

PLR Short Report Fortune 6 Steps To A 6 Figure Short Report Fortune



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About the author...



John Tan

John Tan got started in the internet marketing world at the age of 26 by starting his own graphics service business. John created several products and services to help others build their online businesses quickly and easily, therefore he started [SBOAcademy.com](http://www.SBOAcademy.com)

John is well-known for his sincerity in helping beginner marketers to kick start their own online business. His clear teaching style allows people to understand marketing strategies and concepts easily.

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

- <http://www.SBOAcademy.com> - This is John's main site. At this site you can see his newly launched products, tips and video tutorials on internet marketing.
- <http://www.SBOResaleTreasures.com> – Newly launched resale rights and PLR products being offered each and every week. Make money by being one of the few to promote high quality and the latest resale rights products online!
- <http://www.SBOGraphicsDesign.com> – No graphics design knowledge, no photoshop knowledge, no worries! A site that provides a custom graphics service for internet marketers.
- <http://www.7DollarKillerTemplates.com> – Three minisite templates offered at a crazy low price that allows beginner marketers who are on a tight budget to get high quality graphics!

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Introduction

Before we get into the meat of this short report, I want to explain what this short report is all about. This report is about a profitable business model you can build using PLR Articles or Ebooks.

This ebook may be free, but please do not undervalue it because you think free stuff is lousy. Take some time to read through the report. You won't regret it.

So let us proceed to the meat of the report.

What is PLR?

The Basics

First, let me explain what PLR stands for because this may be the first time you have heard the term "private label rights product.

Private Label Rights product is defined as:

"Content, particularly articles, E-Books and reports written by a 3rd party and made available for several purchasers to buy and use. These articles, E-Books, and reports can be used as-is or edited as the purchaser desires - within the guidelines of the PLR Company. Guidelines for use differ with each company."

Every Private label rights product has specific usage guidelines on their websites. Some Private label rights products do not allow subscribers to resell the content at all. Some allow the content to be resold but do not allow the purchaser to claim authorship or to claim copyrights to the work.

Most private label rights products, however, allow subscribers to do whatever they wish with the content which has been purchased with very few, if any, limitations. When articles, E-Books or reports are purchased from a Private label rights product company (usually through monthly subscriptions), the purchasers (subscribers) may:

- Change the title of the work
- Edit the content of the work (add to it, take from it, revise it)
- Add affiliate links
- Claim authorship of the work
- Submit the work to article banks or E-Book repositories
- Use the work as free bonuses
- Use the work as website content
- Resell the work
- Copyright the work

The Idea of PLR Small Report Fortune

Here is the idea. Many of you know we are now in the midst of the information age. Lots of people are searching information online to find answers to their problems. Thanks to the Internet, this is a relatively easy process.

So, what you need to do is write short reports that provide them with the information they need to solve their problems. In return, you can make a small fortune from selling these same reports over and over again.

The best part is that each small report just needs to be 7-20 pages long which take around a day or so to write. If you still have problems writing it, you can always outsource it to site like:

- 1) Elance.com
- 2) Rentacoder.com

But I am sure most of you will not have a problem writing a short report since it is less than 20 pages long. I am sure you see the potential of this idea.

For example, you sell a report for \$19 and every single month you are able to sell 100 copies of it. Now you are making an additional \$1900 per month. And that is from only one small report that took you little time to write.

Can you imagine what would happen if you had 20 of these reports floating out there collecting cash for you? I am sure you are excited by now as you realize how easily you could build a small fortune out of this.

So, let me go through the steps involved for you to build a successful short report fortune.

6 Steps To PLR Small Report Fortune

First Step – Choose A Profitable Market

The first step that you need to take before you start writing your first small report is to choose a target market. My motto when choosing a market:

Choose A Market Where People Are Already Buying

That is always a great Motto to follow. I have listed some of the profitable markets below. You can shorten the time it takes to get started by using one of these:

- Internet Marketing Market
- Real Estate Market
- Health Market
- Dating Market
- Pet Market

- Self-Improvement Market

There are many other profitable markets that I could list but these ideas should help you get started. If you want to get more ideas for other profitable markets, you can go to places like:

- Amazon.com
- Clickbank.com
- Magazine.com

Second Step – Choose A Topic For Your Report

In this step I am going to show you an example. Let's say that I decide to use Internet Marketing as my market. To decide on a topic for the short report I'm going to write, I need to start drilling down the various niches in that market.

What are the niches in the Internet Marketing Market?

