. These links count as votes for your site in the search engines eyes and increase the value of your site to them as well. It's like someone raising his or her hand and saying, "Yes, I like this site, it gave me value".

Think of this whole system as creating a bunch of real estate and raving fans that all point back to your site, which in turn increases your search engines rankings, traffic and sales.

Now you might be thinking, "Cool, I did my initial 15 blog posts and now I just have to spent 10 minutes a week for ` 10 weeks and I'm done" but that's also not true.

You want to make sure that you create something in this blog that is going to continue to make you money for some time to come rather than just an initial surge of traffic and then a complete fizzle down to nothing.

This means that after the 10 weeks are up, you are going to need to find another way of getting content for your blog. Here are a few that you'll want to consider...

- ✓ **Write it yourself.** While this is obviously the most labor intensive, it is also the best way to know that you're getting quality, subject centered content that at you can feel comfortable putting on your website.
- ✓ **Hire someone to write your content.** This is a great way to save your time and get all the content that you need for your site. You can find people that will write your content for between £2 and £8 per article depending on

how many you purchase from them at once. This option does cost money but the value can be incredible in the time that you'll save.

✓ **Barrow Content.** This is a great way to get free content from people that you also don't have to write. There are a number of article directories out there that have tens of thousands of articles for you to choose from but I'm going to recommend only the top 3 that you should be working with...

EZineArticles.com

The screenshot shows the EZineArticles.com website. At the top, there is a search bar and the text "135,731 Expert Authors Sharing Their Best Ezine Articles". Below this is a navigation menu with categories such as Business, Health and Fitness, Self Improvement, and many others. There is also a "Recently Approved Articles" section with several article listings, including "Satellite Internet Broadband - How to Choose a Provider" and "Corporate Values - Collaboration". On the right side, there is an "Author Spotlight" section featuring profiles for Andy Warren, Debra Dalgleish, Roger Ruzic, Kay Senay, and Steven M. Carlson.

eZine articles is by far the biggest article directory online and also the most reputable. They have human editors who screen articles and the content that they have on their web site is extremely high quality. There are so many articles that most subjects you would need content for are probably covered. In fact, you may find more content for the subject that you're researching than you could ever use.

Continued on next page...

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Sarah Martin

1 article



Sarah Martin writes on a wide variety of topics including term life insurance, travel and leisure, h...

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Work At Home And Grow Rich With Your Own Publishing Company
www.mydestinopincome.net

Ads by Google

Acne

Acne: 10 Most Common Myths

What we think we know about acne is steadily being replaced by what scientists are learning. [\(read entire article\)](#)

More Acne Articles...

By: Ron King

AdSense

\$1 Million in Google AdSense Earnings

They are calling him the million dollar man. Jason Calacanis recently revealed in his blog that he is on track to earn a million dollars from AdSense over the year ahead. [\(read entire article\)](#)

7 Steps Of Mega AdSense Earners

The Google AdSense program is like finding money in the street. Kids in High School are making thousands of dollars a month with AdSense... Housewives, Retirees, Mom and Pop's who've never made a dime on the Internet have created full time incomes by [\(read entire article\)](#)

More AdSense Articles...

By: Scott Adams

By: Andrew Daum

Alternative Medicine

You Might Just Feel A Bit of a Prick...

Acupuncture. Removing the fear of acupuncture needles in a percentage of the population. Brief history of acupuncture. Its uses and advantages. Also using acupuncture for animals. [\(read entire article\)](#)

More Alternative Medicine Articles...

By: Ray Cunningham

Article beach is an article directory that has been around for a long time powered by high grade article site technology that we invented long ago. The site has continued to grow and gets new submissions and hundreds of thousands of new visitors each and every month.

Those are the best article directories out there that you can get content from.

So there you have it, three additional ways to get the content you need to expand your blog beyond the 10 weeks.

You may be thinking "I don't want to spend money or anything beyond the 10 weeks" if you're considering buying content but the good news is that you may be able to easily do that if you're making a profit.

Think about it, if you were making money from your blog at the end of the 10 weeks, would you reinvest a little into the blog to have a writer put together a few original articles? If you could get them for £5 each, you could have 10 written for £50, which is a steal and be set for the next 2 and half months!

I want you to really think about this concept of keeping these blogs you create going so that they continue to grow and bring in additional traffic for you. This is the way to easy profits for life.

If you don't want to spend money, that's fine, you can write the content yourself OR you have use the article directories I shared with you to find related content to publish for free. Whatever your situation, you're all set.

Conclusion

We're at the end of the road for this report.

As I stated previously, the only objective that you had with this report was to get a product customized and setup online as well as start generating traffic to the sales page.

This short 12 page report has done a great job of that and I sincerely hope that you found value in the information that I've shared with you.

If you're low on funds or the economy has got you down, this system is the exact path that you need to be implementing in your business because it costs you nothing to put into action other than a domain name and some cheap web hosting.

If you're at this point in the report you should be fired up, excited and ready to put this system into action so that you can start generating real income on the Internet. That's why you joined Bold PLR now isn't it?

All you have to do is follow the 4 step system laid out above and you'll be well on your way to generating traffic to your product sales letter and on your way to generating that coveted first sale.

Remember, if you're the kind of person who has bought every eBook, course and other product out there that promises to make you a fortune overnight, you may be jaded and that's the entire reason that I created this 4 step system.

The 4 step system is easy to put into action as well as extremely fast to put into action but best of all, it's a results getting system. Just these 12 pages and the quick system I've provided you are a sure way to making money online.

Don't wait, don't delay and don't tell yourself "I'll do it tomorrow". There has never been a faster way of getting a real world business online in just the matter of an afternoon. If you did your product customization and sales letter today and then did your blog and book marking tomorrow, you could be getting traffic tomorrow and possible that coveted first sale!

How cool would that be?

I'm rooting for you so make sure you take action and let me know about your successes! I love hearing from people who've taken action and are making it online.

As always, I love turning your suggestions into detailed, results oriented training like the one that you're reading right now so if you have any suggestions, please don't hesitate to contact me.

You can do that here...

<http://www.boldmarketeer.com/contact-me>

I'm always here to serve you whether it be a recommendation, suggestion or just a question that you need help with in your path or creating income online.

I hope that you turn the information you just learned into profit and the start of your own online business empire.

To your success,


BOLD MARKETEER
Taking Action Together

www.boldmarketeer.com

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