

Private Label Rights & Outsourcing Secrets

Teleseminar Transcription

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Socrates:

Let me get a couple of questions from you guys. If you have any questions in this matter that you would like me to know ahead of time, go ahead and let me know now so that I can try and address more of those questions on my presentation.

Sammy:

Socrates, it's Sammy from the UK. Can I ask a question?

Socrates:

Yes, sure. Go ahead.

Sammy:

There is a lot of PLR material around and I'm looking forward to hearing your ways of using this. I've done some study on this. The question is, there is also a lot of this stuff being sold on places like E-bay and I know E-bay is one of your specialties. So I would like to know how you can sell this at a reasonable price because everything on E-

bay seems to be selling at ninety-nine cents. You know, e-books and this kind of material. So I'd really like to know how you can make it more valuable.

Socrates:

Sammy, how about you selling the items for ninety-nine cents but still making twenty dollars on the back end? How does that sound?

Sammy:

That's great. Yes, that would do nicely.

Socrates:

Quite honestly, it's becoming harder and harder to sell private label rights products or master resell rights products on E-bay without keeping in mind the back end product, the outsells, and the whole marketing final because what's happened is that E-bay has matured and has gotten saturated in the market so it's hard to get in there and get the low-hanging fruit. That's what happens with everything. Google AdWords used to be so easy to make money. Google AdSense used to be so easy. Same with E-bay.

The reason that you have that e-book there for ninety-nine cents is because you want to collect that person, that customer who purchases that e-book. Offer them something of more value and more expensive in the back end that they would be interested. What you sell on E-bay is bait to get someone to buy that and to create a targeted list of people so that you can sell them more expensive things. By selling items for ninety-nine cents, you don't really make money. The people that don't understand this principle, they quit after a couple of months because it's a pain trying to sell two to three thousand dollars worth of ninety-nine cents items to make a thousand dollars in profit. But, those three thousand people that you sell, if you can convert ten percent of those people into buyers that spend one hundred dollars worth on an upsell product – ten percent of three thousand would be three hundred people spending one hundred dollars with you. That's a thousand dollars profit. So keeping that in mind and using that approach on E-bay works very well right now and people don't really know why it is that you're selling these items on E-bay. They probably think you're crazy. However, when you have the right plan, it's very profitable.

Unknown speaker:

Can I get a clarification, please? Are we talking about buying private label rights materials and then changing them and selling them for personal use on E-bay for ninety-nine cents or are we talking about getting whatever material – whether PLR or whatever

– and then changing it and selling it as PLR material. In other words, passing on the PLR rights to the person that's buying? Which one are we talking about?

Socrates:

What we're talking about is acquiring the PLR products and using them in different ways to make profit. I'm not really focusing on passing the PLR, but let me ask you this question: why do you want to pass the PLR?

Unknown speaker:

I actually don't want to. I was just wondering whether there was any good reason why I should, but I actually prefer just producing material which is valuable information but just sell it for personal use.

Socrates:

The only reason I could think of for passing private label rights products is that you're the private label right provider and you're in the content industry, where you generate content and you sell it. So that's the only reason I could think of for selling private label rights product. Someone that purchases the private label rights products will

actually regrant the product and add their own links in there and that, in turn, doesn't make you any more profit after that. The viable component stops right there.

Now, I could see a benefit of selling with resell rights and with master resell rights. However, the only reason I could see selling a PLR product is if you're in the PLR product industry, like you're providing content in exchange for money and that's your profit. But, you can change a PLR product and turn it into a master resell rights product or a resell product and sell that with resell rights. However, you have to know exactly why you're selling products with resell rights. I have a whole two-hour presentation on this topic that I do from time to time that shows people why they shouldn't even do the resell rights and the master resell rights product.

If you want me to explain that briefly, the reason is that when you put that resell rights product label in your titles, marketing, descriptions, everywhere, you attract the wrong market. You're going to start attracting the retailers and other people like you that want to buy that product and sell it. Most of these people won't even read it. They want to buy that product from you and turn around and sell it for a buck or so, so that other people can buy it and turn around and sell it and so forth. However, when you take that resell or master resell rights label off of your marketing, what you do is you specifically target the people that buy the products for the information itself. So you're selling a dog training product, you're going to attract people who have dogs with problems and want to trade them. That's your market and that would be very easy to turn around and sell them

a dog-training course or something of higher value in the dog training market. That's their problem and you're providing the solution. Is that clear?

Unknown speaker:

Actually yes, thank you.

Socrates:

That's great. Alright, let me get started and get to the lesson of the day and after we're done, I'll take more questions. I don't want to waste the first part of the call. Is that okay with you guys?

Unknown speaker:

Great.

Socrates:

Our topic for today is how you can use private label rights products, also known as PLR products, in your marketing so that you can make a lot more money and how you

can use these products in a way so that you can add on to your marketing and attract more leads into your business. Our second topic will be how to outsource effectively and several tips and steps that you should follow when you're outsourcing so that you don't have to pay a fortune, you do it for very little money, and you do it the right way.

One of the things that I promised to talk about on this call is the step-by-step method that I used to get about \$3971 with just one private label rights product that I got out of a PLR package that I purchased for \$197. I purchased this package last year and it contained ten or fifteen private label rights products. After I got access to this private label rights package, I looked very carefully to find the one product that I liked to promote. I went through the list and I found the product that I thought would be an add-on to my other products in my product line so that I could change it a little bit and turn it into a full-feature product so that nobody knew it was a private label right product in the first place.

After I got the package, the second thing that I did was I changed the name to a better catch name. Changing the name is very easy. You can come up with anything you want because it's your product. Just try to stay away from copyrighted and trademarked names, like 'dummies,' for example. This is a mistake that I did in the past. I registered a domain name, 'makemoneyfordummies.' 'For dummies' is a trademark and what happened is that their lawyer sent me a letter telling me to stop using this domain name immediately, otherwise they would sue me for God knows how much, because the 'for dummies' keyword is a trademarked word. When the private label rights products comes

in, it has a title already, so change that to something that is totally different and stay away from trademarked terms.

Number three, I changed a small part of the product to make it a little bit more unique. In my case, it was a software package, so what I did is I added a couple of more features on this product so that I could change the angle on how people would look into my product. You can either do this with private label rights software - hire a programmer to add a couple of more features - or, if it's an e-book, you can add a couple of chapters or you can combine a couple of private label rights packages into one and create a more unique product.

Number four, you create a brand new sales letter. This is both easy and hard to do. It's easy because it's something that you can sit down and do yourself. It's hard because it takes some skill to actually make that sales letter convert but as long as you stay within the guidelines of the first sales letter that came with the product and just reword everything, you're okay. You have an outline on how to lay that out.

