

Raising Extra Holiday Cash



Raising Extra Holiday Cash

*Create an Online Revenue Stream That
Allows You to Buy Gifts
Without Charging Up Your Credit Cards!*



www.checkfred.com

Presented By The FRED67 Community

Copyright © F.P Publishing(UK) 2016

LEGAL NOTICE:

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the world & the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgement about their individual circumstances and to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in the legal, business, accounting, and finance fields.

Copyright © F.P Publishing(UK) 2016

(You will find affiliate links in this E-book. Please be aware that I will receive a commission should you purchase products or services via those links)

You are encouraged to print this book for easy reading.

Please Pass This Book Along To Your Family, Friends & Associates.

This Book Is Presented To You By The
Fred67.community
@ FRED67.com

Index

Are You Living Paycheck to Paycheck?.....	4
Halloween Expenses.....	4
Thanksgiving Expenses.....	4
Christmas Expenses.....	5
The Problem with Living Without a Disposable Income.....	6
The Earlier You Start Your Cash Creation, the Better.....	7
You Pick and Choose Which Income Stream Works for You.....	7
Solve Successful Marketers’	
Most Pressing Needs.....	8
Provide Your Services as a Virtual Assistant.....	8
Be the “Go To Ghostwriter” for Marketers Who Need Content.....	10
Create Gorgeous Graphics for Those Who Lack Talent.....	12
Start Your Affiliate Marketing Early.....	14
Cash in By Promoting Information Products.....	14
Get Your Christmas Paid for Promoting Tangibles on Amazon	15
Consider Other Affiliate Services as a Supplement.....	17
Launch a PLR Store.....	19
How a PLR Store Can Help With Your Holiday Cash Crunch.....	19
What Do You Need to Operate a Store?.....	20
How Do You Know What Topics to Write About?.....	21
What Rights Do the Buyers Have to Your Content?.....	22
Promoting Your PLR to the Right Buyers.....	23
Pricing Your PLR Packs.....	24
Consider Becoming an Affiliate for Other PLR Providers.....	24
Consider Becoming an Amazon and eBay Seller.....	25
Setting Up an Amazon Seller Account.....	25
Setting Up an eBay Seller Account.....	25
Finding Products to Sell on eBay and Amazon.....	26
How to Price Your Products for Sale.....	27
Which Is Better – eBay or Amazon?.....	27
Nailing Down a High Paying Holiday Niche.....	28
Know the Evergreen Niche Staples.....	28
Consider Tangible Bestsellers.....	29
Use the Magazine Stand to Guide You.....	30
Resources;.....	32

Are You Living Paycheck to Paycheck?

For those who are looking for extra holiday cash, it can be stressful to think about all of your upcoming expenses when you compare it to the incoming funds you're going to have available.

There are so many things we have to plan for around the holidays, which last spanning a three-month period. Of course we all have a variety of holiday stress situations – from relatives who make things uncomfortable to travel inconveniences – but it's our finances that top the list of holiday stress for most people.

Halloween Expenses

The first holiday of the official “holiday season” is Halloween. It might sound simple – like a night of knocking on doors and asking for candy, but when you love the holidays, it's easy for the expenses to add up.

You might have to pay for (or want to pay for) many things, including:

- Decorations for inside your home as you usher in the Fall
- Outdoor décor that shows your holiday spirit – and this can be changed from Fall décor to spooky or fun Halloween decorations
- Pumpkins for decorations and for the whole family to carve
- Candy for the trick or treaters that you can hand out (and depending on your neighborhood, you might have to buy quite a bit)
- Costumes – for your kids and for yourself, if you plan to go to any Halloween parties

Plus, if you have kids in school, you might want to splurge on candy or crafts for the kids in the class, fall festivals where you have to buy tickets, etc. By the time Halloween is done, you might be broke and dreading the remainder of the holiday season!

Thanksgiving Expenses

Now Thanksgiving sounds like a simple holiday where you just bake a bird and relax in front of the TV to watch football. But not for some families. Thanksgiving is the first holiday season where kids get a vacation at school and many families

have expenses that add up to quite a bit. Let's take a look at what you might have to spend money on:

- Fall decorations (sometimes beautiful centerpieces for family meals)
- Tons of groceries – and have you priced a turkey lately? Depending on how large your family feast is, this can break the bank
- Airplane tickets to visit relatives out of town
- Gas if you're traveling by car instead of by plane
- Hotel accommodations for your travel destination

Even if you're staying at home, a stay-cation can still add up. When the kids are out of school, you might want to go do fun things around town – and having money to do things is a real blessing.

Christmas Expenses

This is where the big money comes into play. Some families tone it way down compared to other people – sometimes not because they *want to*, but because they have no other choice.

