

PLR Starter Pack Volume 2  
The Intermediate



# Contents

Intro.....	3
Creating Killer E-Books With PLR .....	3
Creating Audio Courses Using PLR.....	4
Tapping Into The Power Of Videos Using PLR.....	5
Conquer Email Marketing With PLR.....	6
Viral Marketing – PLR Style .....	6
Building A Membership Site With PLR.....	7
PLR Most Common Questions (FAQ) .....	8
Final Words .....	9

## Intro

Welcome to this advanced guide on building your business using PLR. The focus of this guide will be on how to create various content for your business using PLR products.

Product creation is a useful skill that every business owner should master. It serves many purposes from marketing, drawing traffic and building subscriber lists to making profits. PLR products can help people create products without having to put in much effort as all the idea generation and initial product creation has been done for you already.

PLR has been known for helping marketers, entrepreneurs and coaches save time, effort and money on the nitty-gritty areas of growing their business. It has also helped many get their new businesses off the ground and fast-track their efforts to success.

It is hoped that the ideas in this guide will help you to use and apply PLR in ways that will help your business grow as others have.

## Creating Killer E-Books With PLR

Most PLR packages come with readymade e-books at your disposal. These e-books usually come with e-book covers, source files for editing (usually word documents) and sometimes sales letters or opt-in pages.

You can use these PLR books as free gifts for your opt-in page to build your subscriber list. But it is advised to edit the contents to add in your personal style and flair to make the e-book even more interesting. Good e-books have the tendency to be recommended to other peeps so it's good to focus on further building the quality of the e-books.

Here are a few ideas on creating killer e-books using PLR:

- Add interesting pictures, diagrams, and charts to exemplify the ideas in the book
- Add more relevant points to existing ideas or add new ideas to bulk up the e-book
- Combine 3 e-books to make a massive complete guide
- Transcribe audio mp3 or video PLR content into e-books
- Put in referral links to affiliate products, blog posts or related content.
- Finish the e-book with a link to a related paid product as a special bonus for owners of the e-book
- Give resell rights or giveaway rights to the e-book

These ideas will help your e-books to not only engage and intrigue you readers, but also to give them a call to action to perform the next step, whether if it is to share the e-book or to buy something.

PLR e-books can be used for many purposes in one's business. It could be broken down into individual articles to be used in websites or as blog posts. The articles can also be submitted to article submission directories to draw free traffic to your website.