



Bold PLR – The Quick Start Guide

I want to welcome you to Bold PLR.

I have set these products up in such a way that you will need to customize them yourself by using the resources and tools I provide to be able to have the most success reselling these products as your own.

This is my way of FORCING you into success!

I have not included ready to go sales letters or graphics for very good reason, but I have included some incredible tools to "help you" create your world class sales letter with as much ease as possible.

I have also included information on how you can get some great custom graphics made for each product for very little money or no money at all if you are willing to do this for yourself.

You will see that I have included everything you need to make sure that **YOUR VERSION** of each of the Bold PLR books will end up like no other members product on this site when you are finished re-branding them if you just follow my step by step instructions.

By following my simple instructions your website and your finished product will look like no other Bold PLR member that is also reselling any of these products which will help keep the competition as low as possible.

The benefit here is that you do not end up with a product that 500 other people are trying to resell with the same title and graphics in what will become a competitive market very fast.

Also it never fails that with most resell rights products that some joker will start cheap selling a product simply because their marketing skills are too low to resell that product at a reasonable price.

This of course makes it hard for other members like you that are trying to resell their products at normal price to make a profit.

Before you know it we have loads of people lowering their prices to amounts that do not make any sense – competing on price is a losing battle for everyone.

This is NOT the way to make money with PLR and resell rights products.

An introduction to BoldPLR.com

The best way to make these products as profitable as possible is to REBRAND your products or to RENICHE the products (I will talk more about re-niching later) – but by doing this re-branding process, your competition on each of your Bold PLR products becomes almost ZERO.

By re-branding these products to your own unique title and with your own sales letter and graphics you have a much better chance of success.

I am going to teach you exactly how to do this step by step here in the Bold PLR members area with new tutorials being added every month.

It will blow your mind how fast you will be able to find success once you have created your own unique products from the Bold PLR foundations that I have given you here.

When you are done with these products and using the tools and methods that I will layout for you step by step, NO ONE, not even the other Bold PLR members should recognize your new products as a previous Bold PLR product.

Re-branding my products is a way less expensive way for you to create your OWN products than if you were to try to create your own products from scratch.

With Bold PLR I carry all of the expense of keeping multiple writers on staff to constantly crank out the new content that will soon be molded into your own brand new niche marketing empire.

As you will soon see, our members only area is loaded with tons of products, tools and resources that are going to help you on your journey to profit with private label rights products.

By now I am sure you have seen the 4 green icons at the top of the members area, which look something like this...



These are the main core components of Bold PLR and in each section you will find training and resources that will guide you along the path to your success.

I would like to sincerely thank you for trusting me enough to join the Six Figure Mentors and in turn Bold PLR and I promise you that I will do everything I can to help make this one of the most profitable investments that you have ever made in yourself.

I first want to start out with a brief introduction about the site and its 4 main components to help you get the fastest start possible.

An introduction to BoldPLR.com

At the top of the site you will see an icon titled Bold PLR's which looks like this...



Bold PLR's

This is where you are going to collect 4 brand new hot niche products every single month. You can access this section at any time by clicking on the green icon to the upper left of your member's area. You'll find that you get an incredible variety when it comes to these products.

I've done this for two reasons...

1. I want to increase your chance of success by giving you the opportunity to enter many different niche markets that don't already have an extremely high competition level.
2. I also want to give you a chance to put your eggs into MANY different baskets when building out your new Bold PLR sites which may, one day, allow you the opportunity to build out a site to the point that you can possibly sell that site for big money.

In this section you'll also find an archive to all of the past Bold PLR products available for easy download access any time you want.

These downloads will always be available so rather than trying to download them all at once to just sit and collect digital dust on your hard drive, just select the niche topics that interest you most for that particular month and truly spend some time creating unique products that will stand out in the marketplace.

You will notice that each and every product has what's called a Fast Action Ideas Document and a Product Analysis Document included with it.

These documents really give you an edge when getting your product ready to sell and are one of the key features that set Bold PLR apart from the pack.

The first document is...

Your Product Analysis Document

This document contains tons of tools and information that you need to get started selling your product online.

The first is the description of the book. You get a brief and quickly readable description of your new eBook so that you can get familiar with it as fast as possible.

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You also get detailed keyword research complete with expert analysis and breakdown of the top keywords.

This shows you what you can expect to pay for the most popular keywords along with actual screen shots of the Google Adwords data right in the document.

Also included is an extended list of keywords that you can use to directly bid on or, and this is what we recommend, use as a starting point in your own keyword research.

This list will give you a huge advantage when doing keyword digging yourself and will allow you to generate a multi-hundred-word keyword list in no time. That's what I really built this feature for.

Next in the document you will find potential titles for your new eBook.

These are well thought out, clear & compelling titles you can use to come up with a great name for your product. I recommend that you don't just copy one of the titles that I've come up with but use them all together to mix and match as well as inject your own ideas and personality into.

This will give you a 100% unique and totally original product title, which means you also have a totally unique product.

Lastly, you'll find a Market Research section, which is going to give you links to the top websites, related to the eBook that you are going to sell. This will give you one click access to current & up-to-date information regarding that particular market and will help you in customizing your product and sales message to fit current trends.