Let's look at all of the expenses you have during Christmastimes:

- Decorations inside – Christmas trees cost around \$150 or even way more, depending on the type you buy, as well as the size. Then there are other indoor decorations, like lights and other décor.
- Outdoor décor – does your family love those giant inflatable decorations? Or elegant décor? Manufacturers discount these decorations after the holidays, but that won't do you any good before the big day arrives.
- Groceries – just like Thanksgiving, families usually cook a large, expensive meal on Christmas Eve or Christmas Day.
- Gifts – This is the biggest punch to your pocketbook. You have to buy gifts for your spouse, the kids, parents, teachers, friends, coworkers, classmates, and more. And depending on what's on your list, this can be a slight strain or a dream you wish you could make come true.

Maybe you'd like extra money so that your family had some to donate or buy presents off of the local Angel Tree. An additional income stream could make that happen and bring lots of added joy to other families – as well as your own.

The Problem with Living Without a Disposable Income

Living paycheck to paycheck is a recipe for disaster. Not only are you unable to spend the holidays in a way that makes you happiest – and sometimes you're downright broke and depressed – but your whole year is spend worrying.

Medical needs are something you might incur over the course of a year. And what's worse is, the biggest cold and flu season when people get sick even more occurs right around the holidays!

You have co-pays or entire doctors' visits to pay for as well as over the counter medicines or prescription medications that can cost a tremendous amount. When you're sick, you also miss work – so that's a double whammy because you miss work and sometimes don't get paid for that – plus, you now have added expenses.

Car repairs are another year round cost that creeps up on us. Sometimes it's the monthly or yearly maintenance that you have to pay for – like routine oil changes and tire rotations.

Other times, you're left in a lurch without any money to pay for a car repair emergency. Something major that ranges from the \$300-3,000 total can devastate your finances when you're living paycheck to paycheck – or it can leave you without being able to get your car fixed, so you're stranded.

Home maintenance costs are something that all homeowners have to deal with. Sometimes it'll be a minor repair like a toilet that needs fixing to the tune of \$75. Other times, you'll have something major happen like your pipes burst under the house, resulting in a \$5,000-10,000 fee.

Back to school expenses are a big addition if you have kids. They can include:

- Class party fees
- School supplies
- New clothes or uniforms, plus shoes
- Haircuts
- Lunches
- Backpacks
- Sporting equipment or fees

Sometimes these fees don't exist, or the school covers them – but sometimes, they're on you. And this doesn't include the times when your child receives 3 birthday party invitations in one month and you're out of pocket for all three!

Self care is something you need to do – or probably want to do as part of your family budget. It helps to have money to do some things that make you feel good, like a stress relieving massage, a new haircut or makeover for yourself, new clothes, etc.

Without a disposable income, you can't achieve everything you want to do. You might squeak by with enough to cover what you *have* to pay for – but for some, even that's not a possibility.

The Earlier You Start Your Cash Creation, the Better

Your quest to make some extra holiday cash can happen quickly, so even if it's the week before Christmas, there is at least one option that will help you achieve that goal.

But for some of them, you have to start early – because it could take some time to get the payments you've earned. Regardless of when you're starting, keep this plan as a way for you increase your income whenever you need it – including as a way for you to build up a best egg if you're lacking retirement funds.

You Pick and Choose Which Income Stream Works for You

In the following pages, we're going to look at four specific business models that you can do online. This will allow you to work at any hour, so if you're currently working a full-time job, this works perfectly after hours or on the weekends.

Some, you may feel like you lack talent for – and in those cases, you can either learn the tactics or bypass them for something that you feel more comfortable doing.

You can choose one business model to pursue - and move forward full steam ahead. Or, you can mix up a combination of the various options, so that you're growing your income by leaps and bounds.

The four options found in this guide require little to no start-up costs. You can find free ways of doing almost anything online – and your reach is a global market of hungry buyers, so you should have no problem earning extra money for your holiday season!

Solve Successful Marketers' Most Pressing Needs

As you may or may not know, there are many business entrepreneurs who operate online – and they're known as Internet Marketers. They operate one or more websites in one or more niche markets.

They grow their business as fast as they can, but working for themselves, it's impossible to get everything done. So they reach out to other online entrepreneurs for help – and these people are known as service providers or freelancers.

There are several different types of freelance positions – and you can choose to do one or more of the jobs – whatever your talent and time allows for. Let's go over a few of the more common ones.

Provide Your Services as a Virtual Assistant

A virtual assistant (VA) is kind of like a personal secretary. You handle either one or a wide variety of tasks for the marketer. You can work for more than one person at times, work on a short period of time or work full-time for someone.

