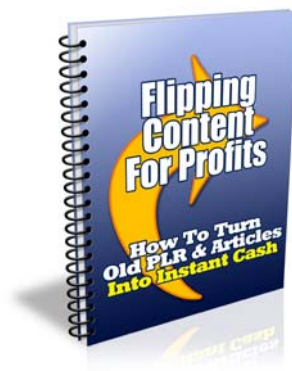


Flipping Content For Profits

How To Turn Old PLR Ebooks And Articles Into Instant Paypal Cash



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About The Author

Stelios Eleftheriou has been profiting with resale rights and plr products since 2003.

This ebook, along with his other products, will help **YOU** do the same.

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Introduction To Flipping Content For Profits

As I've said many times. I love instant cash. I live for instant cash. I think it is the greatest thing since sliced bread. Instant cash really is only an invention of the Internet. Where else can you do an hours work and get paid for a life time as EASILY as the Internet. There are so many customers waiting for just about any product or service you can think.

It's almost impossible not to make money online.

The great thing about this method of instant cash is that not only will you make instant cash today, but you will also earn a nice on going income for life if you do it right.

In this guide I'm going to show you how to make instant cash today and build a business as well. What could be better then that. This really is all about having your cake and eating it too. As a child my mother said I always wanted everything and that I should settle for a little less and be more realistic.

Why?

This is my reality.

Why not come up with a way to make cash over fist and build a strong business as well. This is my reality and what I can dream of I can acheive.

Ok, enough babble. What is content flipping?

Just like real estate flipping where you buy a property cheap, do it up

and sell it on, you can do the same with content.

PLR's get a bad rap as being pretty much useless unless you already have a list to advertise it too.

Another complaint is that they are being sold all over the Internet so your competition is way too strong to make any real money.

These are all valid points.

The best way to make money with PLR rights is to

A) Repackage them into new products and write articles to promote your new product

B) Create content sites out of the PLR's and sell them to other people

So let's get started.

How To Flip Content For Instant Cash And Lifetime Income

Have you ever heard of bum marketing?

It's where you write articles to promote affiliate products. These articles are used as search engine bait and you make sales by getting

people to read your article and buy the product you are selling.

If you have no idea what bum marketing is, go to

<http://www.bummarketingmethod.com>

Bum marketing is great, and I do it, but I prefer instant cash and I prefer to have control over the products I'm promoting. But I'm also lazy and don't like sitting down and writing ebooks all day long. With bum marketing, if you promote a Clickbank ebook, you have to wait weeks for a check and you have no control over the website you are promoting.

So I came up with a method that uses free article promotion to promote PLR articles and ebooks that also makes me instant cash.

Here are the steps

- 1) Find PLR's to promote
- 2) Repackage/flip them quickly in a way that makes them more appealing and unique
- 3) Write articles in the bum marketing method
- 4) Find forums to post in
- 5) Do it all over again

Ok, so lets get going here.

The first thing you need to do is find PLR's to promote. You probably already have a ton of old PLR's sitting on your computer somewhere. I know I have just about every niche covered with PLR ebooks and articles.

You want to find PLR's that are niche orientated. Try and stay away from Internet marketing related PLR's.

BONUS

As a bonus for buying this report. In the zip file that this report came in, you will find a text document. This is a complete ebook I had written to give to the buyers of this report as a bonus.

It's an ebook about Diverticulitis and the diets associated with it. It's a great ebook and a great niche market. This has never been marketed before and you now have PLR's to that book. So if you don't have PLR's on your computer, you now do.

Back to the report.

If you don't have PLR's on your computer, then there are a few places you can buy quite a few PLR's instantly.

What I like to do is the follow. I will go to

<http://www.nicheology.com>

and

<http://www.easynicheproduct.com>

These are two membership sites that sell PLR ebooks. So I go there and I look at all the PLR ebooks on offer. I then try and find an interesting topic, something like diverticulitis, or how to take care of a pet. Something that is not really related to Internet marketing.

