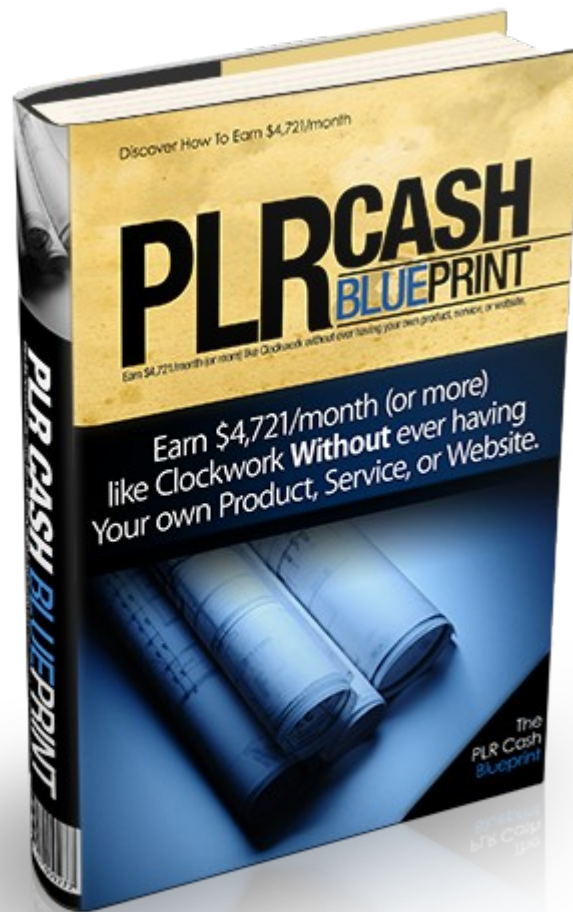


# The PLR Cash Blueprint



Earn \$4,721/month (or more) like Clockwork without ever having your own product, service, or website.

By Mike Carraway

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Disclaimer: If all you do is read this guide, you won't make any money. If you read and DO – you might make a few sheckles here and there... but there are no guarantees. If you follow everything in this guide to the letter, there are still no guarantees of any earnings as this guide is for informational and entertainment purposes only.

# Forward

For a long time, I was under the impression that “Private Label Rights” pretty much meant “junk products” or that PLR stood for *pretty lousy reading*.

This completely changed about 2 months ago. Why? Because I watched a Master Zen marketer in action. Through careful study, I realized that the typical use of PLR products and how most people use them is **all wrong**.

There really is a way to take advantage of and use PLR material so that it makes you an absolute TON of money.

It took me 2 days to set up a replicatable system and now produces unbelievable amounts of income.

In the last month, I just started using the system that is outlined in this manual and am already thousands of dollars to the good.

I'm going to show you exactly how to do it in the PLR Cash Blueprint.

One last thing... this works. Don't just read this manual and say, “Woah – cool stuff... I could do that if I wanted to”.

That would be stupid.

Ignorance is NOT KNOWING and that's cool.

But once you KNOW and then don't do it... well... that's stupid.

## **Chapter 1**

### **What is PLR content and is it any Good?**

What is PLR?

I had to include this little section for newbies... BUT LOOK – even if you've been in the game for 20 years, there is an important RULE in this chapter and you best not miss it.

PLR stand for Private Label Rights and all that means is that you can almost always take the product and just put your name on it and say it's yours. In many cases you can even claim copyright and protect the work.

You can usually sell or give away PLR products with no restrictions but it always best to read and follow the licensing document that comes with your PLR product.

#### **Is PLR any Good?**

Long and short of it – Yes... and NO.

Many times the reason a product is sold as PLR is because the creator of the product tried to sell it but couldn't. Then they decide to offer the same product with PLR rights – which means other people can use the product to sell or give away.

Well if it wouldn't sell in the first place, will it sell now?

Again – Yes... and NO.

If the product is GOOD – and I do mean good, not just OK or “so so”, then yes, you can sell it by creating a new sales page or a new angle.

