

# **FAST PLR CASH**

A Step-by-Step Guide to Making The  
Quickest Online Cash Possible

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**A Note From The PLR Doctor:**

When it comes to internet marketing, most people come online to try and make some fast cash. Times are tough, bills need to be paid, and all they've heard is just how simple it is to make some quick cash online.

Well... that's partially true... and partially not.

See... it really is true that you can make a small fortune online. There's never been an easier way to make money, in fact. But what most of these so-called experts aren't going to tell you is that it takes work - sometimes a LOT of work - to make that kind of money.

Ok, ok... I know that's not what you wanted to hear. But I don't want you to go into this thinking that you're going to just click a few buttons and cash is suddenly going to start flying out of your computer.

However, I am about to show you one of the fastest ways to start grabbing your share of the massive amounts of cash online. And even though it will take a little bit of work on your part, I can guarantee that it will be the fastest cash you've ever made!

Now, to start off with, you're going to need a few dollars to play with. Not much, mind you, about \$20 or so. And you're going to need to set aside a few hours every day to work on this...

If you can't deal with that, then chances are good that - although you may succeed at making a few dollars online - you really won't have what it takes to make the money you deserve. Even an online business is still a business; and if you're going to be at all successful with it, you really need to be willing to put in the work necessary.

But if you think that you can really dedicate yourself to this for the next few days, I can promise you that by following all the steps laid out in this report will give you the foundation you need to start earning some real money on the internet.

So, let's get going, shall we?

## Choose A Niche -

The first thing you need to do is decide what niche you'd like to deal with. In case you aren't familiar with the online term "niche", it simply means the topic you want your online business to revolve around.

Choosing a niche tends to be the hardest thing for people to do when they decide to start an online business. It can be pretty daunting to choose the perfect subject what with so many to pick from. So the most important thing to remember is that you're going to look for a current hot topic.

The best way to find out which subjects are currently getting a lot of interest is to head over to your local news stand (*or supermarket*), and take a look at the headlines on the covers of the larger publications. Look for recurring themes and make a note of them on a pad of paper. You can also head over to your local bookstore - like Barnes & Noble - and see what the current best sellers are.

Once you've taken note of three or four recurring topics, head back home and go check out the Google AdWords Keyword Tool (*just Google it, it'll be the first result*). Take those topics and plug them into that tool, and find out which ones are getting the most searches. The tool itself is self-explanatory; but when you look at the results it can get a little confusing...

When you look at the results, you'll want to look for the column marked "Global Results". The number in this column will tell how many times a particular term has been searched for worldwide. The higher this number is, the better.

Once you find the topic that gets the most monthly searches, type a broad term (*i.e. dog grooming*) into the Google Keyword Tool and make a note of all the different searches that come up as synonyms of that topic. These are the keywords you're going to want to focus on in later steps. Be sure you make a note of which keywords and keyword phrases get the most searches - you'll need to know that later.

The next step is choosing a product to promote which will make you some money...

## Choosing A Product -

The next thing you're going to do is head over to Clickbank to choose a product to promote in the niche you've chosen. Clickbank is a digital marketplace filled with thousands of products in hundreds of niches. You promote these products using an affiliate link; and for each sale that goes through your link, you get a commission. These commissions range from a few dollars, up to \$50 per sale or more.

So head over to [www.clickbank.com](http://www.clickbank.com) and create a new account. Once you've done this, click on the link at the top of the page marked "Marketplace". Once you're in this marketplace, you'll be given a search box you will use to find products within your niche.

You just type in the primary search term for your niche (*i.e. dog grooming*), hit enter and wait for the results. You can view up to 50 products per page, and have a number of options available to you for sorting those results. For example, you can sort by commission paid - which is what I want you to do this time - number of affiliates who are promoting (*called the "gravity"*), and others.

Search for a product that has a relatively high payout. Make sure you check out the sales page for that product by clicking on the "view pitch page" link. Once you're sure that the product fits your niche, click on the "get hoplink" link, and follow the instructions to get your affiliate link.