Pay ranges from \$10 to 100 an hour – or even more. You can get hired instantly as soon as you start putting out the word, and you'll either get paid upfront or bill the client for the work you do as you go.

This kind of work is stuff that a marketer is too busy to do. The jobs are commonly known as “grunt work” – the labor jobs that top professionals give up to someone else so they can concentrate on more pressing issues like speaking at seminars, forming relationships with future joint venture partners, etc.

What does a virtual assistant do, exactly? The possibilities are endless – and you should know that every client is unique in what he or she will want you to do for them.

Here are some of the possibilities:

- Answer customer service emails
- Conduct research for them about their niche markets
- Handle blog posts and approve and reply to comments

- Take care of online invoices – both incoming and outgoing
- Compile info products and get them set up online (on sites like ClickBank or Amazon Kindle, for example)
- Make posts to their social media accounts on sites like Twitter, Facebook, and Google Plus
- Handle their schedule – which may include travel to seminars or online webinar and product or affiliate launch dates.
- Transcribe their videos and audio files into text for them
- Upload pages to their website(s)
- Hire other freelancers for tasks such as writing and graphics creation and manage those outsourced gigs for them

To get started as a VA, you'll need to have a computer (with a high speed Internet connection since you may be uploading and downloading files frequently).

You might also need a fax machine and a printer. Some marketers will want to Skype with you, so you could need a video camera built into or attached to your computer.

If you don't already have these skills, learn to type fast – the faster the better. Improve on your grammar and spelling, or double check everything you send to the client or put out there to attract clients.

The client will want to know that you're a stickler for meeting deadlines. The stuff they outsource is usually timely – and since they're in a rush and have tons of other things to do – they're handing it off to you, so emphasize your affinity for deadlines.

Where do you find clients? You can sign up for a site like Elance.com and bid on projects, or you can sign up specifically on VA sites like VirtualAssistants.com.

Having a website is easy – you can even start with a free WordPress blog and later up the ante by buying your own \$10/year domain and \$10/month hosting and set your own site up!

You can advertise your sites online using social media like Twitter, Facebook, and Google Plus as well as LinkedIn. Spread the word, too – because your friends online may know of someone who needs a helping hand with their business.

The best thing about being a virtual assistant – besides the extra holiday you'll be earning – is that your clients will heap loads of praise on you for saving them the headache and the hassle of having to take care of this work themselves.

Be the “Go To Ghostwriter” for Marketers Who Need Content

Can you write at an 8th grade reading level? Chances are, you probably can. That's all it takes to make it onto the scene as a freelance writer online. These are in high demand but there's something you need to know.

Breaking onto the scene doesn't mean charging dirt cheap prices for tons of work. In fact, while you may be thinking it's the best way to get clients without experience – it actually only attracts the *wrong* kind of client to you.

The clients who look for the cheapest prices are always more demanding and they will nit pick and complain about your work. Someone who is willing to pay top dollar for a good ghostwriter just wants to pass the assignment on to you and go work on other stuff.

Some freelancers go online and start off charging as little as \$5 (well, actually, some poor souls do writing for as little as \$1.25 on some sites). This might work in countries where the cost of living isn't pricey, but it doesn't work in America or other nations.

At the low end, you should be charging \$7 per page. And that can grow into payment of \$30 or more for marketers who pay for top ghostwriters. It also depends on what you're writing.

Payment for an article or eBook might be \$20 per page (a page being anywhere from 400-500 words). But payment for a press release or white paper can be upwards of \$100 per page.

All marketers need a ton of content. Not only do they run more than one website, but for each site they might need the following content:

- eBooks
- Sales copy
- Blog posts
- Squeeze page copy
- [Email auto-responders](#)
- Articles for directories

- Viral reports
- Opt in reports

You can learn what each of these mean if you don't already know, and be able to meet the demands of your client when they come to you saying, "I'd like a 7-part email [auto-responder](#) series on dieting."

Throw out the rules you learned in high school or college. The stuffy, grammatically perfect writing you did for college professors isn't what your marketing client is after.

They want conversational content – just like this eBook – something that's easy to read. They don't want you to specifically use big words to try to make them look more intelligent.

Those who have a strong background in college level English might even find it hard to work as a freelance ghostwriter online – since they have to let go of every rule they were previously taught.

The most important things to a marketer looking for a freelancer are:

- Someone who can stick to a deadline (ghostwriters are notorious for being late)
- Someone who has a strong command of the English language
- Someone who understands how NOT to plagiarize other people's work – and that includes knowing not to copy, paste and rewrite
- Someone who already knows what the Internet Marketing lingo means. If they ask you to create squeeze page copy, they don't want to have to first educate you about what a squeeze page is – so do your homework and look it up online.

