

Market Research PLR Package

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Introduction

In this report, I'm going to go through the contents of the Market Research Marketing PLR Package, as well as offer some ideas for ways that you can customize and use it yourself.

When you unzip the download file, you'll have the following folders:



Let's just look briefly at each of them...

Articles – The articles folder includes the 10 promotional articles. The original versions are here, as well as several subfolders with the different formats. The **audio** folder contains the audio versions, the **spin format** folder contains the spin-ready articles, the **spun articles** folder contains 100 spun versions of each article (in case you don't have access to spinning software) and the **video** folder contains the video versions.

Graphics – The graphics folder includes the report covers and header graphics, two versions of each.

Minisite – The minisite folder includes a squeeze page and all confirmation and download pages. It also has a PDF version of the main report all set up and ready to upload to your server. I'll explain how to customize these files with your opt-in form, payment button and so on in another section of this report.

Powerpoint – The powerpoint folder includes all the slides for the videos, in case you want to record them in your own voice, add title or closing credit slides or anything else to customize them.

Report – The report folder contains the report itself, in Word, text and PDF formats, as well as the audio and video versions of the report.

There is also a rights.txt file that explains how you can use the content of this package.

Note: The only thing you can't do with the content is transfer Master Resale or Private Label Rights to anyone else.

Customizing The Minisite Files

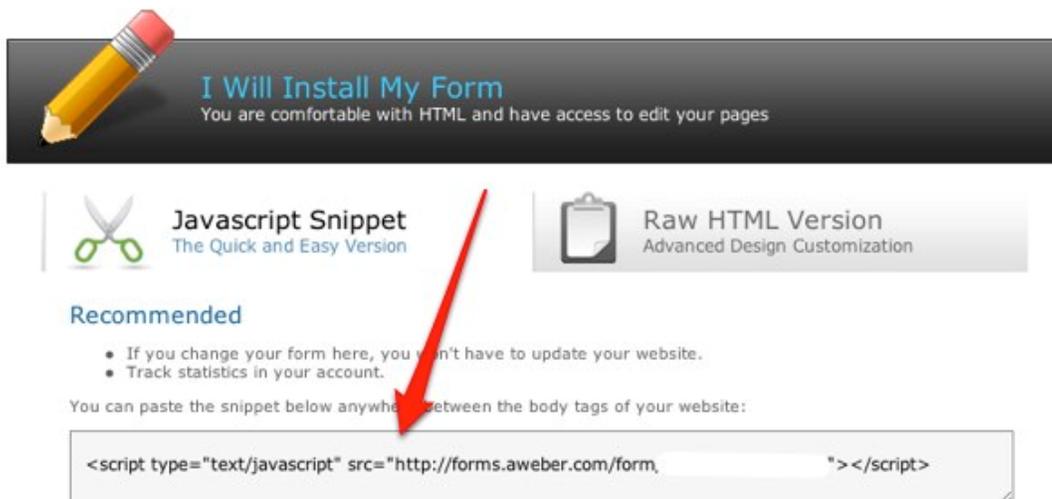
The minisite is mostly ready for you to upload to your web hosting, but you will need to make a couple of changes to customize it for your own services.

First, you'll need to insert your autoresponder code into the squeeze page.

Open the index.html page in your favorite text editor and look for the line that says "(Insert Opt-In Code Here)"

```
<p align="center">
(Insert Opt-In Code Here)</p>
<p align="center"><font size="-2">We take your privacy very seriously. <br />
Your information is never sold or shared.</font></p>
</td>
```

Next, copy the optin form code from your autoresponder service. I'll use Aweber for this example, since that's the service I use myself.



I Will Install My Form
You are comfortable with HTML and have access to edit your pages

Javascript Snippet
The Quick and Easy Version

Raw HTML Version
Advanced Design Customization

Recommended

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

```
<script type="text/javascript" src="http://forms.aweber.com/form, " ></script>
```