It's important to make a note of this affiliate link, as you'll be using it often over the next few days. This link will tell the payment processor for Clickbank that YOU are the referring affiliate, and will ensure that each sale made through that link gets credited to you.

You'll want to make sure that you set your profile up completely. Your account settings will let Clickbank know how often you want to be paid, as well as *how* you want to be paid. After you receive your first two cheques from Clickbank commissions, you'll have the option to have your earnings direct deposited into your bank account.

Oh... and did I mention that signing up for a Clickbank is totally FREE?

Ok, so the next thing you need is a place to sell your product. That's what we're going to cover in the next section.

## Setting Up A Place To Sell -

All right, so now you've picked a niche, you've picked a product... now you need someplace to sell that product. So what we're going to do now is head over to Google's free blogging platform [www.blogger.com](http://www.blogger.com). When you get to Blogger, you'll be given the option of setting up a free account.

You will be asked to name your blog - this is just one of the places where that list of keywords is going to come in handy. When choosing a name for your blog (*not the title, but the actual domain name*), you need to use one of your keyword phrases. Try to choose a keyword phrase that gets a relatively large number of searches each month, but that is also a bit longer than just the niche itself. And use dashes - like these - to separate words in your blog name.

The default template you'll be given is the Minima template. Although there are thousands of templates you can potentially choose from, this one is simple, straight-forward, and easy to work with. Not only that, but it looks good and is easy to read once you start posting. Once you're done setting up, go ahead and leave that window (*or tab*) open, and open a new IE window/tab to head over to [www.godaddy.com](http://www.godaddy.com).

This is where you're going to need a little bit of money to make all this work. If you truly don't have the money to spare, you *can* skip this step - but I really don't advise it.

Once you get to GoDaddy, you're going to search for a domain name you can purchase which includes your primary keyword phrase. So, using our dog grooming example, you'll be looking for a domain name that includes some variation of dog grooming. I.E.:

- dog-grooming.com
- doggrooming.com
- dog-grooming.net
- 1-dog-grooming.com
- etc...

Once you've purchased a domain that includes your keyword phrase, set up a redirect using the instructions provided within your account so that it points directly to the blog you just set up. This should only take you a few minutes, and will allow you to use that domain name to promote your new site as it will redirect people straight to your blog.

Now we've got to find some content for your new site. This is where the PLR comes in...

### **Getting Content For Your New Site -**

You've got the niche, you've got the product, you've even got the site... now you've got to populate your new "site" with enough content to bring both search engines and actual readers to it. To do this, we're going to look for some PLR content.

PLR content is articles and e-books which have been written with the express intent of being rewritten and used by many different people. Sometimes you will find limited licence PLR, which means that only a certain number of copies will ever be sold - but more often than not, the PLR content you'll find will be unlimited, meaning that you and several hundred more people could have the exact same content. That's why rewriting is so important - but we'll get to that in a minute.

So what you want to do is head back over to everyone's favourite search engine and Google "(your niche) PLR". This should return you a number of results ranging in package size and price. The idea is to find a package that has at least ten articles in it, and an e-book as well (*if you can find it*). You can also find a fairly large PLR content package in the PLRx package at [www.plrdoctor.com](http://www.plrdoctor.com).

You really need to pay close attention to the quality of the sites you find PLR in your niche on, as the writing style you see on the site is usually a pretty good example of what you're going to get in your package. If a site has web copy that's barely legible, chances are your PLR material won't be useable and will cause you more trouble than it's worth. If at all possible, try to purchase from a PLR writer who has samples for you to view.

Once you've found the PLR content you need, the next step is to break it down into pieces you can work with. If you've purchased article packs, then the job of breaking it into smaller parts isn't necessary; but if your PLR came in e-book format, you're going to want to break it down into smaller articles you can use for blog posts.

