



RETURN ON INVESTMENT

6 Realistic & Simple Case Studies on
How to Make Money Using Self-Help
PLR Content



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Case #1: Affiliate Promotion Bonus

Find an affiliate offer that you find appealing

- Make sure the affiliate offer relates to your current audience/list
- Make sure the affiliate offer is high quality

Using ToolsForMotivation self-help PLR create a related bonus

- Find content that relates to your affiliate offer
- You can use a PLR product as is, or bundle multiple products into a larger bonus

Figure out how to deliver your bonus

- Will you mail the bonus once they buy?
- Will you create a download page that they download from?
- Do you want to give them a specific bonus or choice of bonus?
- You can give a huge bonus once someone buys your affiliate offer
- You can split the bonus into smaller pieces and drip out during promo

Now simply pitch the affiliate offer to your list/audience.

- Make sure to mention your high-impact bonus

Case #2: Lead Magnet Plus An Upsell

The primary goal with this one is to build your list. The secondary goal is to generate revenue.

Using your PLR inventory, come up with a free offer as well as a paid upsell:

- Because you have a huge content library, make your lead magnet high value/interesting
- Create a lead capture page for your freebie
- Create a paid product for the upsell
- Create a public sales page for the upsell product at a higher price
- Create a hidden upsell page to offer the paid product for a deep discount
- Set up your autoresponder to send new leads to your upsell page

Once they are on your list, re-promote the upsell

You might also want to promote the affiliate product you setup in part 1 (above)

Case #3: Sell A New Offer To An Existing List

Note: This step applies mostly to people who have an existing mailing list (and in particular a buyers list). Repeat buyers are very often the most profitable customers for an online business owner

Using your TFM inventory, decide what your new product will include (text, audio, video, etc...)

- Create a deliverable (zip) version of the product
- Create a quick product overview that will help with the final sales copy later
- Send an email to your existing buyers letting them know you have a new product in the works
- Offer “early bird” access (possibly at a discount) for anyone who is interested
- This will allow you to start generating revenue before the final product is done
- This will also allow you to get input on your product to make improvements

Once you sell an early bird version of the product, publish the final version to your site:

- Create a final deliverable (zip) after making any updates
- Create a sales page
- Promote the new product to your non-buyer list

Case #4: Sell Existing Offer With A New Spin

Note: Some prospects may look at an offer MANY times before making a buying decision. This step takes an existing offer and helps you sell people who have not yet taken action.

Find an existing product that you have made sales on

Enhance the product using PLR

- Look through your TFM library and find content that complements the product
- Determine what will be added in and what will be “tacked on” as a bonus
- Come up with a final version 2.0 of your product with the PLR based enhancements
- Update your sales copy to showcase the new features

Re-promote the product to anyone who has not yet bought it

Decide if you want to give the new version 2.0 as a free upgrade to your exiting customers (Alternately, you could offer the upgrade a discounted price for existing buyers)

Do a new campaign with your affiliates (if applicable) for the new version of the product

Case #5: Enhance Your Coaching/Mentoring

If you already have coaching or mentoring program in place, PLR is a perfect way to complement it

Find PLR products that relate to your coaching/mentoring

Use these products to complement your current offerings:

- You could upsell these products as is
- Create a course from the PLR and sell that
- Create a self-help library that clients can pay a one time fee for lifetime access to
- Just use the content as an free bonus when clients sign up
- In person coaching or counselling? Print PLR out as a resource for your clients

Use this content to reconnect with old clients

- Use it for mailing list content to old clients
- Use it for a blog or social media

Case #6: Create an Audiobook Library

Many of our PLR products come with professionally recorded audio and self-help consumers LOVE audio content

Create a Self-Help Audio Content Library

- Download and bundle all of the audio content from our PLR membership
- Organize the content by topic
- Create a locked down page on your website where people can download the content

Create "Mixtapes"

- Download our self-help audio content
- Mix and match tracks into Bundles that makes sense
- Create (use Canva) CD covers for your new bundles
- Sell these bundles as "Self-Help Mixtapes"

Create an Audio Membership

- Download our self-help audio content
- Create a locked down page on your website
- Drop X amount of audio tracks per week
- Charge people a fee to access
- Update your site easily as we release multiple self-help audio tracks each week

Use Audio as an Upsell

- All of our audio tracks come with written content as well
- Use this written content promotionally (blog posts or mailing lists)
- Offer the accompanying audio as a small price upgrade