

Okay, welcome. Welcome to this training. We're gonna kick it off with list building with PLR. We're gonna talk about how you can build your list using just one PLR product. There is so much that you can do with private label rights products, even today in the modern age of ai. Don't dismiss the power that you have with private label rights product because you can use it to build a huge list of very targeted subscribers that you can turn on to money on command, right? And let's talk about why this works. First and foremost, your email list is the most valuable digital asset that you're ever gonna own. You can ask 10 internet marketers are gonna tell you the same exact thing. You're gonna get 10 people that are gonna say to you, you need to be building your list. Why? Because when you have a big subscriber list, you are controlling traffic.

You can send it wherever you want. You can send a message to that list of subscribers and say, Hey, click this link, and boom, that link is gonna get a hundred or more clicks. And they're all gonna go and look at that sales page or that affiliate offer, or whatever it is you're sending them to. This is why so many marketers, so many coaches and gurus say to you, build your list right now. Here's where it gets really, really cool Private label rights. You can use private label rights products and content to build your subscriber list, and most people just treat PR as like throw away content. But when you use it strategically, it's a complete funnel in disguise. And yes, I'm talking about today in today's modern marketplace of ai, you can use private label rights content to build your list. And that's exactly what we're gonna talk about through this entire training course.

And specifically here, so that you get a good picture about how you can build your list using PLR with the right approach, just one product can actually attract the leads. You can actually use content from that product to create all kinds of different trip wires that are gonna pull people in. You can actually use that very same content to create the messaging that's gonna build trust over time. And you could use that same exact content to drive sales directly to whatever product or offer you want people to buy. This session right here is gonna show you exactly how to turn a single PLR asset into a complete lead generating system. Everything from the campaign that's gonna attract the visitor, that's gonna get, get them interested, that's gonna raise that impulse and that curiosity, and that's gonna create that loyalty even after they subscribe and after they buy.

Now, here's where it starts. The big idea, one product, multiple touchpoints. You gotta choose a strong PLR product that solves a clear problem or delivers quick wins. And this is 100% dependent on the audience. See, a lot of people, they think that it's about creating the product first and that that's gonna attract the audience. It's actually the other way around. It's a lot easier to create a product for an audience than it is to create an audience for a product, okay? It's a lot easier to create a product for the traffic than it is to create traffic for a product. So the more you know about the audience that you want to attract, the better you're gonna be at selecting the best private label rights product that's gonna solve a problem for them, and that's gonna give them a win, or that's gonna entertain them, right?

People do things for two reasons, either to increase pleasure or to decrease pain. So they're gonna download your thing or opt into your list because they either are gonna feel that they're gonna get enjoyment out of it, or they're gonna decrease some sort of pain that they're having to solve a problem that they're having, right? So knowing that that's the pleasure principle, and knowing that is gonna help you decide which PLR product is the best one for you to start working with. Now, once you've made that decision, you've said, okay, well this is the type of audience that I have or that I want to attract. So that means this is the type of product that I'm looking for, and I'm gonna use this private label rights material right here to do it. Well, you can use that private label rights material to create your lead magnet, to create the email series, to even create an introductory offer for them, all from that same material, that same content, that same ebook or video, whatever it is that you have PLR rights from.

Sometimes it might just be a video, and you get that video that's maybe 20 minutes long. You get that transcribed. Now you have like 20 or 25 pages of text. You can use AI to do all this. You can then use AI to edit it for you, modify it for you, break things down for you, and you're gonna separate that into multiple pieces of content that can be used in multiple ways. Each piece of content feels connected and intentional. Now, you know why? Because it actually is, because it all came from the same source. And the result is gonna be a lean and effective funnel that actually moves people from the interest stage to the, you know, joining stage to the loyalty stage, to the opt-in stage, and then eventually even to become a customer and be the customer stage, right?

Let's talk about how you structure all of this. How do you structure an entire campaign using just one PLR product, right? How do you do that? Well, I like to teach people that they should reverse engineer the process. What that means is start with the end in mind. So what's the big thing that you're gonna give them? What is the lead magnet? What is the opt-in offer, right? So you can take a PLR ebook or a PLR video or whatever source of material you started with, and turn that into something of value for this specific audience that you're trying to attract. You can use some sort of a cheat sheet maybe, or a three page report. You could imagine taking a 20 minute video, right? That's my example, getting that 20 minute video transcribed.