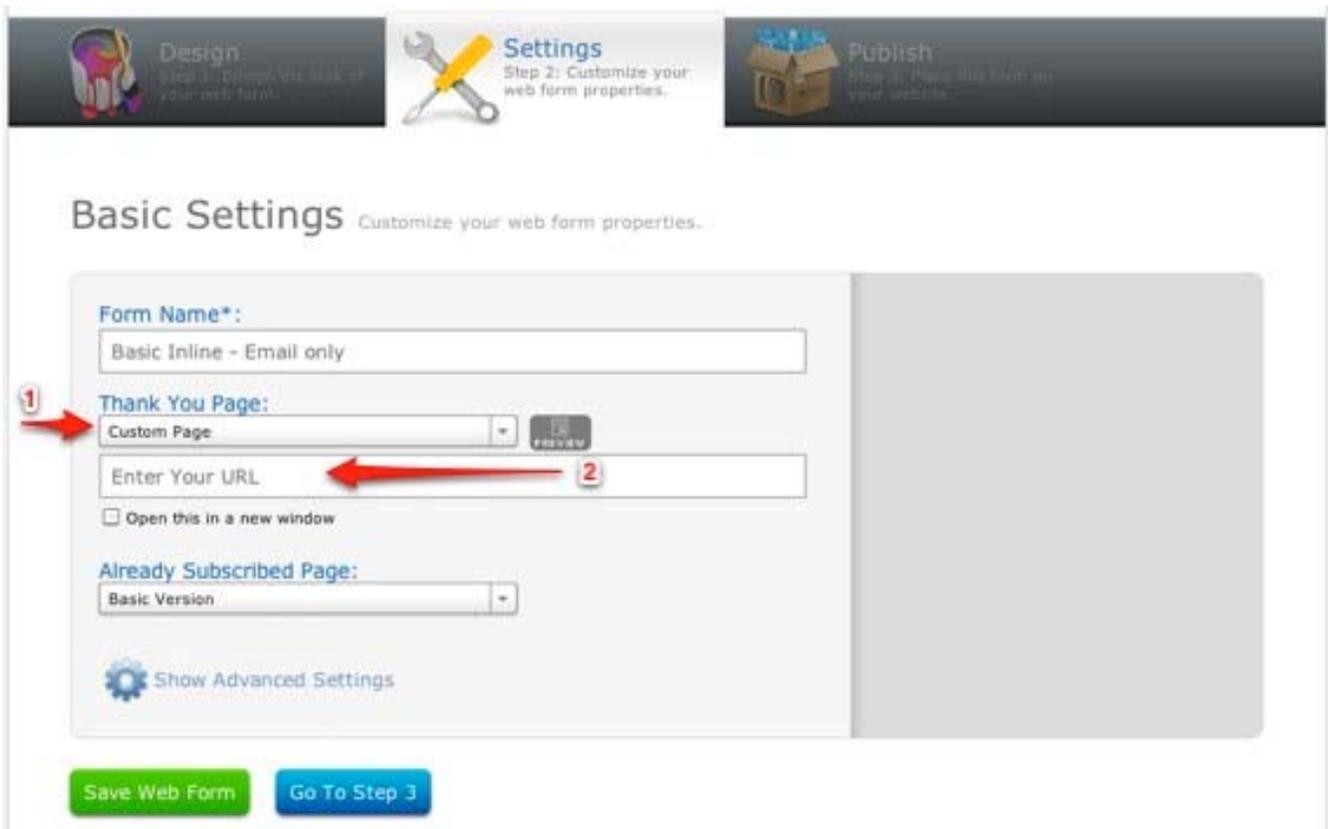
And finally, paste that code in place of the "Your Opt-in Form Goes Here!" text in the index.html file. It should look something like this when you're done:

```
div>  
align="center">  
<br />  
<script type="text/javascript" src="http://forms.aweber.com/form/1234567890.js"></script></p>  
align="center"><font size="-2">We take your privacy very seriously. <br />
```

If you want to use the included confirmation page (for double opt-in lists) and download page, you'll need to customize your opt-in code for those pages.

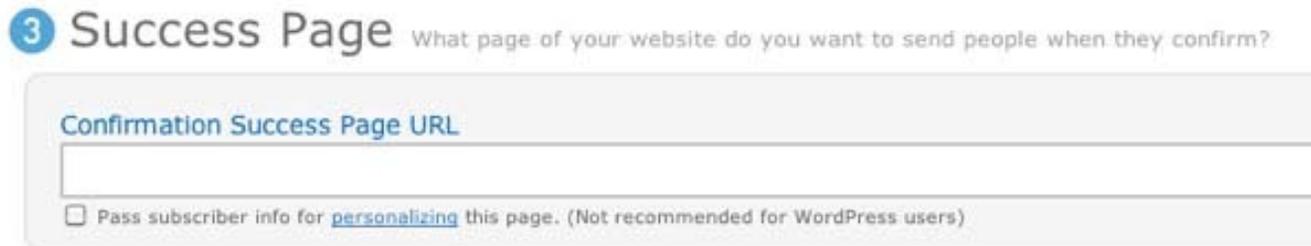
Again, I'll show you the process for doing this with Aweber so if you use another autoresponder service, you'll need to check their instructions for doing this.

You'll need to insert the URLs for these two pages into the Aweber list settings. First, for the confirmation page, go to the Web Form settings page and set it up like this:



Set the dropdown (#1) to "Custom Page" and then enter the full URL to your confirmation page in the field below it (#2).

Next, for the download page you need to go to the "Confirmed Opt-In" tab on the "List Settings" page (it's on the "My Lists" tab at the top of the Aweber page):



Enter the full URL (<http://www.yourdomain.com/download.html>) in the spot shown in the above screenshot.

The minisite is already set up with a PDF version of the report for the download page so you could just upload it as is. But if you want to make changes to it, such as adding your own URL or other links, make sure you either name the file the same after creating the new PDF or change the download link filename on the download.html page.

I recommend editing the report before uploading it, which is one of the things I'm going to cover next.

Implementing The Package

There are various ways that you can customize the different components of this bundle. We'll cover each part separately, but first I'll give you an idea of how I would use the package overall.

Action Plan

Create a new site on its own domain name, with a Wordpress blog on the home page. The home page content would be an overview of traffic generation –

different methods, how to get started, and so on – along with a bit of a summary of what's offered on the site.