Now that you have the advertising information that you need to start advertising your product, you need a sales message!

That's why I have created...

Your Fast Action Ideas Document

This document was created in order to give you all of the content and tools necessary to craft a compelling sales message that's totally unique to you, your product and your overall business. I guarantee that you've never seen anything like this.

The first section is the headlines section, which gives you a handful of headlines written to entice your reader to move further into your sales message.

Next you'll find the Content Ideas section which is basically a mini sales letter skeleton. This is a good chunk of content that you can use to flesh out into a full-fledged sales message along with the other included copy elements in the Fast Action Ideas document. I recommend that you add in your own stories, experiences, emotions and personal touch so that it really takes on your personality.

You will also notice that there are three more sections.

An introduction to BoldPLR.com

These sections are Sub-Headlines, Bullet Points and Sub-Bullet Points. Each of these gives you quick shooting, benefit laden features that your potential customer will get by purchasing and using your product.

You should add your own wording to these to customize them and sprinkle them throughout your sales message because we all know how effective bulleted lists and sub-headlines are in sales copy.

The final section in your Fast Action Ideas Document is the Google Adwords section. In this section you actually get pre-written advertisements ready to use in Google Adwords. This is probably the fastest way to start getting instant, ready to buy people to start seeing your ad which is why I made sure you had ads ready to roll!

Of course I recommend that you inject some of your own personality into these ads just like I recommend with the other material so you don't have the same ad running as someone else. This can be as simple as mixing and matching advertisements and then just adding a quick & easy customization to make your particular ad unique.

To further compliment your product, I've also included...

Your PLR Article Packages

On top of getting 4 PLR products every month and getting the Product Analysis and Fast Action Idea Documents, you ALSO get 25 articles for each of your niches every month!

That means that you're going to get 100-125 total articles every month directly related to each of your niches!

These articles can be used in a variety of ways but one of the most popular is using them for article marketing to get traffic to the sales page of your new eBook.

Of course we recommend that you customize them and change the titles so that they aren't viewed as duplicates.

If you plan on changing the title, adding an introduction to the beginning, a conclusion to the end and an opinion or two of your own into each article combined with a resource box that links back to your site, you'll be in good shape!

The next way in which I highly recommend you use these articles (**this is the main reason I added these articles with each product**) is to take the articles and INFUSE them right into your book on the same topic!

The reason you would want to do this is to add more content to the book and to also make your book unique!

You see by adding these articles into the main book on the niche they go with you will be creating a book that is unlike any other Bold PLR member. With 25 articles to infuse into your book the chances of any two members adding these articles into the book in the same way are next to impossible.

I recommend that when you add these articles into the book you take some time to read them so you know what will go best where, in the book.

An introduction to BoldPLR.com

In some cases you will also want to write intros or transitions where you add the articles into the book to keep the book flowing smoothly.

This will not only really pump up the content of the book, but it will make your book end up like no other Bold PLR members.

Now you may be thinking THIS **SOUNDS LIKE WORK!**

You are correct, but keep in mind that I have done all of the heavy lifting for you! By making these few simple changes and spending just a little bit of time on these products you will end up with some very good products in way less time and for way less cash out of your pocket than if you had started from scratch.

Sure totally turnkey products already created with graphics and ready to go may seem like the easier option. But re-branding these Bold PLR products & nicheing them out as you will learn about in some of the other training manuals in this site will give you the greatest success!

As you can see, I've really left nothing uncovered in your membership.

Now that you've become familiar with the Bold PLR's section and seen all of the goodies you get with each product every month, it's time to move on to the next green icon...

PLR Training



PLR Training

You're going to find that this section is probably the most profitable section out of the entire membership. In this section you are going to be coached on how to customize, setup and start selling your Bold PLR products every month.

This is going to be an ever-growing section that will continue to expand as I get questions and keep coming up with ideas to help you make money with your Bold PLR products every month.

Best of all, this training is directly applicable to ALL of the PLR products that you have! Not just Bold PLR! That means that all of those private label rights products that you have lying around your computer can now take on a new life and start making you money using the training in the PLR Training section.

Just some of the subjects that you will find in this section as it grows are how to customize your books in the quickest and most efficient way possible, how to use the included articles to make your eBook unrecognizable by anyone including other Bold PLR members, formatting tricks to give your product even more originality and so much more!

An introduction to BoldPLR.com

Make sure that you check this section often as I will always be adding new content for you and if you have any training suggestions or questions, please let me know about it over at <http://www.boldmarketeer.com/contact-me> and I'll get to working on that training for you right away!

Once you've got your product customized and ready to start offering to customers, you need sales materials to sell that product to the world, which is why I've created our next section...

Site Builder



Site Builder

This is the third green icon from the left as you can see in your member's area.

Here you are going to learn how to create all of the items that you need to create your own high converting websites to sell your products each month.

The Official Bold PLR "Plug It In" Sales Letter

This tool is simply invaluable.

By grabbing this template and simply using the information in your Fast Action Ideas Document, you have everything you need to create a compelling and masterfully worded sales letter that will get the attention of your potential customers.