Being a freelance writer is easy. You want to give yourself a nice cushion of time to get the deliverables to your customer. You might start out getting assignments for a single article that's only one page, but if you do a good job, your marketers will hire you for their big projects – like full eBook packages with bonus books to go with it.

Some marketers will not only hire you to do the work, but they'll order research materials for you and send them to you (or pay you extra to buy them yourself). Not only will you earn a lot of extra holiday cash (with payment upfront or upon completion), but you'll also be getting a great education in how things operate behind the scenes so that maybe you can launch your own online empire in a niche of your choosing.

Create Gorgeous Graphics for Those Who Lack Talent

Becoming a freelance graphics designer is a great way to generate an obscene amount of money. Marketers pay top dollar for graphics packages, but not the cheap amateurish kind.

If you have professional skills, then you can easily get so busy that you're turning away business at top rates. It pays to learn what marketers are looking for, so let's go through some of their graphics needs.

Minisite packages are one of the hottest things that a graphics creator can design. Marketers who are in multiple niche markets use minisites to sell their eBooks and eCourses online.

They do the sales copy, but they need someone with a creative eye to handle the graphics. The best thing you can do is learn what kind of graphics they want – so take a stroll through a site like the ClickBank.com marketplace and look at the graphics that are found on those sites.

Here's a list of some of the elements of a minisite package:

- Header
- Footer
- Background
- eBook cover
- Bonus covers
- Order graphics
- Testimonial graphics

You can set up a variety of graphics packages, like the header, footer, background and one eBook cover as a basic package, or add on testimonial boxes, bonus covers (like a spiral notebook or DVD box) and banner ads for a premium package.

Squeeze page graphics are necessary for marketers because they need to build a list. This is the page where they promise something in exchange for the visitor entering their name and email address in a box.

The marketer might want a simple squeeze page with opt in graphics – or they may want a video skin, where you're "wrapping" their video in a frame of sorts to give their creation a professional appeal.

Kindle cover graphics are huge right now. Kindle is a free self publishing platform through Amazon.com. Anyone can upload their fiction or non fiction books to be sold on the site.

One thing that every Kindle publisher needs is a book cover. The amateur covers that some people create aren't enough to generate interest in those Kindle books.

Publishers are working with a simple thumbnail to try to attract readers, so the cover graphic is highly important. The text has to be readable in such a small area, and it needs to reflect the tone and style of the book.

Facebook headers for fan pages or groups are another graphics need marketers have. Social marketing is strong free traffic method for many marketers, and they need to have nice graphics that help brand them professionally on these sites.

Twitter profiles are where they also need graphics. They include background images – which often showcase their ecourses and domain names – as well as header graphics

Banner ads that affiliates can use to promote a marketer's products (or that they can use when they buy ad space on someone else's sites) are popular with marketers.

You'll need to know how to create a variety of sizes when it comes to buttons and banners. You'll also need to know how to create animated banners as well as static ones.

This business really lets you tap into your creative vein – so if you have a passion for coming up with designs and themes, this might be something that you would excel with.

You will have to deal with clients in this business, though. Sometimes they can be picky and have you do revisions, so it pays to have some rules set up so that you're not stuck doing endless revisions for no pay.

You can find clients through the creation of your own site, or sign up at a freelance site like Elance where they have a graphics category you can place bids in and win new clients!

Start Your Affiliate Marketing Early

Affiliate marketing is a great way to earn extra holiday cash. It can be something where you make money as quickly as two weeks after you begin, but some options don't pay for two months after you start earning, so if you're gearing up for holiday income, you need to get started early.

There are several ways you can make money as an affiliate. We're going to go through your options so that you can start preparing your own campaign to earn money promoting *other* people's products!

Cash in By Promoting Information Products

Information products are just like this one – the marketer has found a need for a target audience and creates an ecourse that solves their problem. For instance, your need is more cash around the holidays – and this information product is guiding you toward a solution.

There are information products in a wide range of categories! You can promote things such as:

- How to cure a health problem (weight loss, acne, GERD – you name it)
- How to excel at a craft (like sewing or knitting)
- How to improve relationships
- How to gain confidence
- How to make money
- How to garden
- How to be a better parent - or pet owner

So the best thing you can do is launch your own blog where you discuss one of the topics that interests you. When you act as an affiliate, you're getting a commission whenever someone buys a product through your link, which has your ID in it.

The first step is to go through and figure out which niche and topic you want to write about. Go sign up as an affiliate at a site like ClickBank.com and go into the marketplace to see what's there.

Once you choose a niche or topic, grab a domain name that you can promote products on – through reviews or informative content that tells what the products are all about.

If you're writing a review, many marketers will be willing to send you a complimentary review copy. This should never mean that you give them a positive review just because they gave you a freebie.