I have nothing against selling Internet marketing products obviously, but it is too hard to sell Internet marketing products using this

method. Ok, let me rephrase that. It is easier to sell NON Internet marketing products using this method.

So what I would do is find a niche product to promote. But instead of selling the ebooks as they are with the same content and same sales letter, I mash them together into one product or make them different in some way.

Let me explain. Let's say you have two PLR products on your hard drive for the same niche on the same topic. What you should do is combine the two books together to make one large ebook. This makes your product unique from the original.

Make sure that you have the right to do this with the PLR's you are promoting. Another way to make them unique is to break them up and sell each chapter or a few chapters as a short report. You could have 10 short reports on that niche for sale from your website. This will give you a complete unique product.

You can of course get the PLR's re written, but that is over kill for this method.

The next thing you can do to make any PLR ebook different is to go buy PLR articles to put into the ebook or to create a whole new ebook.

Disclaimer

Please make sure that any PLR's you buy, you use within their

restrictions and guidelines.

I buy a lot of article packs from

<http://www.easyplr.com/>

With the articles from this site, I can turn them all into a paid product, or I can add them to another PLR ebook to make a new product all together. You really just want to make yourself a little more unique than everyone else out there promoting the same PLR ebooks and articles and by combining PLR's together, you can do this.

Here is another link with a list of PLR article sites.

<http://www.associateprograms.com/articles/46/1/Where-to-find-good-PLR-articles>

The next thing you want to do is register a domain name to promote your new product. You can either use a generic domain name where you can sell any ebook on any niche from, or you can register a domain name specific to the niche you are working in.

You will also want to create a sales letter from scratch.

PLEASE don't use the sales letters given to you by the PLR ebook sites. This kills sales instantly as every man and his dog is promoting the products with the same sales letter.

If you are feeling really lazy, keep the product the same, just PLEASE rewrite the sales letter from scratch.

The best part about having your own product and your own website is that you can accept the forms of payment you want, including Paypal.

Now you can get paid instantly every time you make a sale.

I use <http://www.paydotcom.com>

To accept sales from my websites. They allow me to get paid instantly via Paypal and still accept credit cards. They make it easy to get paid instantly. I'm sure there are other methods to do this, but this is what works for me.

So now I can be a bum marketer and get paid as well by flipping content. Can you see why I call it flipping content now? I'm turning old tired PLR's into new products with a new exciting sales letter and reselling them for profits.

When it comes to writing your sales letter, make it appealing! This report is not about writing a sales letter, but please make it exciting and non boring. Use the sales letter that came with the PLR's you brought as a template if you must.

The next thing you have to do is start promoting your website and the best free way to do that is with article marketing and that is what I'm going to show you how to do in this section.

I'm going to take the Diverticulitis ebook as an example. What we are going to do is find a list of keywords that we will write articles on.

The difference between this course and the bum marketing course is

I don't really put a lot of interest in the notion you should only write articles that meet certain competitor requirements.

Don't get me wrong, it's a helpful way to maximize your efforts but it takes me less than 10 minutes to write an article so I don't mind writing on articles that have more competition.

If you are not familiar with bum marketing, don't even worry about what I just said. If you are a bum marketer, feel free to do keyword research anyway you want.

Ok, so let's begin.

The first thing we are going to do is get a bunch of keywords related to Diverticulitis and create a list.

What we are going to do is write down the following in a text pad....

- 1) The keyword or phrase we are going to target
- 2) How many searches it gets every month
- 3) How many websites are listed in Google with that term in brackets.

The first two do not need explanation, but the third one does.

With this method, we want to write articles to submit to the article directory Ezinearticles.com. We also want that article to be on the first page of Google for the term we are trying to target.

For instance. If you are promoting a guide on how to save money on your grocery bills and you are going to start writing articles to promote that website, to get listed on the front page of Google by

using Ezinearticles.com, the theory is, is that phrase needs to have less than 10 or 15,000 competing pages on Google.

And we can check that by doing the following.

Let's say you've done your keyword research and you find a highly searched for keyword on saving money on your grocery bill, this is what you would do.

