

About the author...



Liz Tomey

Liz Tomey got her start in the marketing world at the age of 19 by starting her own direct mail/mail order business. Liz created several product and services to help others in the direct mail/mail order business build their businesses quickly and easily. She's successfully run this business since 1998.

In late 2004 Liz took the Internet marketing arena by storm by creating products and services especially for Internet marketers. These proven to work products are what have allowed Liz to become the well-known and liked Internet marketer that she is today.

The BizModelGuru.com Newsletter is also published by Liz where she focuses more on teaching no BS marketing techniques rather than pushing the "product of the day". This newsletter allows her to help Internet marketers push their business to new levels.

Liz is also the owner and sole creator of some of the hottest sites in Internet marketing.

LizTomey.com - This is Liz's main site. You can see exactly what she's about and any and all products and services she has created along with incredible free learning tools including video tutorials and many helpful articles.

TrainYourAffiliates.com – Learn to become an elite super affiliate while promoting high paying and amazing quality digital products and services.

Liz lives in Gates, TN with her husband and 5 (yes, F-I-V-E) kids. She runs her business along with her husband full time from her home. Liz is known as "the marketers best friend" because of her passion for helping people succeed with their own online businesses!

In this report, I'll be covering four different PLR tactics that I am currently using. I'll then go over them step-by-step with you, so you know exactly what to do to get started.

First let me explain each of these tactics and then I'll give you a step by step for each of them so you can do the same thing...

New PLR Tactic #1

I've been taking niche PLR products that I have, having new graphics done for them, and putting them on their own domain name as a real product for sale. I don't sell them though. I sell the entire site. It takes me about 1-2 hours to put together, and I've made over \$700 just from doing this on ONE site!

New PLR Tactic #2

Many PLR products come with a squeeze page, an email series, and some articles. I again have new graphics made, load up the squeeze page on it's own domain name and load in the email series to my autoresponder. Throughout the email series though I find affiliate products to promote.

I also take the articles and load them into my autoresponder with affiliate links in them. I then promote my squeeze page (*with article marketing and ezine advertising*) and make money from affiliate sales. I LOVE this tactic.

Something else I will be trying is actually selling the squeeze pages with the autoresponder loaded. All I'll have to do is change the affiliate ID's to the person who buys it and all they have to do is advertise. I'll let you know how that works out.

New PLR Tactic #3

Membership sites. I've been creating membership sites in small niches. Like I have one on landscaping. I charge \$6.95 a month for the membership and have 63 members. That's \$437.85 I make a month and all I did was advertise in two ezines that cost me a whopping total of \$19 for both. The only upkeep on the site is adding information (*from my PLR products*) about landscaping.

Now here's a question I know I'll get:

Liz, What if I start a membership site and run out of PLR content?

It's happened to me, and this is what I did. I had 10 articles written (\$50) and recorded me reading each of them. Put them in the membership sites as 10 new

audios about landscaping. All I'm out is \$50. You can also have articles written and turn it into a report or ebook.

I've only run out of PLR content on one membership site I have and it's about pit bulls. I knew I'd eventually run out of content for it, so now I spend \$50 a month and have the content created. I have 144 members at that site that pay \$12.95 a month for their membership so \$50 a month is nothing.

New PLR Tactic #4

Content for content sites. Lately I've been taking ebooks that I have PLR too, and breaking them down into blog posts. I'll create a blog on the topic, and then just break the ebook down into several blog post. I use a blog poster to post the content about 2-3 times a week and I have a blog running on autopilot.

I have monetized these blogs with both AdSense, affiliate programs, selling advertising and links from them, and just by selling them.

Okay, now let's take each of these topics and go step-by-step with them....

First and foremost I recommend that you get some PLR content.

<http://www.PrivateLabelSiteReviews.com> has a ton of great resources for finding top quality PLR products. Once you have PLR content, pick a plan below and get started!

New PLR Tactic #1 Step-By-Step Plan -

1. Pick a PLR Product
2. Have new graphics made for your product. (*Will cost you between \$50-\$150*)
3. Setup the sales page and download page for your product.
4. Sell the site.

Tip: You can sell your sites on Ebay, and several webmaster forums. Just search for places to sell your site and you'll find plenty. Of course I can't give away my secret resources. Can't have you guys competing with me, right?

Tip: I do video tours of my sites. I use camtasia and show everyone the site, the process of how it works, and how they'll make money. This makes my sites sell FAST.

New PLR Tactic #2 Step-By-Step Plan

1. Pick a PLR product.
2. Have new graphics made for your squeeze page.
3. Set your squeeze page up.
4. Find affiliate products to promote within the ecourse and the articles you get.
5. Load them into your autoresponder.
6. Promote site or sell it.

New PLR Tactic #3 Step-By-Step Plan

1. Pick a niche that you have a lot of PLR products for
2. Setup a membership site. (I recommend LFM – <http://www.LFMScript.com>)
3. Add content to your membership site.
4. Have a sales letter created selling your membership site.
5. Advertise your membership site.
6. Add content monthly to your membership site.

Tip: Remember if you run out of content you can always have more content created. Just use the freelance sites like [Elance.com](http://www.Elance.com) [Guru.com](http://www.Guru.com) and the like.

Tip: Have an affiliate program. This will allow others to promote your site for you and make you money.

New PLR Tactic #4 Step-By-Step Plan

1. Pick a PLR product.
2. Break it down into small blog posts. (*300-400 word posts are sufficient.*)
3. Setup your blog.
4. Get a blog autoposter like RSS to Blog and have it post to your blog 2-3 times a week.

5. Decide how to monetize your site. (*Adsense, affiliate programs, selling advertising from them, or selling the entire blog.*)

Okay, now you know even more of my secrets. There's a lot of information here and using any one of these plans, a few, or all is really going to make you a nice income!

Remember, to get started, you'll need PLR content. I have a site called <http://www.PrivateLabelSiteReviews.com> You'll find tons of high quality only sites that I have personally reviewed for you. This way you don't have to waste your money on terrible PLR content that will never make you any money!

Okay, I've laid everything out for you. It's time for you to go get started...

To your PLR success!

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<http://www.PrivateLabelSiteReviews.com>