If the product sucks, it will still suck no matter how good the sales page is.

Luckily, you can take a plr product and redo it because that's usually one of

the rights you have when you buy it. Sometimes, you can take a crap product and turn it into something very good.

So here's my first rule for using the PLR Cash Blueprint:

### **RULE #1 - NEVER try to sell Crap**

It won't help you and it won't help your customers. Remember this because the PLR Cash Blueprint is so powerful that it will effect your online reputation for years to come.

But we have to establish RULE #1 first and you need to understand that if you buy a plr product with the intention of using it – the first thing you need to do is read it and digest it and make SURE it's good stuff.

Got it? Never Break rule #1 when using this system or you will pay for it.

You'll see why soon.

## **Chapter 2**

### **Overview of the PLR Cash Blueprint**

First – this is not your typical use of PLR material. The Cash Blueprint relies on an almost personal relationship with your audience. Close. Buddy-buddy. Friends.

And if you are going to get that close to your audience, you have to always

remember RULE #1.

So here is the basic layout of what this system does:

- 1) Prospect opts in to your list by purchasing something or getting something free.
- 2) Prospect receives terrific PLR stuff that you have rebranded as your own – FREE
- 3) Prospect receives occasional offers for great products at discounted prices.

Now – before you get all bent out of shape and say “hey! This is nothing new!” - let me tell you what is different.

It's the presentation and leverage (we'll get to the latter in a sec)

It's HOW you offer this stuff to your subscribers. If you do the OFFER correctly, you will get a very high percentage of them to buy.

### **Rule #2: NEVER SELL – just tell about**

People can smell a sales pitch a hundred miles away and as soon as you launch into it – they'll be gone faster than Cam Newton. The solution? Don't sell – just tell.

And the way you tell is important, too.

“I liked this \_\_\_\_\_ so much that I bought the rights to it so that I could let you have it at a deeply discounted price.”

That one sentence says tons – and it works like magic. In fact, that sentence is probably worth 1,000 times more than you paid for this entire book.

It works even better if you have preceded this email with 2 that contain awesome free stuff. Just remember rule #1 from above... even though you are giving them free stuff, it had better be EXCELLENT material.

If you cannot find terrific material for free then by all means go buy it. PLR stuff is as cheap as 99 cents for a complete book and sales page. You can

get PLR video courses, PLR eBooks, PLR bundles with eBooks, videos, interviews in mp3 format, and more.

I have spent maybe 100 bucks total on PLR stuff that I use with a few of my lists. I have made thousands on the 100 dollar investment and people love the stuff.

You can take just 100 dollars and purchase enough PLR content to give your list members good stuff for a year. And after your first few emails, you can put a little “I liked this so much I bought the rights to it so I could let my buddies have it at a deep discount” in every email. Of course, you also include your tip of the day or a new video or a new report that's free, too.

That's what I do – give my readers free stuff and then show them something cool that's dirt cheap. A lot of them buy every time...

(I'm even going to give you some of the emails I use later in this report)

Here's another very important aspect of using this system: You DO NOT need to rework or recreate the PLR products you are going to sell. You just use them as they come right out of the zip file.

I would put me name on the sales page and that's about it.

## **Chapter 3**

### **The Details**

So what we are going to do is create a CONTINUOUS MONEY Machine. One that will virtually guarantee you sales almost every single day.

The prospect goes to your optin page, signs up, and then confirms to get the freebie.

( if you do not have an autoresponder or know how to use one, I recently discovered a 23 part video course (\$97 value) on how to set up and use an autoresponder. In fact, I liked it so much that I bought the rights to it. That way, I can offer it to you at a huge discount. [Check it Out Here.](#))

They get a first email from you almost instantly. DO NOT SELL in this email UNLESS they just bought something.

So – if they got a freebie, give them more free stuff.

If they bought something, give them more good stuff AND a small reference to something they might want to check out (because you liked it so much that you bought the rights to it so that you could give your buds a super deal on it).