As a general process, you start with a headline and a subheadline and make it look like a letter that connects with the reader on the problems that they're having. If you're selling a dog training e-book, for example, and you want to write a sales letter about that, you have to think of a problem that your product solves. For example, let's say you're targeting people that have dogs that go to the bathroom in the house. What you could do is you could say something in your headline that shows potty training. So either you're going to say, "How to never have your dog go in your house again," or something like

that, or, “How you can potty train your dog in seven days or less.” It’s a big benefit that your product solves. You can start with that headline and that’s a very important part because it attracts the attention of the reader. Then, through your letter you just explain and connect with your buyer and mention the problem, mention how your product is going to solve that problem, provide the other benefits that your product solves, have some other bonuses, and then leave the person to purchase the product at a price that is a bargain. So it’s an irresistible offer.

If, for example, in the components of your package, each bonus is seventeen dollars and you have five bonuses and the actual e-book is worth fifty-five dollars and altogether it’s worth over one hundred dollars and you sell it for twenty-seven or forty-seven, that makes a lot of sense for the buyer to spend that money. It’s your job in the sales letter to bring out the value of the product, to show your reader that the value of the product is a lot more than what you’re asking them to give you in exchange. So that’s important: create a new sales letter.

Number five, get a new domain name and put that sales letter on it. A domain name costs about eight to nine dollars a year. It’s well worth it. You don’t want to have a website that says “yourwebsite.com/dogtraining” and then have your other e-book “yourwebsite.com/makemoneyonline.” It doesn’t make any sense and it’s not very professional. It brings the value of your product down.

By having a domain name specifically for that product... Now this is very important. I see people getting a good domain name for their main business but when

they deal with private label rights and resell rights products, they just don't treat those products as real products so what happens is they just put them on a side domain or a side folder and they undervalue the products themselves. So get a domain name and put the sales letter on it because that will lift the credibility of your product.

Number six, drive traffic to it. After you put the domain name on and you put your sales letter, payment links, and everything, then you need to drive traffic to this page. It's so simple to make money online and let me explain why I say it's so simple. A lot of people make easy things harder and harder and harder. What I'm saying is this – and pay a lot of attention to it because it's very important, even though it's going to sound very simple – all it takes to make money on the internet is an offer and people looking at that offer and buying. So it's the offer, the traffic – the people looking at the offer – and the conversion. The conversion is the people looking at the offer and paying for it. There's nothing more to it. It's not AdSense. It's not Google AdWords logging and all that stuff. All of that stuff are additional tools where you can enhance this process.

So you have an offer, which you create with your private label rights package, with your sales letter. You have a “buy now” button that you can get at PayPal for hardly any money – everybody can sign up. Then you have people looking. People looking at your offer means there's traffic going on that page. To generate traffic, you can utilize Google AdWords; you can utilize a blog. You can utilize forum posts, articles, videos, traffic exchanges. You can do email marketing. You can do classified ads. You can do

a whole lot to generate traffic. You don't need to do all of it; you can just do one of these methods. However, the main principle is still the same: an offer and people looking at the offer and then converting to buyer. So when we say "drive traffic to a page," don't get confused with all these things you hear around the internet all the time and you get overwhelmed and overloaded with information. It's a simple thing. It's a page that contains an offer and getting people to that page. And that's it. When you get enough people to that page, you will make sales and when you get a lot more people, you will get a lot more sales. That's how money is being made, as simple as that.

So after you drive traffic to the page, you're just going to sit back and watch this thing sell. Now, in the beginning, it may not sell as well, so you're going to have to test it a little bit, but I'm not going to get into the testing right now. We're just trying to give you an outline of how this works. Testing and driving the traffic could be a whole tele-class by itself.

Number seven is that I use my digital dispatch to automate the delivery process. Probably everybody on this call already owns my digital dispatch, which is the automated deliverance system that we created and what it does is that after someone buys an offer, my digital dispatch delivers that. I talked a little bit about traffic and the domain name. I still highly encourage you to have your own domain name, but if you don't want to do number five and number six, you could utilize the power of E-bay. You can put your sales letter on an E-bay listing and E-bay will drive traffic to that listing as long as you have the right keywords in your title. Then, you can sell that on E-bay. However, when

you're doing this on E-bay, you're going to have a hard time selling this at the price that you want, so what you might want to do is create a short summary or short report or smaller version of whatever it is you're selling on E-bay and then up sell the actual product to the customers that purchase that from E-bay. So when you use this E-bay approach, you're already plugging into a built-in traffic source.

When I generated \$3971 with that private label rights product, I did not use E-bay. I created a domain name and then I drove traffic to that page. By the way, when I did that, that was a short-period experiment; it was a one-month experiment. After that, this package is continually making money every single month, but that was the time period that I chose to tell you about how much money it generated. It's probably doubled that and I don't do anything with this package. It's there. I did my promotion and I left it there. I made that money through my promotion and it's been making money on its own ever since.

The next topic is how you can manipulate this product so you can create your very own unique product and you can actually legally put your name on it. When you're buying private label rights products, make sure you can actually change the products and you can actually put your name on the product. You can look in the Terms of Service or inside the product itself for a "Read-me" file and see what type of license that product comes with. Usually, the type of products that are sold on the internet are products that you're allowed to change the content and put your name on it, but to be totally sure, if you can't find that file or see it on the website, contact the person who sold you that

product and ask them what it is that you can and can not do. I know of products that are being sold right now that don't even allow you to sell them on E-bay so you have to make sure you know these rules. Now, there's ways around every single one of these but if you buy a product that you're not allowed to put your name on it or change the content, that's hard to get around. Make sure, at least, you have those ruled out.

There are two things that you're going to change to make the product unique and you can put your name on it and people won't identify that product as being a private label rights product that was sold about a month ago in a package. First, there is what people see and then there's what people will see *after* they buy. So what people see when they go to your website is one of the two things that you're going to change. That's the graphics, the sales letter, and the name of the product. I already talked a little bit about the sales letter and the name of the product.

Now the graphics I strongly suggest, unless you're a graphics designer, to hire that out. The graphics are the one thing that someone looks at when they go to your website that makes an impression on them. It's worth the twenty-five or fifty dollars that you're going to spend to get your e-book cover or software box and your header graphic done. The one that I actually use is "Rentacoder.com." You go there, you post your project, you collect bids on your project – and I'll get more into that when we get to the outsourcing part of the lecture. When you go there, you make sure you get brand new graphics just for you and you hire a professional. You look at their portfolio before you hire them and you don't pay too much for it. You're going to use the stuff that I'm going

to tell you in a little bit to get bids for about twenty-five to fifty dollars on a full set of graphics.

So what people see when they go to your website: graphics, the sales letter, and the name of the product. This means that all the people that go to your website will see something new and unique, even if they don't buy. After they buy, you want people to create testimonials for you that are raving and talk about your product and not the other guy's product. Let's think about this for a second. Say you have a dog training product and you've already bought Dog Training Product A, "How to potty train your dog in seven days or less" from John Doe and you come to my website and you see all this brand new sales letter and brand new everything on how to train your dog in six days or less and then you see these totally new graphics, sales letter, everything and you buy the product, you spend another sixty-seven dollars and you figure out it's the exact same product you bought from the other guy with just a different title. Now are you going to give me a raving testimonial? You're probably going to call me up, calling me a scammer and try to get your money back and everything. Now, if you change the product itself by adding some more chapters to the product, adding some more resources to the product, give some more bonuses that the other guys don't have to make your product excel and unique, then you're not going to have that problem, because you have your own, unique product. So, change what people see and change what people see after they buy. These are two components that you need to work on.

