

Let's talk about revamping your PLR. You obviously know what P I R is by now. You understand that it has to be changed in order to create a new product, right? And in order to do that, you have to revamp both the content and the graphics. So there's a bunch of different things you have to do. At least those two things need to happen. But the thing is, it has to be done in a bunch of different places, right? And if you're gonna do it, you're going to have a couple of options about how you do it, right? You're gonna have to edit your graphics. So let's talk about that. First, you want to create new graphics for your new product, coz the idea is to take that PLR product and you're gonna turn it into a new product, completely new indistinguishable from the original.

And I'm actually gonna show you on screen how we do this, but you wanna make something completely new. Now, here's a couple of options for you that I'm going to suggest. First and foremost, I am going to suggest that you get the graphics done for you professionally. All right? Now we have a graphics guy on retainer. He's awesome. His name is Steve. And you can contact him by emailing steve_gfx-one.com and you can interact with him through email and you can tell him whatever type of image or graphic or size, whatever you need. And that guy is gonna deliver, he does amazing work. You can get a price from him and he'll do whatever graphics you need for your, for your new ebook. Now, the other option that you have, if you wanna outsource it, is Fiverr, right? And you can go and look through them.

But the thing is, it's kind of hit or miss with Fiverr. Um, you know, I've, I've seen some cool stuff on there and some cheap work, and, and have some, some stuff that, that's just horrible that I can't believe they even charge money for. So you wanna make sure that you look through the reviews and see and make sure that they've gotten a lot of good reviews. And then the third option is you could do it yourself. Now, there might be other sites out there like Fiverr for their sites, or you, you know, or you could just do it yourself if you know Photoshop, if you know gimp, the poor man's Photoshop. Basically what you're gonna need to create as far as graphics is you're gonna need a flat cover for the ebook itself. So the ebook is gonna be a pdf, and you're gonna want a flat cover for it.

The other thing you're gonna want, it's optional, but you might want, is a header for each page in the ebook. And you're definitely gonna need a 3D cover. So this is like a picture of a book with the cover that you made for your flat, right? For the inside cover. This is like a picture of a 3D box or a 3D cover so that your customer can have a visual image of what the product is in their mind. Whenever you create a digital ebook, a digital product, you have to have a physical representation in their mind of that ebook. And the way that you do that is by having a picture of a physical book. And you can do that with a graphic, right? You can do that with a 3d, graphic of a box or of an ebook.

And, and that's gonna serve subconsciously as that product image for the sales page or for the squeeze page or for whatever. Now you can do it yourself with Photoshop. It's a little bit more complicated, especially when you start getting into 3D images. You'd also use gimp, that's a free tool similar to Photoshop, not as advanced, but it's free and it's available to you. Or you can use the tool that I'm gonna show you here today. It's called [e cover free.com](http://e-cover-free.com). You can go there, my e cover maker and you, you can actually create a free account. They also have a paid version that gives you more styles and things like that. But you can see exactly how we do it. You can also use a more elaborate service like [click designs.com](http://click-designs.com), where you can make covers and, and mockups and all kinds of different things.

But that's essentially the side of it with the graphics part. Now, with the graphics, I'm also gonna mention something else. The ebook itself, right? The PDF document itself might need some images, some pictures inside. And that helps to break up the pages. You don't wanna have 40 or 50 pages of just text after text after text. You might wanna break it up with some images. And there's a couple of different ways that you can get those images. Now, if you go to a stock image site, like let's say [1 23 rf.com](http://123rf.com) or something like that, what you'll find is that you're gonna be paying quite a bit of money. You might have to pay 30 or

\$40 for some credits, and then you can get, you know, one image with, you know, with two or three credits or some images or 10 credits.