So - 1<sup>st</sup> email – more free stuff.

2<sup>nd</sup> email – more free stuff plus a little “I liked it so much...”

and from that point on, all you do is deliver quality free stuff and then put a reference to something you liked so much, blah, blah, blah...

But the thing that will make this wildly successful for you is this: whatever free good stuff you are giving them, the upsell has to be directly related to the freebie good stuff.

So – let's say I was talking about list building for a couple of emails and then I send them a FREE nice looking squeeze page template – no charge – and tell them this is a squeeze page and the basic layout and it works and it's free and so on.

THEN, I go on to say,

*“for some of you, that sample may not be your style or it may not be quite what you are looking for.*

*That's cool, because that sample came from a big collection of squeeze page templates that I liked so much that I bought the rights to it. That way, I can let you have it for next to nothing. Check it out over [HERE.](#)”*



Does that look like a hard sell to you?

Not hardly. That looks like a buddy of mine saying “pssst – come here... shhh – check this out!”

We want these people to trust us and trust our opinion – we don't want to “sell them”.

### **Where's the BEEF?**

One of the questions I get all the time is “what do I send to these people?”


First, I have to ask “What people?” Because it's not just “these people”, it is people that have expressed interest in one particular area. Whatever the topic of your first product or freebie is, then you want to ONLY send that list things that are very closely related to the original product or freebie.

And it's not hard either...

In fact, let's say that I offered people a free Report on “Designing the Best Greenhouse”.


Anyone who gets that report is interested in just about ANY kind of gardening or growing stuff. So we can just hop over to the big G and type in “gardening plr book”.


Check this out...



 gardening plr book

About 126,000 results (0.44 seconds)


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See? This is a no brainer. You can get both free articles and eBooks galore. Just make sure that anything you decide to send out complies with RULE #1.

Some of the really good stuff, you will have to pay for – but it's dirt cheap and remember – you will be using it over and over and over. The eBooks almost always come with a sales page that you can edit. And Remember: you are going to be sending LAZER TARGETED traffic to it.

And with a personal recommendation from YOU on top of that.

So get about 10 article packs and several ebooks with sales pages and you are good to go! If you send an email every 5 days, you should be able to get

enough content out of that initial shopping spree that you'll have content for months.

One thing: DO NOT just copy and paste an article into your autoresponder. That's lame.

Read the article, condense it, and just give your reader the stripped down version of it. Most articles only had 3 or 4 points. Just give them the 4 tips of the day.

No one wants to read padded drivel. They just want the FACTS. Give them what they want.

At the same time, try and establish and do a little branding.

One of my email lists I have branded “good stuff”. That's all I put in the subject of the email and it's also how I start off every email...

*Hi-----,*

*This is Mike, it's [today's date] and it's time for more good stuff.*

And that works for me – I guess you could call it my “good stuff” newsletter. I send one out about every 5 to 7 days to the list and everyone of them has 'good stuff'.

See how easy this is? By the way... “good stuff” is taken – think up your own branding.

The branding causes the people that like your stuff to start actively seeking and WAITING for your next email. They want to see what you are going to give them or send them next.

**TIP:** any time you can tell them a bizarre fact or true story about the subject area or niche you are in, it increases the bond between you and them even further. Try to do this about every 5 emails.

## Chapter 4

### The Mechanics

The easiest way to set all this up is by having your own domain name and hosting account. It is a MUST that you have your own autoresponder.

(I like [Aweber](#) and they have a 30 day trial for just \$1)

But there are other ways...

You can use a Blogger blog as your optin page. With blogger, you can just put in your offer for your freebie and put in your optin form. Pretty easy really.

In fact, you can even use blogger to set up video squeeze pages!  
(check out [www.videosqueezedominator.com](http://www.videosqueezedominator.com) )

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**WARNING:** since blogger is a free platform and is owned by Google, you'll be taking a risk by putting up your sales and delivery system on blogger blogs. There have been a lot of reports lately that sometimes, for no apparent reason, some of these blogs just vanish without a trace. Many times, the people had spent years building up content. You've been warned.