To change what people see after they buy, you could rewrite a lot of the content – this is my least favorite. You could add more chapters – I like this one. You can add more resources and, remember, when you're adding your resources, add your own affiliate links in there. So when you're recommending something, check if that website has an affiliate program and sign up for it. Why not? It'll make you a little bit more money on the side.

You can combine two or three private label rights products into one – kind of like mixing and matching products – and create a package. So, it's a unique package. Maybe the products themselves are unchanged, but when it's two or three product, it creates one single package. Now, also, before you do this mix and matching, make sure that it's allowed in the Terms of Service. If mixing and matching products is not allowed, maybe you want to consider adding them into one, meaning you cut those other products and you add them as separate chapters or sections in one product. So you have one e-book, even though it consists of three private label right e-books. You only have one package, one product, one e-book – the bonuses could be anything else – but it's still within the Terms of Service.

I talked a little bit about this at the beginning, but let me get back to it: how to hook your customers from E-bay and other sources and get them to buy your private label rights products. If any of you are not allowed to sell the product on E-bay, there are ways that you can get around it. Before I get to that, when you make the product your own, when you follow the steps that I told you and the product is so unique that it cannot be

identifiable and people see something unique, and you go and sell it on E-bay, chances are that 99.99% of the time, you're not going to have a problem. You may want to ask the person that sold you the private label rights if you could do that, but show them the product. Explain to them how it's so unique that it doesn't devalue or compete with the product he sold you in the first place.

The other thing you could do is what I told you before. If the guy says no or you just don't want to go through the extra mile and change too much on the product to make it so unique, you can make a summary or smaller version of the product and sell it on E-bay for a dollar or five dollars. Then you sell the actual product itself to the customers that bought that bait – that report or summary that you created. So when you have that short version of the product, it's a condensed version of the full product. It's not all there and you want people to get a taste of what you're offering. You want them to buy; you want to get that name, email address and phone number from your E-bay customers and then sell the actual product to them later on through email or over the phone or however you like to sell to people.

Usually a summary report would be eight to fifteen pages, not very long, and make sure that within that product itself, you're up selling the other, more expensive product. So people that are reading it get more and more curious and more and more sold on the idea of getting the more expensive product because it's going to solve their problems more effectively.

The other thing that I wanted to talk to you about is one very simple thing that you can add to any private label rights software so that you can keep getting people coming back to your website for more. Most marketers don't do this, and it's so easy to do and it costs you almost nothing. It's probably going to cost you ten or twenty dollars to hire a software programmer to do this on a freelance site. This is what you do: you're going to add special links back to your website inside the software itself, so while people are using that software, they'll be looking at your link in different places and they will be clicking on it. So what happens is you create a few special pages on your website. The first type of special page is where you have something special for them and you call it a special link. It's a link for a special offer. Another idea is you have your help file online, so people click on the "Help" and they go to your website to read the tutorial or whatever functions you want to explain. Make it be online. Now you know that would be a page that every user of your software will click either frequently or at least when they're starting out using the software. So on that help page, you're going to make sure that you have a different offer or some way of monetizing from your visitors. Maybe you want to sell them an add-on or another special offer. Do that.

Another way of putting links is you put a "Check for updates" link. So within the software, you would have a "Check for updates" link or button that people would click to check if there was an update to that software. They'd still go to that special page, "yourwebsite.com/update," and they're going to see if there's a newer version or not. Also, you might want to have an opt-in form so they can opt-in for the updates, so you get their name and email address. This is quite useful when you're doing resell of this

product because people are selling the resell rights all the time and the product is being distributed from your resellers and they're not your customers already, so if you put these "Check for update" links in your software, even if John Doe sold it to Jane Doe and Jane Doe sold it to John Smith, now John Smith, when he checks for updates on your site, he will opt-in to your mailing list even though you never had this person buy the product from you in the first place. You don't have to do this just on software. You can do this on e-books themselves. On the first page of any e-book you create, make sure that you have a short paragraph that encourages people to go back to your website for the latest version of that book and on that page, you allow them to opt-in to download the latest version. So you send them the latest version via email. That's very powerful. I've added about two thousand people extra on my mailing list from people that downloaded an e-book that I wrote about a year ago and I let that out. So people that never downloaded this report from my website, they're actually getting it from other resellers, and they're opting into my list to get the update. So that's very powerful.

Now this is a little bit more complicated, but you might want to test this out, as well. If this is a generator-type software, for example, software that generates images, HTML files, postcards, other types of files and templates, put affiliate links on the generated content. So, if you create a software that generates postcards – so people will enter a picture and the content and whatever offer they want in a software and they click the "Generate" button and it generates a postcard, then you can add right at the bottom of that postcard, "Postcard generated with so-and-so's software." Now whoever clicks on that virtual postcard, they will go to your website. If that's an affiliate link, your

customers will have the option of entering their own affiliate link on their postcard, so they can make money when they purchase software to generate more postcards. Of course, you have to provide the ability to your customers to opt-out of having an affiliate link on their postcards, but when you give them the opportunity to make money with their own affiliate link, most of the people will leave it there. This is very important; I do that with almost every single software and every single product that I have. It's extremely powerful, so keep that in mind. When you tell any programmer about this, it's not very hard to do. It will cost you less than one hundred bucks, guaranteed.

This is the same idea as rebranding the PDF files. I don't know if you've heard about that: rebranding your e-books. So you buy your PDF file from someone, like a master resell right PDF file, and then they tell you, "You know what? You can actually rebrand the links in the e-book to be your own affiliate product." So you sign up for an affiliate program, you come back, you enter your affiliate ID in this little software, and it brands your PDF file. Now that's been around for a long time. What we're doing here with software, since it's a private label product, usually it comes with a source code. So it's very easy to add this feature inside the software. Also, when you have software, it's something that people use over and over again as compared to an e-book that they read and they're done with it and put it in the folder and never read it again. Software is something that people come back to and use it again and again and again. So when you have your link inside the software, you get more and more opportunities for people clicking on those links. If they miss it the first time, they'll click it the second or third or fourth time. Or the time they need help and they click on the "help" button. Or two

months later, when they figure out, “Hey, is there an update?” and they click “Check update” link. These are little tricks that you can do that are so easy for a programmer to add to any software, yet most people don’t got the extra mile to add those. Make sure you do that.