You know, it just, it doesn't go a long way. The money doesn't go a long way. Something that I've seen people do is you become a member@canva.com and Canva has a free image library, and you can download those images. So for example, if you need an image of a person walking their dog, because somewhere in that section or on that page, you mentioned walking a dog or you mentioned a dog, and now you wanna break up the text by adding a picture of a dog or something like that, you, you obviously can't just Google dog and copy any picture on there because that's illegal. You're, you, you have to do it with the rights to do it. Like you have to have permission to do it. So you can use the Canva free image library. You can use, you can also buy, believe it or not, they actually have plr image libraries that you can buy if you can come across something like that.

But essentially you want to use pictures that you have the rights to use and you want to insert them in the ebook to kind of, you know, break things up a little bit, right? So when I talked about earlier using Photoshop, uh, or using e cover free, I was talking about the graphics, like the design of the book cover, the design of the header, the design of the 3D box that's gonna be on your website. But now what I'm talking about is the pictures of the images that are gonna be inside of your ebook for when you, you know, you wanna break up all that text, right? So now, um, the other thing that you have to revamp, cause remember there's two sides of this. When we started talking about it, I said, you're gonna need to revamp the graphics and then you're also gonna need to revamp the text, right?

You don't ever, ever want to just push out plr material that reads exactly like the original that you got. You need to change it up because it, it's just gonna harm your reputation if you're just re you know, rehashing material that was already put out there by somebody else. It's very possible that the same customer that's buying this from you already bought the original because they're interested in that topic. So it's very possible that they bought the original. And then when they get your copy, they're gonna be like, oh, wait a second. This is the same thing with a different name. So you wanna change it significantly, you wanna add to it, and we're gonna talk about how to do that. One of the ways that you could do that with the text is you could use AI nowadays, it's awesome because there's all different types of AI tools that you could paste your text and have it reworded, have it turned into bullet points.

And basically, you know, you can, you can use it to paraphrase things. Now you always do it the old school way, where you literally just do it by hand, open up the text document and go paragraph by paragraph yourself, rewriting sentences, changing words around. Or you could let AI do the heavy lifting and use a tool like chat, g p t. You know, another thing that I mentioned earlier and you can do is use the AI to turn the content into bullet points. Because when you have a set of bullet points, like let's say you have a few paragraphs, or you have a few pages from your P L R material and you put it into chat G P T and you say, Hey, chat GPT I want you to make me a series of bullet points for a slide presentation that I can do, on, you know, on this topic.

But I don't want you to use the exact wording. I want you to change the words around. And if you type that kind of a prompt into chat G p T, it's gonna start giving you a whole bunch of different bullet points and, and things that you can now turn into that you can actually tell chat GPT to make the slides for you. Then all you have to do is copy and paste the bullets directly into your slide deck. You can use a free tool like Google Slides, to create that and then record it using your recording software. Or if you have PowerPoint or keynote, if you're on a Mac, you can record it right there as well. Bbut you know, essentially you want to turn that content from your P I R product into something completely new and you want to add to it and, and have chat G B T just, you know, create bullets and, and, and videos that, and, and essentially slides that you can turn into videos.

And it all starts with the graphics for me. So, I'm gonna go ahead and give you an example right now. I'm gonna go to my library. I'm just gonna grab a product here. I'm just gonna, I was scrolling through these. I saw one that stuck out at me right here. This one email sequencing machine. So I'm gonna go ahead and click download this file. So probably take a minute or so right here. It's going pretty quick. And then once it's downloaded, I will double click it to open it. And then now I'm just going to drag it and drop it onto my desktop. Okay? So I'm just gonna put that right there on my desktop and close this out. And it should be on my desktop. There it is right there. I'm gonna move it. Ah, actually it's gonna keep pulling it over here, but lemme go ahead and open it up.

And this is what's inside here. There'll be a... well, depending on the PLR that you're using and the product that you downloaded, there'll be a document in there. There'll be a folder with some images in there. And then you are gonna have your, um, your text file. Your text file is the actual editable text that you can copy. And then you're going to have your pdf, right? So this is the actual pdf. So when I was talking about the cover, right, this flat cover right here, that is what I mean by making a flat cover. So you need to create a flat cover that's going to go at the front page of your ebook set. When they download your ebook, it looks like this. Then you have the option, and this is optional. We like doing it in our eBooks.