Your goal is to guide your target audience toward the best products, and help them steer clear of products that you see as a waste of money. When you make sales, you'll be paid two weeks later through ClickBank.

Some other sites pay instantly to your PayPal – and some marketers, who have their own self-run affiliate program, take much longer to pay, so you want to know the terms and how fast you'll be paid for your holiday needs.

In addition to writing reviews on your blog about these products, you'll want to start building a list of subscribers so that whenever your next review comes out, you can send out an email to let them know it's ready!

Send traffic to your blog to read the review, and on your blog, you can have banner advertisements that promote other information products. You can place them strategically below your blog header or in the sidebar of your blog.

You can look for upcoming products that are releasing soon and get invited to be a Joint Venture partner – or an affiliate – so that you capture some of the early sales to help with your holiday expenses.

Get Your Christmas Paid for Promoting Tangibles on Amazon

Around the holidays, sales spike enormously online – especially on sites with household names like Amazon.com. Consumers often get free shipping when they order something from there – plus, the store sells everything from movies and music to workout equipment, furniture, and more.

The great thing about being an Amazon Associate (which is what they call their affiliates) is that shoppers don't usually just buy one thing – they tack on tons of items.

They might go there for a blender that you review on your kitchen appliances site – but they also tack on that new book they've been wanting, a toy for the birthday party their child's been invited to, etc.

When Halloween and Christmas seasons roll around, sales soar! You can see hundreds of dollars in commission coming through each day. Your commission

grows in percentage as you level up with more items sold to consumers, so you might start out near 4% but quickly be earning 7%.

As for payment, though – Amazon pays two months out. Now if you start earning early, like in September or October, you'll get paid in November and December. But even if you start late and don't get paid until January and February, it will be a relief seeing those Christmas bills quickly and easily paid off.

What does it take to become an Amazon Associate? Well first of all, they want you to have a site. This part is super easy. You can go to a site like godaddy.com and buy a domain for about \$10 (for a dot com).

Try choosing something that describes what niche you're in – such as kitchenappliancereviews.com or bestexerciseequipment.com so that people know it's a review site.

Then get some hosting from a company like HostGator.com (this should cost under \$10 a month). They have an easy blog platform publishing button in there called QuickInstall.

You just push that button, fill in the information it asks for, and it will install a WordPress blog for you that you can write your Amazon product reviews on and link to the product to make some sales.

There are many ways to write reviews, but basically, customers are looking for things like:

- The best quality
- The best value
- The best ingredients or materials

You can give them a list of specs about the product, but a consumer who goes online looking for more information wants more than just what the manufacturer details are.

They want to know what real customers have to say, and you can gauge that from the reviews you read on Amazon. Sometimes the customer reviews have a wealth of information about the product that can help you decide which products you should promote on your blog and which ones you should avoid.

You never want to promote items with an average star rating less than 3 – and even then, a 3 is iffy at best. It's better to promote 4 and 5 star products, because that shows consumers have a certain amount of confidence in them – and you don't want to make sales, only to have a bunch of returns show up in your commission statement down the road.

Make sure you follow all rules as an Amazon Associate because you never want to wake up one morning and discover that your entire account has been shut down.

There are many guides that specifically teach you about how to be an Amazon Associate – just make sure you don't follow any shady advice that might get you into trouble.

Check out the Deals Amazon has going inside their Associate Center, where they will tell you for instance, if the toy department has a 20% off sale going on, or if there's a special event, like a release of the Football Kickoff items for the current year, you can get a link to that promo and write about it on your blog.

Consider Other Affiliate Services as a Supplement

Amazon isn't the only game in town, either. There are many other options for you, and let's look at two of the major players when it comes to tangible items you can get a commission on to increase your holiday cash!

Commission Junction is also known as CJ and it can be found at CJ.com. There, you can sign up as a Publisher, which means you publish content and want to make money off of that content – specifically with links from Advertisers on their site.

You can have the money you earn direct deposited right into your bank. What they're looking for, in order to approve you, is a domain of your own with good content on it – it's as easy as that! So you can set up your blog and start adding good articles early so that your approval will be swift.

Once you get approved by Commission Junction, you can search the marketplace and apply for approval from their vendors. Their vendors will have the ability to allow you the chance to promote their products – but they can also decline if your site doesn't live up to their standards.

With this site, you get paid for a current month's sales the following month. So if you start promoting in September, you'll get paid for those commissions in October – just in time for the holidays!

Share-a-sale is another program you might want to test out. They have major retailers like Gymboree, Adidas and more. You can find their program at ShareASale.com.

They're similar to how Amazon and Commission Junction work. You sign up and wait for approval. Then you apply for approval from each merchant (which Amazon doesn't require).