Now, I've got 20 pages of text. Generally, generally speaking, a minute of audio lecture turns into about a page of text. So, and again, that's general terms. It depends on, you know, how slow you speak, how fast you speak, you know, how, how big is your font, you know, but there's, there's variables. But in general terms, a minute of a video turns into a page of text, right? So now imagine you have a 20 minute video that turns into 20 pages of text, and imagine extracting the key pieces of that that solves a problem for somebody.

Whatever that report, whatever that ebook, that video is about maybe taking three pages and creating a three page report, which is the nuts and bolts of what somebody needs in order to accomplish something to increase performance or pleasure to decrease pain or problems. That's the goal. It's either one or the other. Hey, maybe it's both. But you gotta set out with that goal in mind and say, okay, well what can I extract

from here? What material can I turn into a three page report that's gonna say, Hey, the, the, these three pages are gonna give you the five steps to solving this problem in your life, or to creating this win in your life right now. Maybe you could say, Hey, this is a cheat sheet or a checklist to accomplish this goal. You wanna lose weight fast, you wanna get that beach body for the summer.

Here's a three page report with a five step checklist to get that done in the next, you know, four weeks, whatever it is, right? So imagine that being the first part that you create the opt-in offer, which is essentially what you're gonna offer them as the ethical bribe on your landing page, right? So let's talk about that landing page. What do you wanna do with the landing page? You wanna kiss it, not physically, but rather keeping it short and simple. Keep it short and simple. One of the worst things that you can do is try to tell the visitor everything about your report, about your cheat sheet, about your product on that landing page. The more information you give them to read on the landing page, the less they need to get your report. Think about it. If you're giving them three pages of content to read on your landing page, they don't even need that three page report anymore.

So the most effective landing page are the ones with a simple, bold, shocking headline that tells them when they give you their email address, they're gonna get everything they want without everything they hate, lose weight fast without having to stress about the workout, lose weight fast, without having to I don't know, drive to the gym every day, make more money without having to spend hours at your computer. So the formula for the perfect enticing headline on a landing page is get everything you want without everything you hate. So if you've followed along so far, you've got an offer that you pulled out of a bigger piece of private label rights material, you could use AI to do it, or you do it manually inside of a Google Doc, but you're basically creating a three page report or a cheat sheet or a checklist, something that's gonna help them get everything they want without everything they hate.

And that's the positioning that you're gonna use on your landing page. Now, once they give you that email address, you are gonna take them to the thank you page. Now, the thank you page is a really, really cool, cool piece of internet real estate. 'cause There's a lot you can do here. Now. A lot of people just rush to deliver the content and, and boom, that's it. And then they depend on the email sequence and the follow-ups and stuff like that. And, and yeah, that's great. You can, you can tell them, maybe you can have a little video or a message on that. Thank you. Hey, congratulations. I've already emailed you that reporter. Click here to download it. But the cool thing about it here is that now you can suggest the next thing. You can tell them, Hey, since you're interested in this, I'd like you to click here, or I'd like you to go watch this, or, I'd like you to go do that, right?

You can do a whole bunch of stuff on the thank you page. The thank you page is almost like a bridge page to the offer that you wanna make or to the thing that you wanna send them to. Now, you gotta keep in mind though, the mental state of the person that's on

your thank you page, they may not know you that well yet, and the only thing you know about them is that they're willing to give you their email address for some free stuff. So they must be pretty interested in that thing. So you can send them directly to some place here with a little bit of a preface and say, Hey, by the way, since you're interested in losing weight before the summer, there's this super cool training right now that you can get in on, which is gonna really blow your socks off, and I've got a special link for you.

As a matter of fact, on that training. They're gonna make you an incredible offer. I, you're gonna love it. I'm recommending it to you because I did it. And here's the thing. If you decide to join, make sure you let me know, because I've got a bonus gift that I want to give you. So make sure you send me your receipt, and I'm gonna give you a gift, right? So you've just turned your thank you page into a bonus page. And on top of the fact that this person now is gonna be receiving emails from you, right at the point of opt-in, you've sent them to go check out an offer, you've given them an incentive. Now, that's one way that you, you can use a thank you page. There's a whole bunch of other ways we can talk about using it as an inviter and telling them, Hey, before you go and download this thing that I promised you, the cheat sheet or the report, did you know that I have a video that goes with this cheat sheet?