Another thing that I promised to talk about today is how to take any e-book from any package and, in less than six hours, create a brand new product that you can sell for four times the price of the original e-book. This is going to sound so easy and simple, but it is very powerful. So, you find a quiet place and read the whole book into a recorder. Read the whole e-book into a recorder. Turn it into an mp3 file and you’ve got yourself an audio book. Now audio books are a lot more valuable than just e-books, so they sell for more. People can download an audio book and put it on the mp3 player and listen to it in the car. There are people that learn from audio books better than from reading. There are people that don’t like reading and they just like listening and the other way around.

If you don’t have a quiet sound studio in your home, here is a tip I learned from someone to get really good quality audio: a very good place to actually record anything on audio is your car. So, at night, when there is no noise around – or go park somewhere where there is no noise – read that e-book out loud into a recorder in your car, if you don’t have a quiet place in your house. Now, the reason for the car is the people who manufacture cars go through a lot of trouble and research to make car as sound-proof as possible and make the car have good acoustics inside. When you do actually get your

digital, portable recorder and you record in your car, you will get a better sound quality. Call me crazy, but this actually works.

Now let's say that the private label rights product is in an audio or video format. You reverse the process. You transcribe it into an e-book. So if it's an audio or video product, you get someone or yourself to type it down and turn it into an e-book. That creates a totally unique product that nobody else has.

Now, how you can use private label rights products into offline market and actually quadruple your success. You can sell a printed, three-ring-bound version of the digital book. You print out the whole book, the whole hundred pages, you put them into a three-ring binder, and you sell it through offline means, through classified ads and local newspapers that are free to list your products. You sell it for a lot more than what it cost you to actually print it out. So if it cost you twenty dollars to print it out, you sell it for sixty-seven or ninety-seven dollars. Now, however, you might want to include some things with the package and turn it into a home-study course. So don't print it in a way that looks like a regular book. If you print it in a way that looks like a regular book, the value drops significantly because people already associate prices with hardcover or paperback book. When you put it in a three-ring binder, it's more a home-study course and people associate higher value with it and are willing to pay more money for it. It's more custom-made and low-circulation title publication.

You can sell a CD of your audio book or include that CD of the audio book with the printed version of the book and a couple of other bonuses to raise the value itself. If

you ask how you can create your own home-study course, you just get an idea that can make you thousands of dollars very fast. Get a couple of private label rights e-books, combine them, print them out, have an audio version of the product included in a three-ring binder, go out and sell it for \$147.

I've already mentioned the package with printed private label rights content along with audio version. If you have the capability of creating video, that would be a lot more powerful. I don't want to go there, because most people don't have that capability right now, but if you do, video is another good idea. Here's one of the ways you can easily do it: if you're using any kind of screen capture software, you can demonstrate what the content of that e-book is all about. So, if you have an e-book on how to build your first AdWords campaign or how to sell on E-bay, you turn on your screen capture video and you demonstrate every single step in that e-book and you've got yourself a video product.

This concludes the section about private label rights and I want to talk a little about outsourcing before I get to the questions.

So, the second section of this program is about outsourcing. As you already figured out, a lot of the things that I've told you that you should do to change this product label rights product will require, if you don't have the ability to do a lot of things yourself, will require you to hire someone to do it. Now I'm going to tell you are a few tips, tricks, and resources you can use so you don't get ripped off when you go out and ask for people to work on your stuff.

There are quite a few sites I want you to write down. One of them is "RentACoder.com." The other one is "Elance.com." The next is "Guru.com." Another is "Scriptlance.com." There are a lot more, but I think these four websites are enough. I like RentACoder for anything that has to do with software, because they specialize in programmers. However, they also do pretty good graphics if you find someone to work on graphics from RentACoder. Guru I like to use for other things, too. I found an accountant on Guru.com the other day. I've found my support people on Guru.com. I found quite a few other people that have worked with me, telemarketers. Guru is just a very big marketplace that deals with a lot of other things. RentACoder specializes in software, so if need to change or add more features to software, I suggest that you go to RentACoder and you post your project there. Now Elance is more like Guru.com. I would use Elance for writing projects, like if I want a book written, but you can use Guru, too. Scriptlance.com is also for programmers mostly. It's a lot cheaper and a little bit lower quality and if you have a little bit of time to experiment with some people, you might want to try Scriptlance, but you're risking it a little bit in my opinion. However,

these are all four good resources that you can work with and find the ones that actually work for your project.

The first thing that you need to do when you're posting a project, you need to be as detailed as possible, but you don't want to reveal everything about your project. Let's say, for example, you want to create a membership site that will contain content about how to make money with AdSense and it's going to contain that twist that you came up with to make it different than every other website out there – you're going to be using videos to drive traffic to your website and get money with AdSense, for example. That information is totally irrelevant to the programmer who's going to write that application for the membership site. But that information would be very relevant to your competitor if they actually see it. So you want to request bids for a membership site in general and ask someone to create a membership site for you that will allow you to post videos, bill people on a monthly basis, integrate with PayPal – functional things that you need someone to create for you – but don't go into details of your marketing plan and how you're going to make this and don't let the cat out of the bag. Give them enough information to work on your project, to create a website for you in generic form that you can later use as a tool to get your project done. To summarize that, be as detailed as possible without revealing the core of your project. Give them the information they need to give you a good estimate.

Number two, specifically ask for each deliverable that you need to have them send to you after they're done with the project. For example, if you have someone create

a mini-site or a small website or sales page type of website, you're going to ask them, within your bid, that you want them to deliver the graphics in Photoshop format. You want them to actually build them in the site and send you the actual HTML files. You want them to upload the website on your server so that you can demonstrate it before paying them to figure out if there are any bugs and if it is to your satisfaction. Mention to them to upload the website on your actual domain name website in a finished format. You want to ask them to integrate specifically with your old responder form and to send you the full source code of the website. If you don't ask specifically to send you all this stuff, they come back and sometimes tell you, "You know, that was not in the deal. You have to pay extra." Especially when you're asking for source code and Photoshop graphics and so forth. They don't have to give you the Photoshop graphics unless you ask for it and have it in your contract. They don't have to give you the source code of the software unless you have it in the contract.

Number three, you must make sure that people understand who owns what. You have to let them know in your bid proposal that this is a work-for-hire and all work must be original unless otherwise described in writing. You also have to mention that you will be the sole owner of all images, source code, and everything else included in the package. So, the programmer will not be allowed to resell any of the material that you paid them to create. By having the right wording in your bid proposal and people agreeing by bidding on it, you have the upper hand if later on they decide to start selling the work that they did for you. That's your contract with those people. When you pay someone to create something for you, you're buying their time to work for you. They create something and

whatever they create for you during that time should be yours and all they get is money in exchange for their time and that's it. So, if you get the right wording in your bid proposal, you can get exactly what you pay for.