Whereas Amazon has a set commission rate based on the number of items you convert into sales, CJ and Share a Sale allow merchants to determine their commission.

So for example, you might see when you log in at shareasale.com, that Craftsby is paying 30% commission, \$1 for all referrals, and has a 60-day cookie. Other similar stores might only offer 10% commission, no referral tip, and a 30-day cookie.

You will likely have heard about Jvzoo.com

It has an excellent platform to 'sell' digital products. Did you also know that they have a very good 'affiliate programme' where you can make very good commissions very quickly?

Check them out – it could be well worth your while :-)



www.checkfred.com

Launch a PLR Store

If you have the talent to write, like we talked about earlier, and you enjoy researching topics, then you might want to create your own private label rights store.

Private Label Rights (commonly known as PLR) is content that you write once and then sell to multiple buyers. The only differences between that and ghostwriting is that you have many buyers, you price it very low, and you choose the topics you write about (with no deadline), so there's less pressure!

How a PLR Store Can Help With Your Holiday Cash Crunch

PLR is a product that many successful marketers need and use frequently. Many of them can't (or don't want to) hire ghostwriters who charge anywhere from \$10-30 a page and up for unique content.

They'd prefer to buy well-written content at rock bottom prices, and then tweak it or do a simple rewrite of it so that they have something unique for their own website or blog.

Or marketers who have multiple niche websites (that number dozens), PLR can be a real blessing that saves them time, money, and frustration – if they happen to lack the talent to write it themselves.

When you're sitting there wondering how you're going to buy all of the gifts you need to buy this holiday season, you should consider PLR because as long as you're willing to do the work, it can pay off handsomely for you at this time of year – and year round!

Successful marketers have busy lives, too. Not only are they busy in general all year with running their various sites, but when the holidays come, they have the same chaotic lives as the rest of us – family coming, events to attend, and the desire to relax and enjoy some down time.

PLR enables them to do all of that without stressing. It's much easier for a marketer who has a site on skincare to simply shop for some PLR, download it in an instant, and upload it to their site – rather than conduct their own research to figure out topics, hire a ghostwriter and wait to see if the deliverables are what they expected (not to mention it costs a lot more that way, too).

You can effectively sit down right this second, write a pack of five one-page articles, and promote it for sale online, with cash getting delivered straight to your PayPal account the same day.

But let's get into more of the details so that you can effectively build a PLR business that sustains – not just your holiday income needs – but your annual household finances, too.

What Do You Need to Operate a Store?

A domain isn't a necessity, but it sure ups the ante for your professionalism, and at \$10 or less per year, it's worth the small investment. For this domain, you want PLR in the actual URL, so something like this would work:

- plrformarketers.com
- fitnessplr.com
- discountplr.com
- bestplr.com

With the first one, you're specifically telling who the audience for your product is. The second one gives the exact niche you're writing about (since you can have a broad variety or specialize in one niche topic).

The third domain name emphasizes the cost savings of buying your PLR, which is one of the major perks your buyers will get out of that experience. And the fourth brags about your quality content.

Hosting is needed to go along with your domain. Without a domain and hosting, you can spread the word about your PLR on social networks, give them your PayPal email to send the money to, and manually deliver the files to their email inbox.

But this is a much better way. Still, if you have zero dollars to invest, it's okay to take the budget method and use it until you have some cash coming in so that you can reinvest it and really get the holiday cash flowing.

With your hosting, you'll be uploading zipped files of your content into the hosting account so that when an order is placed, there's a download link available for your buyers to grab it from.

An automated delivery tool is needed for this step. Some people use Download Guard. It's something you purchase once, install, and it creates expiring download links that get sent to your customers (even while you sleep) so that you can take a hands-off approach to that portion of the business.

You want the links that your customers get to expire so that they can't spread the link all over the Internet and let others download your PLR content for free. This prevents theft, but it also automates everything for you nicely.

A list building service is important when you open your own PLR store. PLR buyers always buy ongoing content – so if you can email them whenever you have something new ready, they'll snap it up in a heartbeat.

If you're desperately short of money, then you can certainly start your list building efforts with a free tool like MailChimp, for example. But you're limited as to how many subscribers you can have – plus, you have to deal with their intrusive ad placement in your emails.

A better solution is to sign up for the [TrafficWave service](#) (they have a free trial for the first month, giving you time to start earning money), and then it's under \$20 a month.

Obviously, you'll need some sort of word processor on your computer where you can create your content. You can use Word, but most marketers prefer to get your downloads in Text format anyway, saved as a .txt file.

How Do You Know What Topics to Write About?