---

A lot of people would rather have ready made templates for squeeze pages and it does make it a lot easier. Especially if you have graphics you can use or graphics you can get easily.

(I recently discovered a great squeeze page template package and I liked it so much that I bought the rights to it. That way I can get it to you for almost nothing: [check it out here](#) and there are Tons of graphics included)

You can also use blogger as a sales page and then paste a Paypal button at the bottom.

Better yet? You can use blogger as the product delivery page!

Yep. You just upload the product files in zip format to [www.mediafire.com](http://www.mediafire.com) or [www.rapidshare.com](http://www.rapidshare.com) . Then you put a link from your product deliver blog to the mediafire or rapidshare download – simple.

“But Mike – everyone will steal my product!”

No they won't. Your blog will be 1 of 10 billion blogs and no one is going to ever see it or know where it is except the people that buy your stuff. And your download file on the free file hosting site will only be known by you and your customers.

So you see – you can actually set up this system WITHOUT a domain name and without a hosting account. You can just use free platforms that are already out there.

I do not recommend doing that, but it is entirely possible. If you are short on cash, you could always set this system up this way to start, and then move your stuff over to your own hosting later.

But a domain and hosting account are el-cheap-o so if I was you, I would set up this system and start the right way.

Once you have a domain and hosting account, just install wordpress and then set up your main static welcome page. All you are going to do on this page is describe everything that people will get and the BENEFITS they will receive if they sign up on your list.

In other words, make it one LONG squeeze page.

I put all of my plr salespages and other stuff into subdirectories. But you could also put them on different pages on your wordpress blog using a plugin like WWP Salesengine. Then you would put your download/thankyou page into a subdirectory.

## **Chapter 5**

### **Leverage**

This is where the big money starts rolling in...

Find an affiliate program for your stuff and put every PLR product you have rebranded and are selling to your list into that program.

Here's how this works...

If you have followed RULE #1 and RULE #2, the people who are getting your excellent info and are buying your stuff will want to tell others about your stuff and earn commissions at the same time.

With the added dimension of an affiliate program, your customers become an army of affiliates for you over time.

Even better – if you can set up your program so that ALL they have to do is refer people to join your list and get a freebie, and then receive commissions, your list will grow faster and faster.

I highly recommend using [Rapid Action Profits](#).

Why? Because it works and works well. It also allows you to sign people up to your list one time through an affiliates link, and then the affiliate gets paid all the way to the end of your sales cycle (if there is one).

It's a one time payment thing and it runs \$197. But again, it's sort of like getting the first big batch of PLR material... once you get it, you're done.

And with the addition of an affiliate program through [Rapid Action Profits](#), you are basically turning your little email business into a Viral Money Making machine.

And you must be willing to INVEST to start a business that will make you \$10,000/month or more. The absolute best thing about RAP is that's it's only a ONE TIME payment – you don't have a monthly fee. I like that.

Think about it this way...

Let's say you set this up, put all your emails in your autoresponder, put your affiliate program in place and you are ready to roll.

You do one FREE WSO on the Warrior Forum.

You get 300 people to sign up on your list. Out of those 300, 10 of them have lists of their own and they start reading your stuff and buying it.

Out of those 10, 3 of them sign up as an affiliate and then refer their list members to your list signup page. BOOM – you get 820 new subscribers through your new affiliates.

And out of these 800+ new people, 30 of them have a list, and 9 of them join as an affiliate, and 5 of them send an email recommending your stuff and BOOM, you get 3210 new subscribers.

And on and on.

DO NOT expect this to happen overnight. Just stick to the plan – it works. Within a month or two of following RULE #1 and RULE #2, this will begin to happen for you.

And the longer you stick with it and the longer your email sequence is, the more this will multiply and grow until, at some point, you will pass the \$2k per month mark, and then the \$5k per month mark and then the \$10k per month mark, and then the \$20k mark and so on.