You would type that keyword into Google with brackets "" around it and see how many pages show up. So let's say the keyword or phrase you are wanting to use is

How to save money on groceries

You would then go to Google.com and type in the exact following search phrase

"How to save money on groceries"

If you type that into Google you will see that there are 11,500 competing pages in Google for that keyword.

So there is a good chance if you write an article with that title and submitted it to EzineArticles.com, that you would get on the front page of Google in a couple of weeks.

In fact, if you go down that page, you will see that someone already has submitted an article on that phrase to EzineArticles.com and is already on the front page of Google for that keyword.

So you can see it does work.

The way it works is that when someone searches for the keyword phrase you are targeting on Google and your article appears on the EzineArticles.com website in the top 10 listing for that keyword or phrase, you get traffic. They then read your article, decide whether or not to go to your website, then decide whether or not to go and buy the product you are offering. This is high quality traffic that has been filtered organically for you.

A lot of people who use the bum marketing method to write articles and promote affiliate programs won't write an article on a phrase that has too many competing pages or too few searches per month.

But with my method, I will write articles on phrases with tens of thousands of competing search results and I will even write articles for phrases that might only get 50 to 100 searches a month as long as it targets the market I want.

Why? Because people are neglecting these phrases and I'm cashing in on them.

While if I write an article with a high search count and lots of competing pages and it won't get on Google's front page for that keyword, I don't care because the article site I submit my articles to, gets quite a lot of traffic by itself and if an article takes me 10 minutes to write and it only gets me 50 hits to my website a month and I make 1 sale, it's still worth it to me.

I'm an article marketer bottom feeder. I pick up the crumbs and profit.

In a good way of course. Remember, webmasters also go to EzineArticles.com to find articles for their websites to use, so either way I'm going to get some free traffic from every article I write.

It's a numbers game. The more articles I write, the more free traffic I get and the more free traffic I get, the more sales I make.

If you don't quite understand what I mean, please go to <http://www.bummarketingmethod.com> and sign up for the free report there. It will explain everything to you.

I'm not affiliated with that site nor do I make any money sending you there, I just recommend it as a unique way to make money and do keyword research.

Ok, so back to the keyword research for Diverticulitis. I want to write 35 articles on all things to do with this disease and I'm going to submit these articles to EzineArticles.com. But first we need to find keywords to target.

So right now I'm going to find 35 keywords to promote and I'm going to show you how I do that.

The first place I go to is....

<https://adwords.google.com/select/KeywordToolExternal>

This site will give me a list of keywords being searched for on the Internet. So what I'm going to do is type in diverticulitis into that search tool.

What I am looking for is 35 keywords that would make a good promotional backbone to my diverticulitis diet. I want keywords related to that product.

The first keyword I see is the keyword

Diverticulitis Diet

This is a great keyword to write an article on to promote a product on diverticulitis diets. What I now need to see is how many searches per month it gets and how many keyword variations it has.

So now I go to

<http://www.nichebotclassic.com>

This tool will give me many different keywords with the words Diverticulitis Diet in it and how many searches per month they get.

Here are some of the terms and search results given back

Diverticulitis diet - Gets searched for 30,992 times

Diet for diverticulitis - Gets searched for 2009 times

Correct diet for diverticulitis - Gets searched for 1211 times

Diet diverticulitis - Gets searched for 1204 times

Diet sheet for diverticulitis - Gets searched for 716 times

Diet for person with diverticulitis - Gets searched for 701 times

Diet for diverticulitis patients - Gets searched for 682

Now I have 7 keywords that are perfect for promoting the

diverticulitis diet PLR ebook you get as a bonus for buying this report.

Now, even though I'm going to write articles based around these keywords, we can now see how many competing pages on Google there are.

When you submit your articles to EzineArticles.com for free, keywords with highly competitive search results won't get much traffic from Google, but that's ok.

Diverticulitis Diet - This keyword has 50,000 competing pages in Google - You probably won't get a top 10 listing in Google with this keyword from your article via EzineArticles.com

Diet for diverticulitis - This keyword has under 1000 competing pages and if you write an article with the keyword Diet for diverticulitis in the title and submit it to EzineArticles.com you will probably get listed in Google in the top 10.