Number four is timeframe. You have to be very specific on how much time you're going to give them to create this project. Here's a little trick for you: if you underestimate the time that you give them to complete the project, that will probably get you closer to your actual deadline. Almost always, when you post a project on a freelance site, it won't be delivered on time. In fact, if it is delivered on time, there will be bugs and other things that need to be fixed. So don't give them your actual launch date as your delivery date. Give them a couple of weeks ahead of time so that they can finish the work on time and then you can tell them what to fix. One more thing that you need to have in your bid proposal, you need to be very specific that they will fix any bugs and will provide support for ninety days after they deliver the product to you. Ninety days will be good enough for you to find most of the bugs. So, be very specific. You are asking them to fix any problems with the software, as long as it's not adding any more features or is additional work. So if there are any problems with the work, they will fix it within ninety days of delivering the product.

Number five, when you're working with bigger projects, you might want to break it down into smaller pieces. I quote the Milestone approach, which consists of you breaking the project down into smaller, logical pieces. So if you have a large membership site to create and someone is picking up the whole project, with the graphics

and programming behind it, you might want to ask someone to create a website where people can log in and view your videos as one project. Another part of the project is then integrating with PayPal and authorize.net. Another part of the project is then integrating with an affiliate program. Another part would then be delivering the actual graphics, and so forth. Now this is an example. Usually a simple membership site like this will be one project, but if it's a larger project – and you will know if it's a large project – you may want to cut it down, give them the first part and let them work with it. If you're unsatisfied with it, at least that person didn't waste a lot of time. You pay then and they go away, or you don't pay them depending on what you guys decided, but then you have the opportunity to either find someone else, or if you're satisfied, pay the person after you get the first deliverable, which makes you both happy, then send them the next one and the next one and so forth until the whole project is done.

Number six is very important. Request the bids. This is what most people don't do and that's why they don't get a lot of bids and they get stuck with high prices and a very few selections. When you create your project, at most of those freelance sites I gave you, you will be able to invite people to bid on your project. On Guru, you can invite about 200 people. On RentACoder, you might be able to do 200 people, as far as I can remember. So after you post a project, you use the invitations feature on the freelance website to invite people to bid on your project. Right after you post the project, invite people to bid on that. The reason for that is that you get bids fast, so you don't have to wait too long to get people bidding. Number two, you get these people to start competing with each other. If they see that there are more bids on the project, they will start

competing with the price and on providing you with a better service. They will start seeing that other people want to do your project so that they will give you a lower price. The other benefit you will get by inviting people is that you get more choices. The more people you have to select from, the more educated the decision and you get a better quality product. So you're going to go through every person's portfolio and resume and see which one is the best person for the job. Another thing that I forgot to tell you is that you need to ask them to show you their portfolio or resume. Guru.com, you can see their resume; they have it posted. Elance, RentACoder, you can see that. I don't remember about Scriptlance. But you can see their resume or you can ask them to give you examples of similar work they've done in the past.

Number seven: use overseas contractors. If you go and get people from lower paying countries, you will get higher quality for a lot cheaper. In a digital era, where everything can be delivered digitally, people don't really have to physically be in the United States to create some work for you. There are a few countries that I like for programming. In this order, I like Romania the best; Russia, second; India, third, for programming purposes. For technical support and things that have to do with technical programming, Romania, Russia, and India. Also, they're pretty good with graphics and they're pretty dedicated. You might be able to get them to be more dedicated than someone in the United States. It's better to get a more expensive person in Romania, which is going to be a lot cheaper than the cheapest person in the United States and you get a higher quality of work than the cheapest person in the United States. Now the Philippines is another place you could get people to work with you, and China, too.

However, I don't really have first-hand experience with it; that's just what I've heard. For writing projects, if you need people to write for you or create audio or video products, stick with English-speaking countries: the UK, United States, Australia, New Zealand. Find people from countries where English is their first language to create your audio and writing products.

Here's another tip for you. At the end of your bid proposal, you're going to include this, word-for-word: "This project is a piece of cake if you know what you're doing. Bid wisely. If I like your work, I will hire you again for my other projects." By including this at the end, it will get the tire kickers out of there, first of all, because if someone is looking at your project and are seeing way too much work for that project, they're probably not the best person to work on your project anyway. You want someone where your project is second-nature for them. You want a programmer that will work with your project, be very excited and know what they're doing. Number two, if it's a piece of cake for someone and they know that you know it, they're not going to charge you a lot more because now they have the feeling that they know what it is that you're doing. Even though you don't, they will have that feeling and they will not try to rip you off. Number three, they will sense that you know what you are doing and that you have other projects. Since people are working as freelancers, they want to get your future projects, so they'll try and bid lower to earn your business. This is important wording; you want to have it in there.

Here's another tip. Because you're going to get companies bidding on your stuff and you're going to get all these people bidding without even reading your bid, you might include something like this: in the middle of your proposal, tell them, "When you bid, include your resume, examples of past work that are similar to this, and include this keyword," and you give them a word that they must include in their bid proposal. If someone doesn't read your instructions good enough when they're bidding, it means they're not going to try and do careful work for you, after all. If they include that keyword with their bidding, it means that they read carefully and that person is more qualified to work with you because they're careful about what they do and genuinely care to give you quality work in exchange for your money. So asking for that is a good idea.

If you're looking to hire people with the intention of hiring them part-time or full-time in the future, make sure that right on the top of your proposal, you say this: "Individuals only. If you're a company or a stepping agency, do not bid." Include that right at the top. Because if you get a company to work for you, and they do a good job, or a bad job, and in the future you want to hire a person to do more of that part-time work for you as your own contractor employee, then a company wouldn't work for your purposes.

Another thing is that you never pay them in advance. Especially in the beginning of your relationship with the freelancer, you want to use the escrow payment of the site where you found these people. There are a lot of people that will try and scam you out of your money. Most good freelancers will track the escrow service, so use it. Use the

escrow service that comes with the freelance site. If you like the person and you work with them more than one time or you hire them part-time, then you can use a different payment website or PayPal. I use Ikobo.com to pay some of the people that work with me on a monthly basis. What Ikobo does is it sends a Visa to the people overseas and every month when you deposit money, they can actually take the money immediately using the Visa. I also use Western Union for countries that don't accept PayPal or Ikobo.

After you work with someone for a while and trust them enough, you can go outside the escrow service. In the beginning, stick with escrow service and never pay them in advance. What the escrow service is going to do is at the end when you're satisfied, you release the funds and let them have the money. If you're unsatisfied and there is a problem between you and the freelancer, you can get an arbitrator to come and figure out who's right and who is wrong and whether they need to work on it a little more or if they actually delivered what was asked and whether to release the funds to them or you, or whatever was agreed to in the contract.

This concludes the outsourcing guide of the call, so I'd like to get your questions now before we get too late. If you have a question, go ahead.

Sammy:

Hi, this is Sammy from the UK. When you mention that if a PLR product does not allow you to sell if on E-bay, you can still get around it – I didn't quite understand how you get around it.