We put these banners. So it's like a header on top of each individual page, right? So you wanna basically recreate this ebook. You're gonna have to create that cover and you're gonna have to create that banner. Again, like I said, the banner is optional. And then there's also the other images, right? So the other images are going to be the 3D box. And this is what I mean by that. You see how beautiful that is a 3D box cover that's using that same style as the flat. So you could put this on a sales page or on a squeeze page, and then when they actually open up your ebook, it's going to look like that. But you're, you're gonna need a combination of these images. And then inside the book itself, I'm not sure if this one's gonna have any actual photos in it, but you might want to add your own and break up all this text and add, like for example, right here, this white space, there could be an image in there about whatever was being spoken about here.

So you can do that and you can add those in yourself in the process of your revamp, right? But what we're gonna do right now is we're gonna open up a tool. So we're gonna use email sequencing machine, and we're gonna call it, I don't know, we're gonna change the name. We're gonna come up with some name, instead of email sequencing machine. We're gonna, we're gonna call it something else. And we're going to create a new cover for it, okay? now what I'm gonna do is I'm going to open up a site, let me go over to that site right now. And the site, actually, I, I actually will have it open on a tab here. If you go to coverfree.com, ecoverfree.com, it will open up this website, right? And I've already got an account.

You could create a free account, okay? And you can make all kinds of covers and, and graphics here. The free account will only allow you to create a few types of covers, right? The paid account lets you have a whole bunch of different things, and by the way, it's cheap. It's not that expensive to become a member of this. I've had this account for years, but I'm gonna go ahead and log in. And, now when I'm logged in, it'll take me here where, as you can see, I've got, you know, a whole bunch of images that I've done in the past, different boxes, different covers. It can make all kinds of book covers and screens and, and stuff like that. so what I would do is I would basically pick a cover here, and I would make my image, right? So I would come over to view all the styles and let's see which kind of style I want to use. It's gonna take a minute to open up. What kind of style do I want for my 3D book? Let's see. They've got spiral bound books. They've got all kinds of stuff. Again, you won't see all of these if you have a free account. So I just wanna find, you have the boxes here. I wanna get something that actually looks like a book.

So here we got a couple of different book styles. I use a book sitting on top of a stack of books. That's cool. And, I don't know, that one's cool over here. I don't know. I wanna use the traditional ebook kind of

style. I think it was one of those first ones up at the top. No, those were like magazines. Here we got hardcover books.

Man, they've got so many to choose from. It's like, I don't even know. They've even got CD covers here that you can use if you have a product that's a CD cover, um, I don't know, I'm so indecisive. Lemme just grab one. I'm gonna go ahead and grab this one right here. Like a handbook I think is the, is the type. So I'm gonna select that one. And now you can literally start designing your cover right in here. and essentially it starts with your background image. So you can select a background image from stock images or from, the, a library that's on here with just like basic designs. And you can actually upload your own stuff, like if you have your own stuff. So I had done a couple with some images from an event but what I'm gonna do here is I'm just gonna select, um, this color here, real simple. And I'm gonna add some text now to this cover. So I'm gonna just click on add a headline and we're gonna call this, um, cuz it's called email sequencing machine. So I'm gonna, call this email,

Email and then we'll, we'll make another headline here and we'll call this one. I'm just moving it down here. I'm gonna call it, instead of email sequencing, I'm gonna call it email blasting Instead of machine.