TIP: once you know how much your average subscriber earns for you, you might want to consider PAID traffic to ramp up your number of

subscribers. I use Google Adwords to send people to several different squeeze pages.

As long as I am spending less than \$5/new subscriber, it is profitable. (find out more about profitable ppc campaigns at [www.2Oppcprofitformula.com](http://www.2Oppcprofitformula.com) and I didn't buy the rights to that – I created it)

## **Chapter 6**

### **Samples – Email Copy**

I was hesitant to do this because I know a lot of people reading this for the first time will just try and copy and paste my copy into their autoreponder.

Please don't do that. Here's why...

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Ok? Make up your own stuff.

So – here's some examples of the exact emails I use in my followup email sequences:

---

Subject: Mike here with “good stuff”

Body:

FIRSTNAME



No BS or fluff here. I just like giving you the goods.

Why?

Because I like it short and sweet and 2 the point.  
I hope you do too.

First off - did you sign up for Paul Myers list?  
(he's the "Zen Redneck" in my report)

If you didn't - do it now. [HERE](#)  
Why should you? Because reading his stuff will  
make you feel smart - and wise. It's all good.

Next on the list...

Go get this... no optin and it's free:

My world famous List Relationship Building  
Manual. I have sold it over on the Warrior Forum  
for the last 2 years for \$17.

Here's the link:  
<http://www.myincomestory.com/rlb.pdf> (link diasabled)

Why am I just giving it to you? So you can let me know  
if I screwed up in some email. PLUS - if you are NOT building  
a list and playing "getting to know you", you are missing  
out on a LOT of money.

I know it's free but read it anyway - it will expand your  
knowledge base if nothing else :-)

That's it for now.  
Mike

---

Here's another one...

---

Subject: good stuff from Mike

Body:

Hey firstname,

Today is January 3, 2011 and it's a great day to add something to your arsenal of IM tools.

If you do any kind of offline marketing, then you're going to love this.

Website Leasing.

If you are not familiar with it, here's a link to a guide that will walk you through it.

No optin - free.

Here's the link:

<http://www.myincomestory.com/ol.pdf> (link disabled)

Lemme know what you think.

Mike

---

And another one that finally sells something:

---

Subject: good stuff

Body:

yo!

Got more good stuff today - that's the reason for this email. (what else?)

First - did you read the Relationship Building manual I sent over? It is the foundation of any successful online business. (or offline biz for that matter)

And if you use it, and use it correctly, you can do cool little "mini-launches" to your list - just like I describe in my "Mini-Launch Manuscript".

Here's a link so you can get it - no charge (it's

mine after all and we hang in the same group - right?)

<http://www.myincomestory.com/mlm/> (link disabled)

You'll earn TONS of money if you use that stuff.

Oh... if you are NOT building a list of people who are interested in stuff like the stuff you want to sell... ummmm  
WAKE UP!

Having a list is HOW you make money online or offline.  
It's the "secret", the "magic ingredient", the "inside scoop".

Want proof? - follow me a sec here...

Imagine you have the absolute greatest invention of all time that will provide free energy for all mankind forever - ok?

BUT - you are in a small rowboat in the middle of the Pacific Ocean... who are you going to tell about your new invention?

The fish?

Fact: If you have no one to talk to (an audience that is interested in listening to you), then you can't sell anything - no matter how awesome it is.

Are we on the same page now? Good.

The first step in building a list is to learn how to use a good autoresponder. Just so happens I have a great 23 part video course that shows you exactly how to do that.

I liked this course so much that I bought the rights to it.  
That way, I can offer it at a huge discount to people that hang with me. It's a very expensive course - but you can have it for just 27 bucks (instead of \$197).

Hop over here and get it:

<http://www.myincomestory.com/aweber-course>

It is the first step in your Internet Marketing road to success.

Mike

---

What I am illustrating here is that I give good free information, and then in the third email, I tell them WHY they need something and then let them know that I liked it so much, etc.