Socrates:

One of the ways that you get around that is that when you change the product so much and it becomes its own unique product, with the sales letter, graphics, and title, it is so different that people that are looking at it on E-bay don't even know that it's the private label rights. You change the content and the package itself. If you're in doubt, ask the creator of the product to tell you if it's ok. If they say it is not okay or there is no way you could use the package to create a summary or smaller version of the product and sell it for cheap, because that's your product. You can sell it for cheap – for a buck or so – and then up sell the actual product outside of E-bay.

Sammy:

Now on E-bay, will you be allowed to put a link in your sales page to your other larger product?

Socrates:

No, that is against the E-bay policy. What you can do is you can put the links inside the smaller version of the e-book and then, when you use something like my digital dispatch or other software that automatically delivers the product, you use that e-mail as the up sell point, where you up sell the customers who bought your cheaper version.

Sammy:

One more question: the digital dispatch that you've mentioned before, in what ways does it help more than what PayPal does, in directing customer to your download page or thank-you page. How does your digital dispatch improve this?

Socrates:

My digital dispatch does it on E-bay so when you sell an E-bay item, my digital dispatch will actually send a personalized email to your customer with a download link in your up sell offer.

Sammy:

Can the download link expire for that particular customer?

Socrates:

You can set it to expire the download links for that particular customer, as well. You can set it up to allow three download attempts or forty-eight hours of access or you can even go in there and manually disallow any access.

Sammy:

Can you use the digital dispatch for your website, as well, or is it just for E-bay?

Socrates:

You can use it on your website, as well. Other questions?

Candance:

Okay. If we're going to outsourcing graphics and we're not going to be divulging a lot about the product, how do you specify what types of graphics you want in order to be able to receive a deliverable that really showcases what that product is?

Socrates:

When you want to outsource graphics but you don't want to tell people about the product, you can give examples of other peoples' website that have the same outline and you can tell them, "I want a header, a footer, a order link, an e-book cover. I want it in three different sizes and I want a banner." Then, after they bid, you can tell them what topic you're looking for. You can even tell them, "It's in the health-related market or it's in the marketing industry." You don't have to give them really specific instructions on what you want inside the headlines or the graphics until after you get the bid.

Candance:

So then, once I've hired a graphics person, how do I specify exactly what I want for the graphics on that e-book cover?

Socrates:

After you hire the person, you give them a more detailed description of what you want. When you're requesting the bid, you tell them that after you accept the person, you are going to follow up with a more detailed description of how you would like the graphics to be. After you hire the person, then you create more of a one-to-one

communication line on the freelance site itself, so nobody can see what you're talking about. Nobody is spying on you to figure out what it is you're doing and all that stuff. When you have that one-to-one communication line set up, you can talk to them in more detail of what exactly you want done.

Sven:

When talking about the payment option to other countries, you mentioned Western Union and then something mentioned "Icybo" or something like that?

Socrates:

Ikobo.com. When you sign up on this website, you'll be able to give them your debit card or your checking account or a credit card and you pay Ikobo however much money you want to send and they charge you a fee. Say if you send \$300, they charge you \$20-21. When you find this person you want to hire, you add him as a recipient. Ikobo sends them a Visa card and every time you add money to their account, they'll be able to use that Visa card to get money out. I use this for a few people who work with me overseas. I use Western Union, too, and PayPal. Sometimes I send a check, but that's very rare.

Sven:

Another related question. Once a product has been created and you get a domain name with a sales page, are there any instances where it's essential to have more pages of content? In some cases I understand that with the search engines or something you need to have more than a sales page?

Socrates:

Let's get back to the simple offer and traffic idea. You have an offer and that one page that you present that offer on, that's your sales page. Even if the whole website has nothing else on it, it has that offer. Your job is to get enough people to that offer so you can make a profit. If you get one hundred people every day to that offer and it converts at 2%, it means that you get two buyers everyday, right? It's as simple as that. Now, if you want to get those hundred people a day to your site through search engine optimization, then you have to do whatever it takes to get your website indexed through the search engines, because that's how you're generating traffic. If you're using classified ads and different websites on the internet, you don't need to do anything else. All you do is you add your classified ad, get a hundred people a day to your offer, and that's it. So whatever you do in addition to that offer are different ways of getting people to see that offer. So the traffic generation part – that you can do in so many different ways. There are different ways you can mess with the offer, too, but I want you to keep that static,

especially in the beginning. So you have an offer and all you want to do is experiment with sending people to that offer through different avenues. Forget about the content pages, forums, forget all that stuff. It's not important when you're starting out.

Sven:

So I see the difference now between the sales page related to your offer and directing people there through specific means, rather than just having an open website where you're hoping that search engines will find it.

Socrates:

Hoping is not the way we do business. I'm very serious about that, because a lot of people get caught in that. A lot of people just create a website and start adding and changing content in the hope that something is going to work. Before you do something, you have to have this all planned. You say, "I'm going to have these offers here and then I'm going to go to these ten forums and I'm going to be posting five messages every day until I start getting one hundred people every day to this website." If that doesn't work, you might want to start experimenting elsewhere, "If that doesn't work, I'll create three videos a day and put them on YouTube and Google Video and try to send traffic to my website. I'll do that for a week and see if that works." Those are proven ways of

generating traffic. Now you working with the hope that people will find you without you having a specific plan, it's a recipe for disaster.

Candance:

I have another question for you. I love you – I'm the winner! Yay!

Socrates:

I'm so happy for you.

Candance:

I'm thrilled. I've never won anything before.

Socrates:

Tell everybody what you won.

Candance:

Well, Socrates had a challenge for all of his subscribers to send in a question that was the single most focused question you had about creating an e-book or an information product that you wanted answered. And I won!

Socrates:

That's good. So Candance is going to get two tickets for each of my events. The first event will be next weekend. The other one will be sometime in January, which is a full weekend-long webinar. Next weekend is on E-bay and the other one is on "Everything I know about setting up a successful online business." Each event is eight hours and it's \$747. She gets two tickets to each event just because she participated. I'm so happy for you, Candance.

Candance:

Thank you. I'm so honored to be able to study under you.

Unknown male speaker:

What was the question?

Socrates:

It wasn't a contest, it was a drawing. So everybody submitted a question and I pulled a name out of a hat and that was Candance. I didn't really want to create a contest and get people to start manufacturing their questions, I wanted real questions. So, Candance, what's your question?

Candance:

When I looked at Google and I looked at Romania for outsourcing, I see almost two million pages. If Romania is your number one choice for outsourcing, is there some type of advice that you could give us as to how we could choose someone. Do we look at the first ten listings on that page?

Socrates:

You don't use Google. You use the four websites that I gave you: RentACoder, Guru, Elance, and Scriptlance. When you sign up for these websites, you'll be able to search for people based on skills, country, geographic regions, and invite them to your project. So you will post the project and then you'll go out and invite the people. When you're inviting the people, make sure you search and filter everybody that is from that specific geographic region and invite them to your project. So if you invite 200 people

from Romania to bid on your project, you're going to get 99% of the people who bid on that project to come from Romania. One more thing that you could do in addition is that you can say, "We encourage people from Eastern Europe or Romania to bid on this project." You could say that in your bid proposal.

