



Turn PLR into a \$500 Premium Product

Project Name: _____ Date: _____

Yes No

This is much easier than you think if you follow this checklist. You can start from a simple but high-quality PLR Book and turn it into a 4 to 6 weeks program - and the customer will be happy to pay you \$297 to \$497. This checklist shows you how.

- 1 Start with a solid PLR content bundle, from ContentSparks.com or any similar high quality PLR offer.
- 2 Break it down into 4 to 6 modules.
- 3 Turn it into a Video Training.
- 4 Choose your video delivery format:
 - Slides
 - Mind Map
 - Over the shoulder screencasting
 - A combination of the above
- 5 Create short videos, between 3 and 10 minutes each. Have 3 to 10 videos in each module.
- 6 Add to those short videos your own experience, resources, examples...
- 7 Add to those short videos case studies, including yours and/or other people's examples.
- 8 Add transcripts to the videos.
- 9 Give access to a pdf version of your slides.
- 10 For each module, add the following if and where it helps your customers get the best out of your training and start taking action:

Notes



Turn PLR into a \$500 Premium Product

- Add Worksheets
- Add Checklists
- Add Mind Maps
- Add Swipe files and scripts
- Add Templates
- Add Fast Action Plans
- Add a Resource Rolodex

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|----|--|--------------------------|--------------------------|
| 11 | Give access to an exclusive Facebook Group, just for your product customers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Give access to one or more group Q&A live webinar sessions with you. | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Give specific assignment each week that will push your training customers to the next step. | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Pre-Sell your premium training program at a huge discount (like 80% discount) inside FB groups, with the permission of the group owner and inside your own FB Group (if you have one). | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Ask these early adopters to give you some testimonials. | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Use the testimonials for your sales page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Use any of your early adopter customers success story for your sales page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | That's it. You are ready to sell a Premium \$497 training program ;) | <input type="checkbox"/> | <input type="checkbox"/> |

Notes