PLR topics are easy to come up with. There are several ways, which include:

- Visiting ClickBank and looking at top selling products. If a “dating for men” product is #1, then it's a good bet that a pack of PLR on that topic would sell well, too.
- See what other PLR sellers are selling. You never, ever want to rip someone else off by copying their article ideas, but looking at popular topics (like weight loss, gardening, etc.) is perfectly reasonable.
- Consider the seasons. You know that New Years Day is when millions of people start on a diet. So releasing diet PLR around November and December is a good strategic move. You can also release Halloween Costume PLR in September – that sort of thing.

One great thing you can do is use a free keyword tool to help you generate ideas for topics. For example, go to a site like [Ubersuggest.org](#) and type in a main niche topic, such as “lose weight.”

That will give you ideas on what kinds of articles people are looking for – lose weight fast, lose weight without exercise, lose weight after pregnancy, lose weight by swimming, etc.

What kinds of packs should you be creating? Think about all of the different kinds of content that marketers need for their many niche websites. That would include things like:

- eBooks to sell
- Sales copy to go with it
- Squeeze page copy
- Opt in reports
- Viral reports
- Blog posts
- Articles for directories
- Email autoresponders

You can even create entire packages and sell all of those things in one pack. For example, a “Survival Preparation PLR Pack” that included an eBook they could sell with all of the trimmings listed above to help them make it a success.

What Rights Do the Buyers Have to Your Content?

You can put rights on your PLR packages if you want to – and you should put some sort of rights on them so that people don’t hinder your future sales. Here are some things you might want to allow or not allow your customers to do with your PLR:

- Edit the content (generally, it’s a good idea to allow them to do this because many PLR buyers want to use it as “springboard content” – content that gives them a starting point that they can work with and tweak.
- Put their own name on it (you usually want to allow this because it wouldn’t be good if they edited it and then kept *your* name on it).
- Tell them whether they can pass along the PLR rights to their own readers or buyers.

The fewer restrictions you have on your content, the better – but do the minimum it takes to protect your content from becoming too diluted because your customers will want as little competition as possible when they buy and use your content.

Promoting Your PLR to the Right Buyers

Aside from promoting your PLR to your list that you'll be building, you have some other ways you can promote your PLR. You could pay for advertising on sites like Google using AdWords, but you can also do it the free way!

Start your own blog. Your actual PLR store can either have a blog built into it or it can be just the automated shopping cart like Download Guard offers. Either way, a blog is a great way to promote your store and get ranked quickly so that you start accumulating more cash for the holidays.

Promote it on social networks. Your PLR should get announcements on all of the top social networks – and even some obscure ones that you can find if you want to increase your chances of making more sales.

Twitter is a place where you can promote your PLR in 140 characters or less. It doesn't take much time at all. Follow Internet Marketers on Twitter and they'll usually follow you back – perfect for letting them find out about your new PLR releases!

Facebook is a great way to promote PLR, but don't spam your friends and family with it. Instead, open a Facebook Fan Page for your business and let people "Like" and "Share" your posts so others (their friends and fellow marketers) can see it.

Google Plus is a must-stop for your PLR promotions. You'll rank quickly in Google, since this is their own social networking site. So if you have a "dog training" PLR pack, for example, you might write something like this on Google Plus:

New Dog Training PLR Pack

Brand new pack of 10 dog training PLR articles available! Here are the article titles and word counts:

(...and then list them)

Press releases are a free way to get the word out about your new private label rights packages. You can certainly upgrade them and pay for more exposure, but the free option does offer some online coverage for you.

Expose your PLR to potential buyers in forums where marketers hang out. Places like WarriorForum.com are forums where you can have what's known as a signature file – sig file for short.

A sig file is a line or a few lines where you can put a link to your PLR store that people can follow whenever you post on a forum thread. So all you have to do is participate in the forum!

Special advertising sections are also available on the same forums. But these are paid areas. Still, if you create a large enough pack and discount it, it might do very well and you could recoup your money easily.

Pricing Your PLR Packs

PLR is different than ghostwritten content. Most PLR is approximately \$1 per page. Yes, you'll see people who package 500 articles for a penny, but that type of PLR is usually of poor quality.

If you have limited PLR, which means you restrict the number of copies sold (let's say 250 copies as an example), then you can up the price slightly to reflect the scarcity of it.

You might also want to run PLR specials from time to time. Download Guard has a coupon system built right into the shopping cart, so if you have a list or want to give your Facebook fans a special code to enter to get 50% off, for example – you can!

If you ever run a major ad campaign, like you might find in the Warrior Forum's special advertising section called the WSO section, then you'll want to make sure you provide a good discount.

You might write a pack of 50 articles and discount it to just \$27 for example. On the face, it might seem like \$27 for 50 articles is too little – because that means you'd just earn \$0.54 a page!