- List Building
- Traffic Generation
- Product Creation
- Affiliate Marketing
- Copywriting

Do you know why I want to drill down to a smaller niche inside the Internet Marketing market when I write a report? As I mentioned above, if you want to make a small fortune, you need to have multiple short reports out there generating profits for you.

Therefore, since every niche inside my market is a potential profitable report that I can write, I will never be short of ideas on what to write. I won't need to jump from one market to another market after writing one report.

Let me give you another example in the golf market.

What are the niches in the Golf Market?

- Becoming a Better Golfer (Each skill can be a report itself)
- How To Golf in Various Golf Courses (Each course can be a report itself)
- How To Profit From Golf
- How To Maintain Your Golf Equipment

Can you see the beauty of this business model?

If you are still not convinced, then let me challenge you to look inside your hard drive to see whether there are ebooks on traffic generation, list building and all other kinds of topics in the internet marketing niche. I am sure you have some. 😊

Third Step – Write Your Report

After you have chosen your market and the topic for your report, it is time to write your first short report.

Remember, this short report just needs to be 7-20 pages long.

There are many ways you can get your report written. However, in this report, I am going to cover just - using PLR.

Before I explain why I prefer to use PLR to create your short report, let's look at the normal process of how a person goes about creating a short report to sell.

- 1) Outline the short report – ½ hr
- 2) Write and complete the short report - 2hrs
- 3) Write the salesletter for your short report – 2hrs
- 4) Create graphics for your short report – 2hrs or purchase it at \$147
- 5) Get the site ready for sales – ½ hr

Total time taken will be 7 hrs.

So, let us now look at the process of creating short reports using PLR.

- 1) Find PLR products related to your niche. (You can find such PLR at <http://www.SBOResaleTreasures.com>) – 15mins
- 2) Rewrite some of the content in the PLR and make it your own style – 1 hrs
- 3) Salesletter comes with the PLR package – 10 mins
- 4) Graphics comes with the PLR package – 5 mins
- 5) Setting the site ready for sales - ½ hrs

Total time take will be 2 hrs.

Look at the difference in the amount of time spent with each of the above methods. Especially for those of you who are not good at writing, PLR can be a great help in creating your own short report empire.

Fourth Step – Setting Up Your Site

Now that everything is done. It is time for you to set up your site to start marketing your products.

Here are the x tools you need to set up your site.

1) **Domain name** – You need to register a new domain name for your new short report. If your report is about listbuilding, you might want to register a domain name like listbuildingsecrets.com.

To register a domain name for less than 10 dollars a year, go to www.namecheap.com

2) **Hosting** – If you already have a hosting account then you can ignore this step. If you do not have one, you can go to [Hostgator](#) to get a hosting account to host your domain name.

3) **Autoresponder Account** – You need to register for an autoresponder account at [Aweber](#) so that you can build a list of prospects and customers that allows you to sell more products to them in the future.

4) **Merchant Account** – To collect payment for your products, you need to have a merchant account like [paypal](#), [clickbank](#) or [paydotcom](#).

5) **HTML Editor** – To edit your salesletter, you need to use a free html editor. You can download a free HTML Editor by [Clicking Here](#).

6) **FTP Software** – You will need a FTP software to upload your files to your server easily. You can download a free FTP software called [Smart FTP](#) Here.

Fifth Step – Drive Traffic To Your Sites

I am not listing the various traffic generation methods. Instead, I recommend that you check out the site at [SBOTrafficSecrets.com](#). This site provides free training on traffic generation and traffic conversion.

Sixth Step – Repeat And Rinse

Remember, I told you that you will not get rich from writing one report. After you have successfully launched your first report, you can start creating your second report. The idea here is to repeat the above steps and build your own short report empire.

Bonus Step

This step is actually not included inside the PLR Short Report System. In this step I am going to share with you how you can generate more income by using the past short reports you have written.

Let me explain. For example, you have already written seven of these short reports. Why not repackage these into a huge homestudy course and sell it for \$297? Or, you can create videos from these short reports and sell the videos at a higher price.

Now do you see the amazing benefits of these reports? You write it once but it be used many times. What you need to be creative in how you repackage and repurpose the reports you have written.

Conclusion

That's the end of my "PLR Short Report Fortune" Report. I hope you will succeed using the above system. Do send me an email to share your personal success story.

Finally, I want you to check out [SBOResaleTreasures](http://SBOResaleTreasures.com) where you will find tons of PLR products you can use to build your PLR Short Report Empire!



God Bless!
John Tan