

Six Figure PLR Academy

Class 2 Curriculum

Hi there and welcome to the **Six Figure PLR Academy Class 2**. This is the second and last class in the academy. In the first class I taught how to create and launch your own PLR package to create a \$2000 - \$5000 payday. In this class I'm going to teach you to build an entire PLR business so that you can continue on your journey to building a six figure PLR business just like I have.

This is a live class that lasts from August 15th – September the 5th. We will meet each weekday for those 3 weeks from 1pm – 4pm (*recordings of all classes will be accessible after each class*) and I will be teaching you the following LIVE!

Here's what we will be covering:

Lesson 1: Getting Started With Your PLR Biz Foundation

In this lesson we will cover everything you need to know to get started in your own PLR business. We will cover how to pick your target market in the PLR niche, decide how you want to profit from your target market, and understand every part of the foundation you'll need to have the most success with your PLR business!

By the end of this lesson you'll know everything we're going to be doing through the duration of the coaching program. This is the "*birds eye*" view of things and everything will be laid out right before you!

Lesson 2: Build Your Business Foundation Part 1

This is where the building of your strong foundation for your PLR business begins. We will develop a free offer (*lead magnet*) targeting people in the PLR niche so that we can use it to start building your list. You'll get to see exactly what I create, how, and why! By the end of this lesson you'll have your own free offer that people in the PLR niche will instantly want to hand over their email address to get. **This is where list building truly starts and your income begins!**

Lesson 3: Building Your Business Foundation Part 2

Next up in the business foundation building is creating your squeeze page to give away your free off (*lead magnet*). I'll show you exactly how to easily design one (*even if you have no techy experience*) and use copy that converts visitors into subscribers so you can **get as many people on your list as possible!** This is where so many people fail, and I'll be giving you everything you need to truly succeed with your PLR business.

By the end of this lesson you'll have a list building machine that will allow you to **build a huge list of hot prospects** in the PLR niche.

Lesson 4: Building Your Business Foundation Part 3

And here's where the money starts... When you get a subscriber you need something you can immediately put in front of them. I'll show you how to quickly and easily create a special offer that will have your subscribers buying from you **immediately**. You'll even be able to watch me create my special offer from start to finish including building the special offer sales page for it, and creating the monetized download page to help you make even more money!

By the end of this lesson you'll have a list building machine complete with a built in automatic money maker!

Lesson 5: Building Your Business Foundation Part 4

The next part of the foundation for your business is your blog. A blog can be used for many things! Building relationships with your subscribers by providing great content and resources is just one way, but the biggest benefit of a blog is it's a traffic generation machine, and I'll be showing you all the ways to use it to make the most money!

By the end of this lesson you'll have your own blog ready to go to start making you money from your PLR business.

Lesson 6: Building Your Business Foundation Part 5

The last part of your business foundation is creating a series of emails to load into your autoresponder. **This is what automates your entire system.** I'll show you how to create emails that build your relationship with your subscribers and gets them buying from you. This is the "*secret sauce*" to making **MORE** money with your business and automating everything so your business works for you even when you're NOT working. When you have an email series that builds the relationship with your subscribers AND makes you money you have an automated money making machine on your hands.

By the end of this lesson you will have a complete business foundation built that will build your list and make you money on autopilot! You'll be completely ready to dominate the PLR niche and suck as much money from it as possible!

Lesson 7: Picking Your Money Trees

Once your business foundation is built then it's time to decide what "*money trees*" you'll be "*planting*" to collect your money from with your PLR business. In other words, I'm going to be showing you **5 different income streams** that you can pull in with your PLR business and teaching you how to use ALL 5 ways. The great part of this is you can use as many or as few of these as you want!

By the end of this lesson you'll have a complete plan how to start making money with your new PLR business in many different ways!

Lesson 8: The PLR Package Money Tree

The best way to make money in your PLR business is to create and launch PLR packages from time to time. In this lesson we will be talking about how to continually launch PLR packages and how to keep selling past PLR packages to new customers with an automated system.

While creating and launching your own PLR packages is **hands down the most profitable thing you can do in your PLR business** you don't HAVE to do it to make money in this niche. As you'll see below there are many other ways to earn!

Lesson 9: The Membership Site Money Tree

During this lesson you'll get to watch me build a membership site for my business from scratch. Having a monthly income is **the secret to being able to walk away from your current job** and STILL be able to pay your monthly bills. All the rest of the money you make is just "*gravy money*" once you get a membership site built that covers your monthly bills. With this I'll show you how to use your own content to build your membership site or products you already have the PLR to!