The idea here is to use the PLR as "research" basically. You're going to rewrite the content you've just purchased to make it original, add in the keywords and keyword phrases you found earlier for your niche naturally so they don't interrupt the flow of the content, and use it as your web content on your blog. Make sure to give each short article a great headline, too. Each short article should be between 250 and 500 words.

When you're rewriting your content, it's also important to add the high search keywords and phrases you found earlier. This is important as it will help the Big 3 (*Google, Yahoo & MSN*) to find your site and index it, so that people looking for information in the niche you've chosen can find it. You don't want to make it "stuffed" though, because no one will want to read it if you do. The idea is to use a phrase two or three times in each short article; any more and it won't flow.

Once you've broken down and rewritten all your PLR content, it's time to post the various short articles as blog posts. As you post, use the hyperlink feature to turn the keyword phrases you chose into links using the affiliate link you got from Clickbank earlier.

This is called creating a text link, and the keyword is called your anchor text. It's important to use your niche-specific keyword phrases as your anchor text, because the search engines will pick up on these and index you better for searches related to your niche.

Post five or six pages to your blog the first day, then try to get at least one a day after that. The idea is to continuously update your blog with fresh content to keep the search engines interested. If you can write in a conversational tone, your readers will continue to come back again and again as well - which will increase your chances of getting sales.

Now that you've got your site populated with content, you're going to need some traffic. In the next section, we'll cover how to use your content even further to drive visitors (*read: potential buyers*) to your site...

## Using PLR To Drive Traffic -

So now you've got everything you need to start making some really good money online - you've got a niche, a product, and even a site full of interesting content. Now all we need to do is get some eyeballs on that site so that you can start bringing in the affiliate sales.

We're going to do this once again using PLR. This time, however, we're going to do things a bit differently...

This time when you rewrite your PLR, you need to make certain that it is 100% different than the original. Each article needs to be between 500 and 750 words this time; and it's important to give your articles new titles that are not only interesting (*after all, you want people to be interested in reading them*); but that also contain your primary keyword phrase. This will help them show up in relevant searches.

Once you've got between five and ten of these new articles, you're going to start submitting them to article directories (*like the ones you can find in the package at [www.plrdoctor.com](http://www.plrdoctor.com)*)...

The beautiful thing about article directories is that they allow you to post links back to your website (*hence why I had you set up a redirected domain name*) in your resource box; and some of them even allow you to link back to your site within the article itself.

Your resource box will be the most important part of the article, after the headline. You need to write a compelling call to action in this box - something that will get readers to click through to your blog site to learn more about the niche you've chosen. The more compelling your article, call to action and content on your actual site are - the more sales you're going to make.

Submit your articles to as many article directories as you can, and it won't be long before you'll start to see sales trickling into your Clickbank account. Keep at it, submitting new articles to the directories (*I try to submit five articles a day*) and putting new posts up on your blog site, and before you know it you'll be getting all sort of traffic.

**Conclusion -**

So there you have it - the fastest cash you can possibly make online, and the majority of it is completely free. All it will cost you is your time and dedication to make it work; and you can create this type of system in as many niches as you want.

Once you've got your site set up, this can all be maintained with just an hour or so each day. This is why you can have more than one niche you work in, and can create multiple streams on income for yourself.

You can learn more about using PLR to build an online empire full of sites that generate money almost on autopilot by visiting [www.plrdoctor.com](http://www.plrdoctor.com). There is a guide to using PLR, videos, a comprehensive list of article directories, and even several items of PLR content all included in the package...

The PLRx package at [www.plrdoctor.com](http://www.plrdoctor.com) also includes 30 days of free coaching. This lets you work with me one-on-one to help you build your internet empire.

Listen, all that's stopping you now from making the kind of money you want to make online is yourself. It's great to be able to make money on autopilot; but you have to put in the leg work before you can get there.

So quit reading already, and get to it!

To your success...

Brad Spencer  
The PLR Doctor