

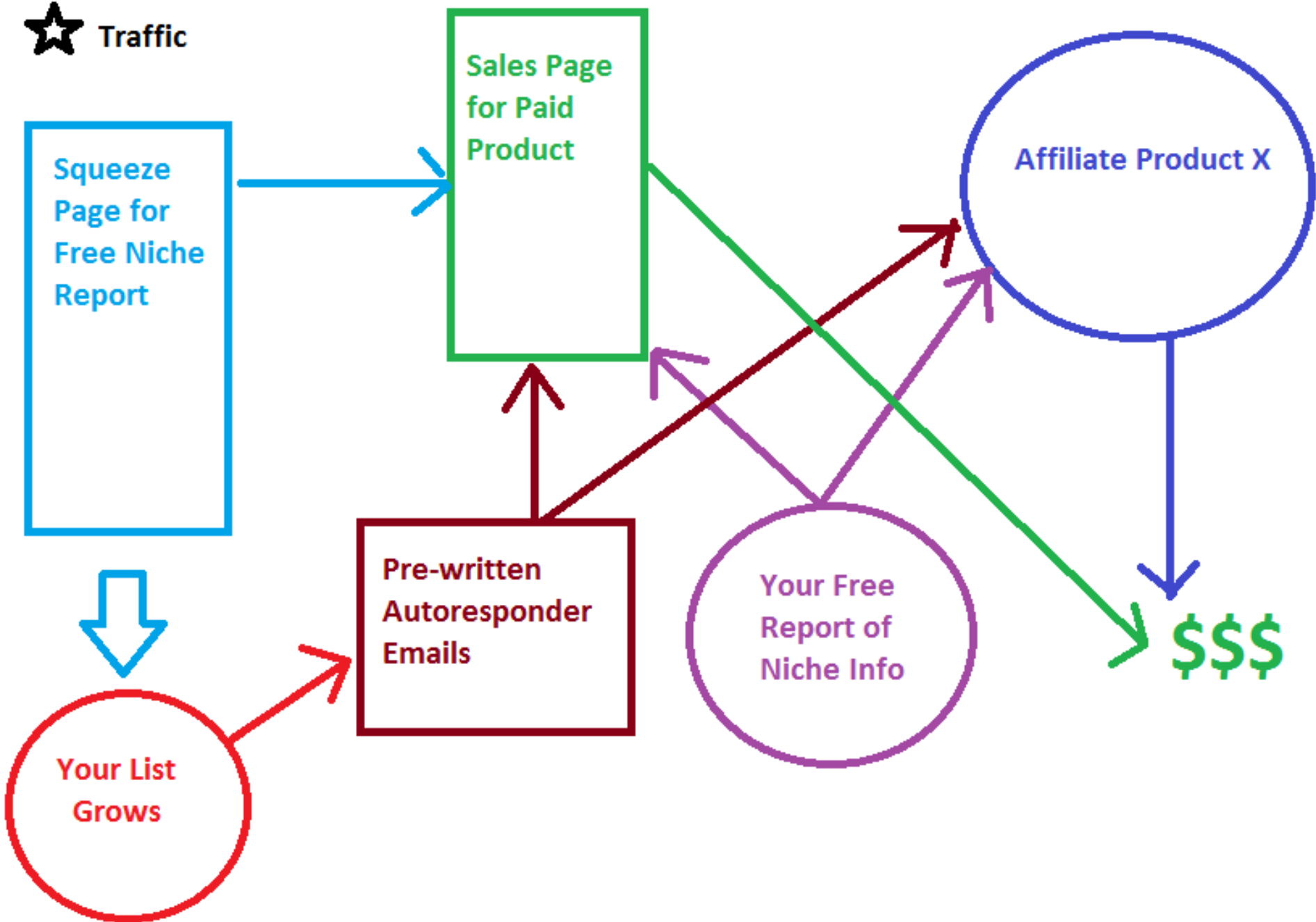


#2 PLR Product Funnel

PLR Powerhouse

What is the PLR Product Funnel?

★ Traffic



- We're going to re-brand a PLR course and make it our own, from top to bottom.
- We'll be creating a ebook product to give away, and set up an example sales and squeeze page
- We will also set up auto responder emails as well
- Let's take a look at the product

What We're Going to Be Doing...

- You can go to the product's website
- You can check online vendors like master-resale-rights.com

Getting Products for Rebranding

- You have to pick an attractive and exciting name for your product....remember, you're rebranding an old product and want lots of interest
- The name also determines what people might expect from your product (materials, sales letter, video files, etc.)
- .COM domain extension needs to be there

Picking a Good Product Name

- Name needs to be related to product
 - Needs to be easy to spell and remember
 - Flashy!
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- How to pick the name?
 - A list of exciting product words:
 - Cash, Rapid, Profits, Fast, Instant, Money, Crusher, Blaster, Explosion, Domination etc.

Picking a Good Product Name

- Look at the existing product name and think of ways to change that up
- There are “buzz words” around certain niche markets...try looking at previously sold products
- Brainstorm!
- Once you have a list of several names you could try, check out if the .COM is available

Picking a Good Product Name

- Let's go to instantdomainsearch.com and see whether “PLRVideoPayday.com” is there. If it is, we'll buy it.
- Domain registrars: GoDaddy.com, NameCheap.com

Domain Names

- I recommend HostGator!
- Amazing customer service
- Baby level plan recommended
- Let's take a look

Hosting

- Once you have your hosting, log into your Cpanel...Hostgator should have given you an email with a link to it (your Control Panel) with your username, password, and Cpanel URL
- You'll need to upload your site there after you finish creating it
- You'll need to create a database, **as follows**

Hosting

- Finally, let's point the **name servers at our hosting**

Hosting

- Understand the PLR Product Funnel
- Find a product that you want to market
- Pick a product name
- Get a domain and hosting

Wrap-Up