By the end of this lesson you'll have your very own PLR membership site ready to launch and **start using to build a monthly income!**

Lesson 10: The Affiliate Marketing Money Tree

Being an affiliate for products and services related to anything PLR is a great way to add an income stream to your PLR business. In this lesson I'll show you how I find products and services to promote to my list, and all my tactics and strategies for getting them to buy products and service from me! You'll get to see me creating complete campaigns that I use to make money as an affiliate marketer. **All my affiliate marketing secrets will be revealed in this lesson!**

By the end of this lesson you'll have everything you need to know to create campaigns that make you BIG money as an affiliate marketer.

Lesson 11: The Digital Product Money Tree

Another great way to make money from your PLR business is to have training products that help your subscribers and customer use PLR to make money from. You can create your own courses and/or use courses you have the PLR to and sell those courses to your list. There are so many different tactics you can use with this "*money tree*", and I'll be showing them all to you!

By the end of this lesson you'll know everything you need to know to **create a training product empire that you can make money off of with again and again** from your subscribers and customers!

Lesson 12: The Service Money Tree

Offering services to your subscribers is a great way to make big money with PLR products. Specifically install services where you offer to install PLR products for people

on their own websites. **I have used this to make BIG money over the years** and the great part of it is that you can outsource the whole process. I'll show you what kind of install services I offer my subscribers, how to price them for the biggest profits and how to outsource that actual install service at really low costs. By using this "*money tree*" in your business **you can make a lot of money with very little work!**

Lesson 13: Traffic For PLR Businesses Part 1

This entire lesson will be focused on having an affiliate program for your PLR packages, your membership site, and any other products and services you offer. *Why have an affiliate program?* Because affiliates provide you with BUYERS. Having others promoting things in your PLR business is hands down the BEST way to get traffic into your business and having a ton of money coming out of it. I'll show you exactly what to do to have affiliates building your business for you!

By the end of this lesson you'll know everything you need to know and have all the systems in place to get your own tribe of affiliates **constantly pumping traffic into your business and making you money!**

Lesson 14: Traffic For PLR Businesses Part 2

Besides having affiliates getting you traffic there are many other ways to drive traffic into your business. I will be sharing the 9 free traffic tactics that I use in my business **that actually WORK to get you traffic.**

Not only that, but the quickest way to get traffic is to use paid advertising. So I've brought in a Facebook ads expert who has been behind some Facebook advertising campaigns that have made millions. **He will be showing us exactly how to use Facebook advertising to bring in a flood of traffic.**

By the end of this lesson you will have all the knowledge you need to get all the traffic you want into your PLR business.

Lesson 15: Wrapping it all up!

This will be our last day together LIVE and we will be wrapping up any loose ends and creating a daily action plan of what you need to be doing in your business each day of the week. Once everything is up and running you can spend a few hours a day on "*daily tasks*" and **have your PLR business spitting out money 24/7!**

As you can see I'm showing you how to build an entire PLR business and leaving nothing out! I'll literally be building a complete PLR business from scratch right before your eyes, and helping you to do the same thing!

But to ensure you succeed, you'll also get me as your coach for an additional year AFTER these live lessons are done.

During your year of coaching with me, you'll get access to...

PLR Academy Weekly – These are weekly webinars where we will meet and I'll show you everything I've done in my PLR business for the week that has made me money. By seeing what I'm doing you can take my tactics, apply them to your own business, and **make a ton of money**. Not only that, but you'll have me there to answer any questions you have or help you through any problems you might have in your business.

By doing these weekly webinars I'm ensuring that you can succeed with your own PLR business because **I'll be right there to help you!**

Monthly Income Reports – Each month you'll also get my downloadable monthly income report. In this report I'll show you everything that made me money for the month. You'll see how I make money by doing things like launching PLR packages, affiliate campaigns, offering services to my subscribers, how much I've made from my membership site, and more. These income reports will show you what's making the most money so that **you can focus on them in YOUR PLR business to make the most money**.

And of course you'll have unlimited email access to me and your 2 "Save My Life Calls" where if there's something you need to talk with me directly about you'll be able to call me personally and get the help you need!

There's a lot covered here and in no time you'll have your very own money making PLR business!

Now let's go make some money! Login to your member's only area and let's get started with Lesson 1!

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