When an article gets a top 10 listing in Google for it's keyword, especially if it does get searched for quite a bit, you will see quite a spike in traffic.

Now to find more keywords, all I have to do is repeat the process. Go back to the results at Google's search tool and find another keyword that is relevant to the diverticulitis diet ebook and then go to Nichebot.com to find more keywords and how many times they are searched for. Then go to Google and find out how many competing pages that keyword/phrase has.

Repeat and repeat and repeat again. Repeat!

BONUS

In the zip file you will find two txt documents with keyword lists.

This is how I set out my keyword lists when I'm doing keyword research to promote a new product with article marketing.

Once I find 35 keywords or phrases that I want to target, I start writing the articles for them. Writing articles is not difficult at all. I can churn out a 500 word article in under 10 minutes based around any keyword.

Do you know the easiest way to write an article? Stop thinking!

Just write. It does not matter if it is crap, it does not matter if you think it's not interesting.

Just write!

Fix it up later.

Write it down!

The way we write articles is based around keywords. So for instance, if you are writing an article on the keyword/phrase....

Diet for diverticulitis

That phrase would have to be in the title of the article. The most important thing is that your article title

A) Has the term you are trying to target in it - IE - Diet for diverticulitis

B) It makes people want to click on your article to read it

Not only does it need to have the keyword in the title, it need's to be an interesting article title.

For instance, here is an example title I would use....

Diet for diverticulitis - A simple diet plan that requires no fasting

I always put the keyword at the front of the title, then put the catchy title part at the end of the title. I don't know if this really does anything, but I find it works well to have the keyword upfront in the article title.

I also put that keyword in my article at least 3 times. I make sure I put that keyword or phrase in the first paragraph of my article.

I've found an even easier way to write articles quickly. It literally takes me 5 minutes at most to get down an entire 500 word article. It costs a little money, but boy, it works a treat.

What I've been doing recently is recording my articles as audio.

So basically, I speak my articles into a microphone, record it and have it transcribed. I can have 35, 500 word articles transcribed for me for under \$35.

I learnt this method from a free report, which you can read about

at....

<http://threedollararticles.com/>

This is a free report all about using audio to write articles. Let me add one thing though. The best way to write an article about anything using audio is to find another article on the topic, read it, and speak it into your own words.

Go to <http://www.ezinearticles.com> and find an article on the topic you want to speak on. Read it, maybe even read a few articles on the topic and then just start speaking and before you know it you have 30, 500 word articles written in an hour without even writing a word.

The way you get free traffic with articles is that at the end of every article you get the chance to write a little free promotional section.

This is your article by line.

To see an example of a byline, go to EzineArticles.com and read an article and see what I mean.

You really want to have a snappy byline.

This will make or break your article. You want something that makes people want to click on your website link.

Here is something I would write as my article byline for the diverticultis diet ebook.

"For a simple easy to use diverticulitis

diet plan visit our website below at
<http://www.diverticulitisdiet.net>"

The next thing you need to do is submit your articles to EzineArticles.com. That is as simple as signing up for a free account and submitting the articles.

It can take up to a week for the articles to be accepted.

So there you go.

The next method of promotion I want to talk about is forum marketing.

Before I get started. If you want a free guide on how to get loads of free traffic to any website with forum marketing, social networking sites and viral marketing, please go to

<http://www.15kchallenge.com/blog>

This guy shows you step by step how he went from a website earning \$0 and having 0 traffic and turned it into nearly \$15,000 with free marketing.

He was also promoting PLR ebooks.

I love forum marketing. I love going into forums and posting helpful posts because at the end of every post I get to put my signature line at end of the post. This really is such a great way to get free traffic and so many people over look it.

So many people also write horrible, un-interesting sig lines and wonder why they do not make any sales or get any traffic. They write it off as another useless free traffic promotion tool, when in reality it is a highly lucrative promotional tool and free none the less.