Now I want to give it to you for free, but I just need you to do me a solid. Could you share this page? And if you share this page, I'll unlock this extra free thing, right? Because they've proven to you that they're willing to give you their email address for something free. Pretty sure for some more free stuff they'd be willing to share with their friends as well. What's another thing that you could do with PLR? You can create the entire follow up. Everything that you're gonna be sending them in email can be created, it can be crafted from the actual source material lessons, use cases, basically use cases or case studies, tips, all kinds of stuff that you pulled out right from the PLR. So it's perfectly congruent, and you crafted it now into an email form. So just like you took that video, transcribed it, turned it into a book, took that book, pulled out a cheat sheet, or pulled out a report, well, you can pull out emails, and again, you could do this manually yourself, or you could take a chapter, pop it into your ai, tell your AI what it is that you need and what you're trying to do, and tell it to create that piece of material for you.

Speaking of material, all of the marketing material that brings them to the opt-in offer, the landing page, the things that you pull out, excerpts from the report, excerpts from the actual book or the video, they become blog posts. They could become social media posts on Facebook. They can become articles, they could become snippets that you tweet. They could become ads where you run solo ads or maybe even PPC ads. They become banners. You, you can make memes out of it. You could literally take quotes from the content with nice pictures behind them and turn it into memes that you share with a link on them, with a, with a link back to your group or to your Facebook page that has ads or that has, you know, posts on it that are linking to your blog that now have a link to your opt-in offer.

You see how this is all connected? You can pull this all out of one PLR product as long as you have a process to follow, and as long as you're modifying it, you're revamping it, you're actually turning it into valuable content that's tailored for the very audience that you're trying to attack. Here's why this scales, here's why you could do this over and over again, not just in your niche, but in other niche. This is gonna save weeks of content creation. If you were gonna start from scratch to create that first video, you'd have to write the outline. You have to spend the time making the content, actually recording it, editing it. Then you'd have to go and do the transcription and all that, so you're leveraging stuff that's already been done for you. You are gonna modify it significantly. The worst thing that you could do, look, I'll tell you straight up, the worst thing you could do is use PLR content exactly the way that you got it.

Thousands of other people have got that same content. You should use it as the core starting point, but you're gonna do yourself a huge disservice. Trust me, I've been doing this a long time. People that do that, it ends up biting them in one way or the other. Don't do that. You wanna be the person that creates new stuff from the inspiration in the private label rights material. And there's never been a better time to do this with all the AI that's available to you right now. So you are gonna be leveraging stuff that's already done for you, which means this saves time, and you can do this over and over and over again. This also keeps your message very focused, right? Because you're using one big piece of content and everything is coming out of there. It all goes well with one another.

One of the big mistakes that a lot of people make, not just when they're creating their squeeze funnel, right? There, their landing page and their lead magnet but rather when, once that's built and they realize, okay, now I've got a landing page and I've got a lead magnet, but I'm not getting any leads. Wow, I gotta drive traffic to it. So now they start creating ads that are completely incongruent. They have nothing to, and they're just trying to guess at what's gonna work. Well. Instead, you are creating a focused message because you are material that you're using that, that you're creating for your campaign, for your attraction methods, for your traffic, all came from the same source. This also helps you build a real relationship with your people. Every single piece of content adds value before asking for a sale, before asking them to take action, because it's, again, all content that's valuable and sourced from the same place.

That's important. It's not fluff, it's valuable material. That all came from that same piece of that same product, that same PLR product. It also works across all niches. Why? Well, because there's private label rights material in literally anywhere that any, any niche where people are looking for a transformation where wherever people are looking to increase pleasure or decrease, decrease pain, right? And that's pretty much every single niche. That's why this scales really, really well. This becomes something that you can use in your own business and something you can teach to people that are in completely different niches as well. Okay, now let's lay the groundwork for what's next. This right here, this training, this is the foundation. This is just to get you understanding how you can actually leverage PLR to create content and campaigns that are gonna help you build your list. And we're gonna expand on that a whole lot more.

But this is the foundation, it's simple, it's strategic, and it's built on clarity. In the next session, we're actually gonna show you how to use AI to automate, to customize, and to scale this even further, we're gonna talk about all different aspects, but for now, I want you to focus on mastering the concept of one PLR product, one funnel that's gonna help you create the full impact, the full campaign that's gonna attract them, that's gonna find them, it's gonna attract them, it's going to pull them into a digital stadium. It's gonna keep them engaged every day. It's gonna get them to opt in, it's gonna keep them on your list, it's gonna keep them engaged, and then it's gonna get them to actually take action and purchase something, or join something that you recommend. When this clicks in your head, everything is gonna become easier. You are gonna be able to build funnels faster. You're gonna be able to get better results, and you're gonna see how your list starts growing exponentially. I hope that you've enjoyed this training and I look forward to seeing you in the next training.