I'm gonna call it tool. So that's my new name for my product. So I've just renamed it email blasting tool. All right, so I know this looks kind of silly with these big bubble letters here, but we're gonna, we're gonna edit this. So I'm gonna come over here and I'm gonna choose a nice font for this. so let's go through here and change that. Maybe we'll go with that. And maybe I'm gonna take blasting and we'll move this down. I wanna enlarge this. So let's go and increase the size here. So we'll make it email. And I think with this, what I'm gonna do is I'm gonna wanna change the color. So let's go over and make it like a white and, and I might have like, maybe like a greenish kind of tint to it. We'll just go like that. We'll just go with white. That seems cool. So now with blasting, I wanna change the font on that. So let's pick a different font for this. and you can scroll through them as you see while you're going through it. So how about We can go with Anton?

That's funny. Bangers email blasting, that's not bad actually. and what I can do is increase that, oh, I pressed the wrong one and increase it here, and I can rotate this. There's like a way that you can like drag this and rotate it. I believe it's right here. Like this. Yeah, there you go. So imagine doing something like that and then you can, oh, after some rotate it, you can move it and put it on here like so. And then, for tool, let's, oh, well I wanna change the color of that. I don't like that purple. So let's do it, how about some red? Is red gonna stand out real well here? And then I'm gonna, um, use a different font for this. I'm gonna use Anton and I'm going to increase that like, so, um, you can make this be on top. there's a way to, lemme see if I click on it here. There's like one here that's like order. Oh, okay, the layer. Okay. Yeah, no, there's actually a tool here that allows you to as well, so that way works. You can drag and drop these, but you can actually, there's actually a way where, there's a, I don't know where to find it, but anyway, okay, so we got it. It's on the front. and what I want to do is with the word tool, maybe make that white as well, or at least closer to white than orange, like maybe something like that. And then I might want to enlarge that even more. It's not getting any bigger and I don't know why. So we're gonna keep it like that I guess. Now what I'd like to do is maybe find an image that we could put in here. Um, let's find an image, like if we could find not shapes or graphics. Let's see. I've never used this AI generated images before, so I'm not going to do that. But, let's see what happens here. Email. Put in the word email and I click generate and oh, I guess you gotta buy credits to do this cuz it's not doing it. You, your credit balance of zero. Okay, so they want you to buy AI images. Got it, got it, got it. Okay, we're not gonna do that. Um, so you can add images from their library. They have stock images, so if you click here, you can select images here. So we're gonna put in email and see what comes up. And there's all kinds of cool

things like look at that, there's that email tool and there's actually a way to remove the background from that. And I don't remember how at the moment, but it would be cool if we could, if we could do that. let me see if I remember how to do that. fit color

Background remover there, it's, and let's see how that looks. Okay, not bad. So now we've got these like email, kind of looking design there. So I'm gonna bring this text here, bring this up like that. And now we've even got an image there, right? So how neat is that? I can send this to the back here, whoop, not behind that background, but I can go like that and we can increase the size of it. And, yeah, so now we've got the email blasting tool cover here and maybe we'll go like this. And now what I want to do here is I want to copy these. Um, let's see if I can remember how to copy it. Can I just do control C? Nope, that didn't work. There is a copy button here that you can use. And what I'm gonna do with this copy button is I'm gonna reduce the font size. Now we're gonna make it really small like that. And the reason I'm doing that is because I wanna put it in the margin in the spine like that. So we're gonna email, and I'm gonna make a copy of this one too, and I want to reduce that as well. I think we can do it like email blasting.

And let's go ahead and turn that one around. Might need to turn left so that it fits email blasting. And then I wanna copy the word tool and we're gonna reduce that one and we're gonna turn it as well. Oh, we'll probably reduce it a little more. Turn him as well. There we go. So that could be my, the name of my product. Now over here with the word tool, I would probably do some sort of a shadow or something, around it like this because, you know, it was like showing over the text. We could probably do that to all of these. No, I don't want that one. I want, what's the one I did before? That one? That looks pretty cool. And then that, so there we go. Um, now what I, I do here is we've, we've created our, our cover. Essentially what I can do here now is I can come over to, this, this button over here, like the little, uh, disc to save it and I can click render mockup. And now it's gonna turn that into my cover. Look at that. And now I can download this on a transparent background.