Unknown male speaker:

How about Agents Of Value, Socrates?

Socrates:

What is that?

Unknown male speaker:

That's another site where you can get workers, like RentACoder and Elance.

Socrates:

I've never tried them. Can you spell that? I'll try it and let you know.

Unknown male speaker:

It's Agents Of Value.

Socrates:

So this is like Guru.com and RentACoder?

Unknown male speaker:

Yeah, you can pick up programmers and designers and all kinds of different people.

Socrates:

Have you tried these people yet? Oh yes, I've seen this website before. I didn't know what it was called. It's a website where you can actually hire a dedicated person, right?

Unknown male speaker:

Right, exactly. For a month if you wanted to.

Socrates:

So have you tried this?

Unknown male speaker:

I have not. I've just heard lots of good things about them.

Socrates:

Yes, I have a friend that tried a couple of these people and he wasn't very happy with them, but it just might have been his experience. I've never tried this website, but when I work with someone, I work with the intention of keeping that person in the long term as my freelance contact. Now if I hire someone here, I hire the company to give me a person to work with. If I want that person to work on my project for fifty dollars next month, I can't really do it. I have to hire that dedicated person on a monthly basis. So unless you have some type of a position already that you're spending this much money and you want to try out a person from a company like this and you don't want to manage the people, you might want to try that. Otherwise, I would stick with the freelancers, especially when you're starting out.

Unknown male speaker:

Thank you. I'm glad that you said that, actually.

Sammy:

I have some information to add about Agents Of Value. I've looked at them and I've also looked at a company called TrafficAssistance.com. Both of them supply the staff – they basically supply virtual assistants and these people will do whatever you wanted related to marketing and even web design and so on. Like you say, they're good for longer-term propositions, but the reason some people don't like them or don't get good results is because they expect them to do everything for you without giving them direction. Through my investigations, I've known people who have been very happy with them because the people at Agents Of Value provide for you people who have college degrees and internet training as well, so they hit the ground running for you, but you still have to give them exact directions. For example, if you want them to go post messages in forums for you, you've got to show them exactly how to do it – maybe give them a video or something – and then they'll do it very well. The advantage with Agents of Value is that you pay around \$600 per month. That's about two to three dollars per hour. They work six days a week. They are based in the Philippines but they can work to your time zone by agreement. When you hire a person, Agents of Value as a company

provides them with a brand new computer and high-speed internet access, which obviously people in the Third World don't have; they're still on modems. But Agents of Value provides that access and it provides them this desk space in an air-conditioned office so these people can really get down to your work and do your work properly on a long-term basis. But, like you say, you must need them over the long term. Also, you can change them if their work is not good, but you have to provide full directions for them to do what you want them to do. You can't just say, "Get out and market my website."

Socrates:

Sammy, you raised a really good question. Even if you hire someone from RentACoder or if they work for you for a couple of times and you want to hire them on a long-term basis you really, really want to provide them with step-by-step instructions on the task that you want them to do for you. For example, if you hire a support person, you have to give them a support guider, like, "This is how I want you to go with my support." Give them a video on how they can work with your system. Give them templates on how to reply to your customers, because nobody knows. If you go get a job, any job, they're going to train you before you start working. The same thing is valid in this case, as well. When you go out and hire someone, you need to train them on what you want done. A lot of people don't understand that fact and they expect people know what they want without telling them and that is not the case. You have to train them and give them

documentation on the task that you want done. Remember, when you hire people by submitting your bid proposal on any of these freelance sites, you have to be very detailed. You can be a little bit vague in the beginning when you're trying to attract the bids, but when you open the one-to-one communication line with these people, you have to be extremely detailed about what you want. Otherwise, you're not going to get what you want. So, in the same way, if you hire someone for more full-time or part-time positions, you have to be very detailed about what you want them to do and perform in that position. So it doesn't matter if you get these people from Agents of Value or extract them from Guru or Elance or Craigslist; it doesn't matter. You still need to give them a good idea and very detailed guidance on what you want them to do.

Candance:

How do you feel about social bookmarking and trying to promote a PLR product with some of the Squidu, Delicious, or Technorati or some of those?

Socrates:

Well, I feel really good about them.

Candance:

How would you like to offer a paid teleconference so we can gain some knowledge from you?

Socrates:

Social bookmarking is very popular nowadays. I'm more of a paid traffic type of person. Going back to what I said in the beginning, it's an offer and traffic. The offer remains the same, for now, and you need to find different ways of driving that traffic. Social bookmarking could be one of the ways. E-bay could be another one of the ways. Google AdWords could be another one of the ways. Blogging could be another one of the ways. Craigslist could be another one of the ways. MySpace can be another one. So, depending on what it is that you do, you have an offer and if you try and social bookmarking actually brings traffic to your website that converts, but all means do and do more of it. If you figure out a formula where you do a specific, repeated task every day and you get five thousand people to your website every week, then hire someone and tell them how you do it and they do it for you.

Candance:

Great suggestion, Socrates. Thank you.

Mark:

We're in the beginnings of a project and I'm looking to find names of people who will do a bunch of funky videos. Do you know of any?

Socrates:

What type of funky videos?

Mark:

Like the video where they used pieces of paper to show a computer – not just sitting in front of a camera explaining what you do.

Socrates:

Can you explain that a little more? Let's say you wanted me to do that for you?
Can you explain what you want me to do for you?

Mark:

Just to do some entertaining videos on a project.

Socrates:

That doesn't tell me. Let's assume that you're going to pay me and I'll do it for you. So explain to me what it is that you want me to do.

Mark:

Okay. Instead of sitting in front of a camera and narrating what your site and the project is about, this is narrating, but also using paper items, like a picture of a computer, a desk, the words, just going around the desktop and you're moving them around all the time.

Socrates:

So you have a pretty good idea of what exactly you want done?

Mark:

Yeah.

Socrates:

The reason I asked you to tell me what you wanted me to do is because it wasn't a very good description, because I didn't get it. But the reason I want you to do that is because that's the exact same way you want to post it on Guru and get someone to do it for you.

Mark:

Okay, so they can do that, too.

Socrates:

They can do anything. If you can't find someone there, you might want to try Craigslist. This is also a good resource when it comes to getting people to do things for you.

Unknown female speaker:

Hey, Mark. You might want to try Kathleen Donahy.

Mark:

Where do I find her?

Socrates:

Mark, I'll give you her information. Let's not do it on the phone. Okay, more questions, come on.

Shelby:

Say you want to take some PLR articles about the internet marketing field, can you use each set of articles for each chapter and blend them like that?

Socrates:

Do you think you could?

Shelby:

I'm asking you if it's okay to do it.

Socrates:

If you could find ten, eleven, or twelve articles where you put them one after the other they would look like chapters in a book. Do you think you could do that?