Next, post 3-5 articles to the blog immediately and schedule the rest of the 10 articles to get posted every couple of days for the next week or two.

Use spun versions of the articles to make them more unique. You can either spin your own copies if you have an article spinner or just grab one of the 100 spun copies included with the package.

You could just use the original versions, but if many buyers do that, you would run into duplicate content issues. Using spun versions will reduce the chance of this happening.

Next, upload the squeeze page into a directory on the site. Something like /freereport would be a good choice. This squeeze page is where you're going to link most of your backlinks, because the goal here is to get people to opt into your list.

Now, create some feeder pages on sites like [Squidoo](#), [Hubpages](#), [Tumblr](#), etc. and post one or two spun versions of the articles to each. Add links to those articles with some pointing back to the home page of your site and others pointing to your squeeze page.

A two-to-one or even three-to-one ratio would be best. ie. For every link you point to the home page, point two or three to your squeeze page. You want to get some link juice pointing to your home page, but since those links will hopefully generate some direct traffic to your site from people clicking on them, you want more of them to point to your squeeze page.

Over the next two to three weeks, add more feeder pages pointing back to your site using the rest of the articles included with the bundle (again using spun versions).

Note: I wouldn't recommend using spun articles to submit to Ezinearticles.com. With the recent Google update, they've really tightened up their rules and you wouldn't want to jeopardize your account there by submitting spun content. If you want to use Ezinearticles as part of your promotion strategy, either rewrite the articles in your own words (and

rewrite them significantly) or write fresh articles that you can submit to them.

Take two or three of the videos and upload them to YouTube and other video sharing sites. Make sure you include a full link to your squeeze page at the beginning of the video description. This needs to be a complete URL, like <http://www.yourdomain.com/freereport>.

This will be an active link in your description and putting it at the beginning will help ensure people see it when they watch your video. Your description should also include an offer for the free report and call to action to tell people to click the link to get it.

Then over the next two to three weeks, add the rest of the videos to your YouTube account, as well as any other video sharing sites you use.

Following this process would give you a pretty solid start and you should see traffic coming from the various direct links fairly quickly, while your ranking in the search engines would start to climb over time.

Customizing the Components

Now let's look at some ways that you could customize the various components of the package. While spun articles will help to reduce the duplicate content issues, there are still quite a few other things you can do to make it even more unique.

First, the articles...

1. Use the articles as autoresponder content. Either include the full article text in the message itself, or include a snippet along with a link back to the full article on your site. Getting people to your site would be better, since you can have offers and other ads displayed there for them to see.
2. Bundle up several of the articles into another free report. You could offer this report to your subscribers, as an incentive to keep them on your list, or you could upload it to sites like Scribd.com as another way to generate traffic and links.
3. Build multiple websites, using different spun versions on each of them. Basically, be your own competitor so you can target multiple spots in the search results.

The audio...

1. Create a podcast and use the audio versions of the articles as your episode content. Post the podcast on iTunes and other podcast directories to get more exposure.
2. Add your own call to action at the end of the audio, with your website URL and an offer to get the free report. Post these audio files on sites like Squidoo.com or other places that let you post audio content. You could do this with almost any sound editor, including free ones like [Audacity](#).
3. Combine multiple article audios into a single audio and use it as an additional incentive when people subscribe to your list

The report...

1. Add a resource section at the end with links to various other resources that would help your readers (using affiliate links where applicable, of course). See the affiliate offers section at the end of this report for some ideas.
2. Add links to your own sites or products, either as part of the resource section or within the content of the report itself.
3. Add a watermark to the videos displaying your website's URL along the bottom edge of the video. Or add a "credits" page at the end of the video with a call-to-action to get people to visit your site and sign up for your list.

The graphics...

1. Create your own custom graphics for the report cover and site header to make it more unique. I've listed a couple of products that can help you do this yourself in the Resources section at the end of this report.
2. Add your website's URL to the graphics that are included with the package. You could do this with almost any graphics editor, including a free one like [Gimp](#).

These are just a few ways to get more out of the package, but they should be enough to get you started. If you get creative, I'm sure there are plenty more ways you can think of to use the content here.

Affiliate Programs

There are several keyword research tools that would make good affiliate offers for the information in this package. The following three are some of the best.

Market Samurai

- [Click here for more information](#)
- [Affiliate sign-up page](#)

Micro Niche Finder

- [Click here for more information](#)
- [Affiliate sign-up page](#)

Wordtracker

- [Click here for more information](#)
- [Affiliate sign-up page](#)

Helpful Resources

Here are a number of resources that you could use to implement and/or customize the package.

[Aweber](#) – My recommended autoresponder service

[Action Popup](#) – The best popup script I've used. Works with Wordpress or HTML sites.

[Magic Article Rewriter](#) – My preferred article spinning software

[High-Res eCovers](#) – Create your own high quality 3D ecovers, even if you have little or no graphics skill (like me!)

[Premium Headers Pack](#) – Create your own high quality website headers, even if you have little or no graphics skill

[Gimp](#) – Free image editing software

[Audacity](#) – Free audio editing software