And as you can see, it's in the bottom corner here. I'm just gonna put it on my desktop. And we're gonna take a look at our e cover. There it is.

We just made that, we just made that cover, that book. Um, and again, I just chose a particular style. I probably could do a little better with my spine so I could go back in there and fix that up a little bit. I didn't line it up really well. Um, but the purpose here is really to just kinda show you, what we're doing. Now, here's the other thing that's cool. You can also download, the flat image. Um, so if we go back over here, you see this right here, you can download the flat image right now, it's gonna have that spine on it, but you can also change the size of it. And that flat image is what you can use for your cover, for your f for your front cover. So let's drag that one over,

And now you've got a flat. Now I might remove this, like, and move these over for my flat, you know what I'm saying? So, I'll, before I, I'm doing this just for the example, but before I render this, I would go in, delete the email blasting tool title from the spine and then just maybe recenter this and then redo my flat image. And now you've got that flat cover that you need for up here, right? And you've also got your,, 3D image that you need for over here, right? So for when you put in your squeeze page, you can also use this tool to create banners. By the way, if we go to the homepage, you'll see that one of the tools, one of the things that you could do is, design, banners. let's see, right over here. If you go to templates, I think one of them is, oh, by the way, they've got all like templates that you could just look how beautiful some of these covers are that you can make with them, right? Um, anyway, there is a,, section here where you can actually create banners as well.

There it is. So down here you can design creatives. And one of the ones that you could do is, um, ice scraper banners, large leaderboard type style banners. You can do that here. You would just basically select that and then you, it, you know, would bring in and you can create your banner. You could do it

using the same exact styles even so you could bring in the same styles that you just used to make your cover. And you could do that all in here. And, and this is a great way to redo your, your images by the way. Um, you've got an image library in here that we looked at, right? A stock image library that you have access to. and you can use some of this as well for images in your book. Well, obviously I wouldn't put that image of a flower in a banner.

But you can use that stock image library for images that you might put inside of your book to break up the text, right? So now you've learned how we can redo images for the p l r ebook. Right? Now what's another thing that we need to do? Well, we need to redo the text. And when I'm redoing this, right, I'm gonna go into Google and I'm gonna go into, um, Google Docs. So I'm gonna open up my Google Drive and I'm gonna create new for a Google doc. And this is essentially where you're gonna be making your new, your new product out of your ebook, and you can basically drag and drop in your images and you can then make them fit. So like your front cover, you can make this fit go end, end to end. You could adjust your margins and all that.

Here I'd have to adjust it here, make them both come over there. Again, like I said to you earlier, I would redo this so that it doesn't have it here on the spine for the flat cover. But as you can see, we now have a front page and you can now repeat the same thing for your... you can do the same thing for your, um, header. You can insert a header and then put the banner that you made in here as a header. But what I'm gonna do is I'm just gonna jump in into the text. So let's say now you wanna start typing in some text. Um, what I wanna do is I wanna bring over, I don't know why my margin's not coming in there. It's okay. Um, I wanna bring over some of my text from my, my p l r, right?

So I've got my P LR open here somewhere. I think it was here. Where's my book? Oh no, it's right there. Email sequencing machine. And here's my text documents. So this is where the text of my book is, right? And here what we're gonna do is I'm just gonna copy the first paragraph. I'm just gonna copy this and yeah, you could paste that directly into your, your book and now you're essentially creating your, your own book. But you know what, I, I think that's not the way to go because I think what you're doing here now is you're just copying the original, product and you don't wanna do that. So what I recommend you doing is revamping this using ai. So you can go over to chat g PT for example, and I could say, Hey, chat G P T I want you to reword some content for me and let's see what it says. It says, of course, I'd be happy to please provide the content you'd like me to rephrase. And now I'm gonna say, this content is a about email marketing and I want you to change it significantly so it is unrecognizable from the original.

So you have chat g PT understands what I'm saying? Okay, it's saying it knows, just gimme the text. So I'm gonna go ahead and just paste the text here. Boom. And let's see what it says. Hit enter. And now it's rewriting this for me.