The Official Bold PLR "I Did It For You" Site Design Template

We all know just slapping up some horribly formatted text on a web page isn't going to get you many customers, no matter how good your sales letter is.

This is why you also get a pre-made web layout that has the "Plug It In" Sales Letter already inserted into it!

That's right, you just open it up, add your text right into the site and you have an instant website!

We're talking beautiful testimonial boxes, order boxes (and buttons), nice bullet images, header and footer graphics and all the other goodies you find in a nicely designed website!

The Official Bold PLR "Plug It In" Thank You Page

Just to make sure everything was covered, I've even given you a pre-made thank you page that you can use to setup your download pages.

An introduction to BoldPLR.com

Best of all, there is in line text included on the thank you page that helps you create a download experience that's fast, glitch free and satisfying for your customer.

Not to mention the fact that setting up your thank page with the simple steps I give you will also help reduce refunds and reduce support requests.

And if having all of this "pre-made" stuff wasn't enough, I'm also going to include training on how to use all of these features to further help you!

Sure I could have just written your sales letter for you... but that would not be doing you any favors at all. The whole point of Bold PLR is to FORCE YOU INTO SUCCESS, by making sure your website and your product is like no one else's! By simply giving you ideas for your sales letter and helping you write it with those ideas will keep your sales letter and site unique only to you.

This brings your competition level way down!

Now that you have everything that you need to make a killing selling nothing but done for you PLR content, you are probably itching to keep the flame burning and put together as many new businesses as you can with the secrets you've learned in the Bold PLR membership site.

That's where our next section comes in...

Bonus PLRs



Bonus PLR'S

This section can be located by clicking the fourth green icon from the left at the top of your member's area.

This section is loaded with a ton of products that you have the right to sell. Not all will be PLR but many of them will and with the information that you've learned you can really start making them profitable (unlike the other people selling them!).

Pre-Packed Bonus PLR Section!

The good news is that this section is already jam packed with 30+ BONUS products ready to sell! You don't have to wait to get the bonus products. Click the green icon with the title "Bonus PLRs" and just start downloading the dozens upon dozens of products available to you.

Sales Letters & Websites Complete!

What's even better is that most of them come with sales letters including graphics!

An introduction to BoldPLR.com

Imagine how much more money you could make using the PLR Training information that I've provided in Bold PLR to further customize & differentiate the products that you have available to you.

If nothing else, you could use this section alone along side our training section and have a few dozen instant (and unique) businesses in just a day or two!

Ever Growing

This section is going to grow every month along with your Bold PLR products! This isn't just a "one off" and forget it section by any means. You can expect to get software, video, audio and eBooks with Private Label Rights as FREE bonuses added into this section every month.

Now you've been introduced to the gears of the machine that is Bold PLR. I want to personally welcome you to the site and if you have any questions, comments or concerns at all, please do not hesitate to get in touch.

Thank you for choosing Boldmarketeer and Bold PLR as your PLR and Internet Marketing Training Center. I welcome you and look forward to working with you until you succeed!

To Your Success,


BOLD MARKETEEER
Taking Action Together

www.boldmarketeer.com

P.S. Keep in mind this is a 'Getting Started' document only with the intended purpose of letting you know what Bold PLR is all about. There are many other guides in this site with more being added all the time to act as your guide to success with your new Bold PLR products!

Bold PLR Disclaimer

This is not your standard disclaimer so please make sure that you read it closely as it affects you and your Bold PLR membership!

You do not have rights to the document that you now have open. Rights are reserved exclusively for the Private Label Rights products that you get each month.

The document you now have open is intended as a training tool that you can use to further expand your experience and profits with your Bold PLR products.

An introduction to BoldPLR.com

This document is intended as a supplement to your purchase in order to equip you with the knowledge that you need to sell your actual PLR source files.

For terms regarding your Private Label Rights products including what you can and can't do with them and my personal statements about the integral use of these products, please visit our Bold PLR terms page...

<http://www.boldmarketeer.com/terms-of-service/>

This page is always up to date and any changes, additions or alterations to the terms will always be reflected there. This page always has the active and accurate terms that you must abide by so if there is any confusion regarding the terms, please visit this page.

The document you now have open is an incredible tool in developing and deploying sales materials, advertisements and overall customization, creation & use of your private label rights documents.

Use it to its full potential and you will see that setting up your own unique products every month is a breeze and actually a fun process.

You do not have any rights other than Personal Use Rights to the document that you now have open. That means that you can use it for ideas and assistance in developing your own sales material and customized PLR products but you are not ever permitted to do any of the following...

- ✓ Sell This Document
- ✓ Share This Document
- ✓ Transfer Rights To This Document In Any Way To Any Person At Any Time
- ✓ Store This Document On Any Website, Web Server Or Other File Repository
- ✓ Use Elements Of This Proprietary Document And Content Format To Create Derivative Works

If you have any questions regarding these terms or need to contact me to clarify anything for you, please don't hesitate to contact me via my contact page

<http://www.boldmarketeer.com/contact-me>

To your success,



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