Shelby:

Well, I think you're going to have to be able to integrate them pretty well, because I'm sure they pretty much all say the same thing.

Socrates:

Yeah, but you don't want them to say the same thing. You're going to find ones that cover slightly different things and put them together to create chapters, right? So what I don't understand is why couldn't you do it?

Shelby:

I didn't say you couldn't do it, I was just asking if that would be a good way of doing it?

Socrates:

That would be good way of putting together a short product using PLR content. If it were 10-15 pages, I would expect that you might be selling it on E-bay as the hook to get leads to buy your more expensive stuff. But if you're using this as a way to create a \$47 or \$87 product, I don't think this would be a very good way to get twelve articles and charge people \$47 for it.

Shelby:

What I'm saying is, if, in each one, you have ten or twelve articles, like a chapter on email, and then you have ten or twelve articles in chapter on traffic...

Socrates:

Oh I see. So you get ten or twelve articles and you create one chapter and then ten or twelve articles and create another chapter and eventually you have like 80 or 100 pages of content?

Shelby:

Correct.

Socrates:

So do you think that by doing that, you can provide some value to people? What is your target market? You've got to understand the target market that you're in. If what you do will provide enough value for them to pay you that amount that you want them to pay you, then go ahead and do it. There are no rules on how you want to package your information. You package the information based on what you feel will be most effective in passing that message down to your customer. If you do that as a "get rich quick" kind of mindset and you don't want to do the work and just put it all together and charge you \$47 for it and after that forget them, I wouldn't do that. If you think you can provide really good value by doing so, then yes, because you do all the research and you find the 80-100 articles for that particular topic and people will pay you for that because they can't find that in one place. Depending on what you promise and what you deliver, if you can do that, by all means, go ahead and do it. Just don't do it with the mindset that it's a quick way to create a product and try and get some money for it. Do it as a value and you get paid in the process of providing the value.

Shelby:

Well, you forget who I work for. I would definitely have to create value.

Socrates:

Yes, you have to create value. That's a good idea using articles. Now when you get a private label rights product that is already done and compiled that is 100 pages long – they're usually 80 to 100 pages long – and you cut that down to 10 to 15 pages and you use that to a prequel to a bigger package and as a hook to get people to buy a bigger package, it could be easier and better for you. The other thing you could do is combine that bigger package with your articles. You can blend in the articles or add them as separate resources and create a bigger package that could increase the value and allow you to be unique.

Shelby:

I've been issued a challenge so I just want to make sure that I'd be able to do that and be able to create some value that I need for my customers.

Socrates:

Yes, if the reason you're creating that is for value and not just because you want to make quick money, then do it. That's another way of thinking if something is going to work and if it's good or not. When you're creating a product, don't just do something

really quick to make some quick cash. When you create a product, try to create a good product that can withstand the test of time and can be there for a while. Look long term. You don't want to make \$10,000 in three months and then that's it. You want to do something that will make you \$10,000 every three months because it's a quality product that you can keep perfecting and make better over time. As a means for putting things together, putting PLR articles together to make an e-book, if you can manage to make it look like there is continuity from article to article, then that would be a good idea. Why not?

Candance:

In that regard, how do you feel about taking this PLR that we either purchase and make it our own or our own PLR product and then putting it out, not only advertising it and selling it as its own product, but then offering an affiliate program to it. Do you suggest doing that or not?

Socrates:

Let me understand the question better. You're not asking about you selling PLR products with PLR on the product, right? Okay. But getting a PLR product and making it unique to be your own and adding an affiliate program to it.

Candance:

Correct.

Socrates:

I feel very strongly about that. In fact, you should do it. This is how you should think about it: after you create your own unique product, it's your product. Forget it was ever a PLR product and do anything you would do if you created that thing from scratch. So if you're going to run an affiliate program, do it. If you want to put it on Pay.com, go ahead. It's your product. If you want to give master resell rights to it, if you want to get special resellers or print it out, it's your product. Do whatever you feel you should with it. There's nothing to keep you from doing anything you want just because this product was ever a PLR product. It's not anymore. It's your own product.

Candance:

Okay. If we're testing different markets, say Clipbank or Pay.com or whatever else we might choose to market this affiliate program, or if we created our own affiliate program, since we're looking at long-range and not just quick money dollars, is there a

period of time that we would be looking at as far as testing this product and how long it takes to get out there, what type of revenue we're bringing in?

Socrates:

I would suggest that you test before you even do anything. I would suggest that you do your market research before you pick the product, because you don't want to pick a product that you have a feeling won't work in the first place. You've got to have a strong feeling before you go to the trouble of doing all this work and get that product out. Let me give you a better way of looking at it. Let's say you want to create a sculpture. You use the PLR product as the mound of clay and then you work on that clay to put all the details and sculpt it to make it a perfect sculpture. You're using PLR as your raw material to create your product. That's what you do. Right? So that's how you should be doing it. You do your market research first. You figure out, "Oh I want to create a product like that," or you see a PLR that gives you an idea about how to think about it. You do that market research and figure out, "Hey, they're demanding this. I want to do that." Then you get that clay, that PLR, and you start working with it and making it into a beautiful sculpture. That's what you want to do before you even start.

Let me give you an idea. Let's say you're in internet marketing and someone is selling a PLR about email marketing, like how to get more customers to buy from you by just sending out emails. If you do a little market research and figure out that dentists

could also profit by doing email marketing, and nobody really has a product about dentists doing email marketing and getting more clients. You can get that doing a little research and figuring out the market exists and then getting that PLR product that is about email marketing and shaping it so that it appeals to dentists. Change it a little bit so it's now dentists growing their practice through email marketing and sell it to dentists because the market exists. The way you did it was you took the PLR product and you used it as the clay, as the raw material to create your finished product. So pretty much, what you do with PLR is that it saves you a lot of the research and work, but it shouldn't save you from everything else. It should only shave time from the product creation process.

Any more questions before we wrap this up? How do you like this information?

Sammy:

Excellent, Socrates. Thank you very much.

Socrates:

Did you learn something new today?

Sammy:

I certainly did.

Female speaker:

I think the answer you gave to the last person was worth a million bucks.

Socrates:

That's great. I wouldn't mind getting your testimonials. Alright, I'd love to answer a few more questions if you have them or we can just wrap it up.

Sammy:

I have one last question for you. How does someone joint venture with you?
What are your criteria?

Socrates:

Contact me privately and we can talk about it. Just mention you were on this call.
How about this: go on my blog. It's Socratesblog.com. Click on the "contact me in

private” link, send me a message, tell me your proposal and I’ll see if we can work something out.

Alright, folks. It’s been a pleasure having you on this call. I hope you learned something today and I really appreciate you staying more than two hours. Thank you very much for being here. As you’ve probably figured it out, this is not a sales call. I’m not selling anything, so it was really me just trying to share the content with you, folks. So if you were expecting a sales pitch, tough luck. You guys have a great night.

THE END