So once this is done, we can compare it to the original. Um, what I'm gonna do is I'm gonna copy it right from here and I'm gonna paste it into my book. Now here's the thing, unfortunately you can't really do too much of this at once. Like you can't copy the whole book and paste it in here and expect chat g p t to be able to do the entire book, you know, like 50 pages or a hundred pages or whatever it is at one time. Um, but right here it seems to be doing a pretty good job with, with what I've given it so far. and it looks like it's given me a full page back. So I'm gonna copy it from here. Oh, didn't wanna go that high. Stand by. I should start from the top.

Let me copy that. And now I'm gonna go over to my doc here as my doc and I'm gonna paste it. I'm gonna insert a line just so that I can compare the two. just go ahead and insert a line just so I know where my chat, g b t text, oh wait, I gotta paste it without all that formatting. Okay, so maximizing potential earnings through strategic email sequences. Now, the reason it's doing this is I didn't have my, my margins set at the same spot. That's what I should have done before I pasted it. I'm just screwing this up, aren't I?

For whatever reason they've detached and I'm not sure how it put 'em back together. But let's compare our, you know, our text here. So the original said how to automate trust building, upselling, and cross-selling. Now it's maximizing potential earnings through strategic email sequences. Wow, significantly different. If you ask me, let's see that first paragraph again, my indenting is messed up, that can be fixed over here. But, the first paragraph said, in this ebook we will be talking about email sequences, how to automate trust building, upselling, and cross-selling. I have discussed this in great length in one of my Unfair Advantage webinar episodes. So then we go down here and we check what chat g p t with that. And it said in this digital guide, our discussion revolves around the craft of email sequencing, harnessing automation to foster trust and encourage upselling and cross-selling.

I've explored this topic thoroughly during an episode of my Unfair Advantage webinar series, right? So it changed that I would personally, since it's you, , and you're revamping this, I would remove that. My unfair advantage, section. I would just take that whole thing out. many digital marketers launching products inadvertently overlook abundant opportunities for sales. Let's see, what was the original one? The original text said A lot of internet marketers that launch products miss a lot of opportunities to make sales because they think that the sales process ends right at the sales page. So it is significantly changing this content paragraph by paragraph. It's just gonna be a mundane, tedious task of going section by section and putting it in there. But once you do that, you are gonna significantly, you're gonna have something that's significantly different. And remember, you can go ahead and insert images as well here.

You can insert pictures that go along with whatever's being discussed. But this is how you create your own version of a book, right, of an ebook. This is how you revamp a p r product, right? And when you're done, you simply come down here and, go to file, download as a pdf. And now what's gonna happen is it's gonna take, oh, it's an untitled document cause I didn't give it a title. I'm just gonna drag that and put that onto my desktop here. And now let's take a look at what our new book called Untitled document looks like. So when I open that, as you can see, similar to the ebook that we had earlier, except now it's got a new name, it's got new text from Chachi. I would never leave the original text in there. Obviously this is for example, for training, but now you've learned how you can revamp P I R and make it completely different, a completely new product indistinguishable from the original, yet sourced from that material that you have private label rights to.

So imagine having to sit down and think of all this information, especially if you're not an expert in the topic. This way you can actually use all of that information, revamp it, turn it into a brand new product that looks completely different, and that's going to satisfy your audience without them having a single clue of where it came from. What I will leave you with is this. Always read the material. Always read the material. Don't just trust chat, chat g p t. it can make mistakes. always read the material even if you outsource this to an editor and you hire a person to do it, make sure you read the material before you put your name on it and you sell it as your own. This is an amazing way, you know, with the technology that we have available to, to, to us today. This is an amazing way for you to turn p l r into leads, into traffic, and into traffic, and even into money because you can basically lose the use material that other people wrote and put it out there as your own. So I hope you've enjoyed this training and I look forward to seeing you in the next training. Take care.