Usually, 1 in 5 buy the product.

One other thing – I only send these out every 4 to 7 days. I recommend the same for you.

To your reader, it will seem like they are longer apart than that. If you do them every three days, they will remember your last one and it will still be fresh in their minds. You do not want them to think they are getting email from you almost every day.

Here's another one:

---

Subject: Mike here with good stuff (bearing gifts)

Body:

Hey FIRSTNAME,

Today is January 3, 2011 and it's time for some good stuff.

-----  
Sometimes I get my hands on some wierd stuff. Some of it is off the wall and not really what I would call "white hat" if you know what I mean.

And I never recommend using those tactics.

Instead, I send you good stuff that works.

I have attached a terrific pdf to this email.

Read it, profit from it, and become **unstoppable**.

-----

Talk to you later,  
Mike

---

Now this last one is really different and there's a reason.

It is pure content, and the pdf that is attached to the email is killer and motivational. Everyone that gets it loves it.

It reinforces to the reader that I won't be trying to sell them every time and I won't be pushing stuff. In fact, I get lots of “thanks” on this email – it's number four in my sequence and it's where the relationship thing really starts working.

Here's what the reader gets from this email:

- 1) Mike's not going to bore me with a bunch of drivel
- 2) Mike's not selling me all the time
- 3) I like Mike's “good stuff” - I think I'll stay on his list

---

Those are some ideas to get you going on the right track. Like I said before, please don't use them – create your own.

And remember, while this is in the IM niche, you can use this EXACT step by step process to create income streams from virtually ANY niche. All you need to do is gather the PLR and then put it together in email sequences.

Remember: Give excellent good stuff for a couple of emails, and then recommend one of the PLR products in the third email and so on.

## **Chapter 7**

### **Conclusion**

One last important thing...

**RULE #3 – Be a PIG, but don't be a HOG.**

You've probably heard this before – hogs get slaughtered but little pigs are cute.

When you price your stuff, (you know, the good excellent quality stuff?), remember to price it at or below \$27. I use \$7, \$12 (for some reason, some people think 12 is cute), \$17, \$19.95, \$22, and \$27.

Sometimes, I'll go through a PLR product and think, “WOW! This is easily worth \$67!”.

But **RESIST** the temptation to price it above \$27. Why? Because you own the rights to it and you are making it available to your readers at a **DEEP** discount – remember?

So be a pig and be cute and cuddly, but don't be a hog.

Now you are not ignorant. You know exactly what to do and you know how to do it.

So choose a niche, get an autoresponder set up and get with the program.

I expect to hear from you within 30 days on how you are doing.

Oh – one more thing – if you enjoyed this report and thought it was well worth the money you paid for it, please go back to the Warrior forum and post a review on the WSO. Here is the link: <http://goo.gl/EQTnm>

Thanks for reading and best wishes,  
Mike

### About the author:

Mike Carraway has been involved in marketing online and offline since 1996. His first online product was put out in 1996 and sold many copies (it was a CD).

Since then, he has written 14 books, created many online products, and is a speaker and instructor for real estate professionals on the topic of online marketing. He also has works in the offline marketing arena and has many offline clients.

He is active in several nice markets and writes and creates products in all of them.

You can reach him on skype, username winebuddy, and via email at mike AT myincomestory.com.

Mike is a participating member of the #1 Marketing forum in the world – The Warrior Forum.

If you enjoyed this report, you can buy him a beer at <http://www.myincomestory.com/beer>

### Other products:

[www.lightningbusinessbuilder.com](http://www.lightningbusinessbuilder.com)

[www.2oppcprofitformula.com](http://www.2oppcprofitformula.com)

[www.videosqueezedominator.com](http://www.videosqueezedominator.com)

[www.how-to-make-wine.net](http://www.how-to-make-wine.net)

### his websites:

[www.myincomestory.com](http://www.myincomestory.com)

[www.realestaterocketfuel.com](http://www.realestaterocketfuel.com)