A simple line like this under your post is all you need

"A step by step diverticulitis diet plan available at <http://www.diverticulitisdiet.net>"

It's so easy.

Finding forums is the hardest part to forum marketing.

One of the best ways to find highly trafficked forums and message boards is to go to

<http://www.big-boards.com>

It has the largest list of the largest and most active forums on the Internet. You can find forums on any topic imaginable.

Another way to find forums is to simply look in Google and you can do this two ways.

1) Simply go to Google and type in "keyword here forum".
IE "Diverticulitis forum"

2) Go to Google and type in a question related to the field you are marketing in.

For example, to find a diverticulitis diet forum I typed in

"what is the best diverticulitis diet plan"

and a whole bunch of forums and message boards popped up.

Pretty cool huh?

So there you have it. An instant way to profit from PLR's that no one else is doing right now.

How many of these sites do you think you can put in a day?

One?

Imagine having 7 new products a week making sales for you every day of the week.

You could easily get 7 sites up and promoted a week, even part time.

A Run Down On The Above Method

I just want to give you a quick run down on the above method I supplied. I just want to make sure you get what is going on.

Basically what we are doing is.

A) We are turning old PLR's into new products by combining them together - We are combining PLR ebooks and articles together to make totally new products

B) We are setting up a website with a new, never seen before, well written sales letter with instant payment via paypal

C) We are using free methods to promote these PLR's and earn instant cash in the process

D) We repeat the process over and over again till we are earning a full time income and then we repeat some more

Every time you write an article now, you will get paid for life.

You will also get paid as soon as you make a sale.

This is the best way to make money with articles, with PLR's and with the bum marketing method available.

How To Sell PLR Content For Instant Cash

This is just a really quick run down on this method.

This is for those who want some instant cash within hours.

As you know, a lot of websites on the Internet will sell you articles that you can have PLR's to. A lot of these websites also give you these articles with no restrictions at all.

You can pretty much do whatever you like with them, and this includes creating content sites with them and selling them onto other people.

You have to make sure that the PLR articles you brought have no restrictions to them. The best way to do this is to email the owner of the website and tell them what you are planning on doing with the articles.

What we are going to do in this section is use a bunch of private label right articles and turn them into content sites. We are then going to sell these content sites to other people are premade turnkey sites.

You can easily sell each site for \$35 with a domain name.

To get started, you will need to register a few domain names. I did this once with a set of 20 PLR articles.

I registered 10 domain names, all for the same content site and I sold them all at the forums at <http://forums.digitalpoint.com>

Go to <http://Namecheap.com>, register 5 or 10 dot com domain names relevant to the niche you have PLR articles to.

Go to <http://www.oswd.org/> and find 5 or 10 different templates that you can use for free.

These templates come copyright free and you can do whatever you want with them. You can see an example content site I created at

<http://www.freegolftip.net>

The next thing you need to do is put the articles into the template. Websites with graphics do sell better. Simple unique logos or headers will increase the price of what you can expect. Instead of paying someone to create these for you, you can do it yourself.

If you have no design skills, use a program like

<http://header.generatorsoftware.com/>

All you have to do now is upload all the files to each website. Make sure each content site is full working and has their own domain name.

If you need multiple domain name hosting, try

<http://www.newwebsite.com>

To sell your sites, go to <http://forums.digitalpoint.com> and go to the section where you can sell websites. It is free to sell, but you do need 25 posts under your name first. There are thousands of people a day at that forum and you can advertise for free anytime you like.

After you have 25 posts, go sell your websites. Simply post that you have 5 or 10 content sites for sale with a domain name and you will sell each site for \$35 each.

The best way to make money with this method is to write the content sites yourself using the method I showed you above. With unique original content you wrote yourself. You can have a 35 page content site created in a matter of a day using audio. You can then sell 10 copies of a content site to 10 people for \$97 each and for the day you've made \$997 for 5 hours work.

Unique content has more value and will make you more money in the long run, especially with this method.

Final Words

The above strategy can be found in Lazy Pig's "[Internet Marketer School](#)".

For more killer strategies like this one, [visit his site](#).