But when you write content for a hot niche and you sell 50 packs at \$27, it suddenly ups your per page rate significantly. Plus, those specials can stay on there indefinitely for future sales.

Consider Becoming an Affiliate for Other PLR Providers

Let's say the holidays are coming up fast and you're not sure you have time to launch your own PLR store. Well, you can still sign up as an affiliate and promote other people's new packs – and earn approximately 50% of the sale!

This is a fast-track way to get more holiday cash without having to open your own site or create your own products – and you get paid quickly – in a month or less in most cases.

Consider Becoming an Amazon and eBay Seller

Amazon has become a mainstream place for people to sell used and new goods on it – almost in the same vein as eBay once was. The difference is, there's no bidding – you set a price and that's what you'll get (along with shipping).

Both of these are viable options for you, and you can make some quick holiday cash by learning the ins and outs of Amazon and eBay to help you flip goods that you already own or find in your local area.

Setting Up an Amazon Seller Account

To start selling on Amazon, you need your business name and a credit card on file as well as a phone number and your tax ID information. This is how you register as a professional business if you plan to do this long-term. It costs \$xx.xx a month to sell on Amazon plus a percentage of the sale.

You can also sign up to be an individual seller on Amazon if you have fewer than 40 items to list (but this won't generate the most money for your holiday cash needs). If you choose this option, you just pay \$x.xx per sale plus other selling fees that are added on – but you don't pay if it doesn't sell.

You can store your items with Amazon if you don't want to bother with storing and shipping and when a new order comes in, they will pick it, pack it and ship it to your paying customer!

You can run special ads on Amazon to get more exposure for your products. You're paying for each click that gets generated through your ad. But these are extras you don't really need in the beginning when you're just getting started.

As you start selling, customers will leave you feedback ratings and if you provide excellent service, your sales will increase – because you'll be seen as a trustworthy seller. You get paid fourteen days after the sales, when your account "settles."

Setting Up an eBay Seller Account

Anyone can sell on eBay, but instead of paying only if your item sells, you're going to be paying fees to list your products – whether or not they sell. So you want to make sure it has a good chance before you start randomly listing a bunch of items on the site.

To open an account, all you need to do is confirm your name and address as well as a good phone number they can reach you at. You'll need to set up some sort

of payment method for them to charge you fees and they like it when you get your PayPal account verified for them.

You'll want to take a lot of time crafting your listing until you get the hang of it. Buyers like to know the details, what condition the product is in – and they love seeing pictures of the item before they bid.

When the auction closes (or someone uses your Buy It Now feature), you need to be the one communicating with the buyer, making sure payment is sent and your item is shipped.

Finding Products to Sell on eBay and Amazon

You might have to get prior approval to sell certain things on Amazon. You can't just put anything and everything on the site. For example, clothes can't be used – they have to be new, and you need approval to begin selling.

On Amazon, textbook season is a big seller – and it conveniently comes right before the holiday season – perfect for you! You can either take textbooks from your own children who don't need them anymore, or scout local booksellers for some cheap deals and flip them on the Amazon site.

The actual season lasts from the middle of July through the middle of October. It revs up again from December to February. These are the peak seasons when college kids are buying their textbooks for courses.

Many eBay and Amazon sellers make it a point of visiting local thrift stores to see what kinds of bargains they can get to resell items online. Some even venture outside of their local area to go on treasure-hunting trips and scour farther out for some viable items to sell.

If you want to know what products are considered evergreen in terms of how hot they are, they include:

- Computers and laptops
- Cell phones
- Cameras
- Clothing and accessories
- Books
- Music
- Jewelry

- Toys

That's only a small sampling of items that tend to sell well on eBay and Amazon. There are many others – and it pays to stay tuned to the news and see what's trending and poised to be a big seller this holiday season so you can add to your extra holiday cash coffers.

How to Price Your Products for Sale

Pricing is all based on the condition of your items and what kind of competition there is for it on the two sites. You first want to gauge the condition of your item. Is it like new? In very good condition? Acceptable?

You want to make it worth selling on one of the sites, but you don't want to overprice it to your target audience because there will be a competitors ready to snag the sale.

Around Christmastime, there are many Amazon sellers who are able to find products locally that are sold out elsewhere and make a pretty penny – especially for top toys that are every kid's "must have" list.

Which Is Better – eBay or Amazon?

Both of these sites are now household names, so you can't argue that one is better known than another. However, most people going to Amazon are usually looking for a new version of the product – and if that can't be found, they will go to a used option.

You don't have to sell used items on Amazon – yours can be new, too. And it's a great place to take advantage of the holiday shopping that goes on right around the fall and winter season.

Amazon attracts tons of buyers during the holiday season – especially for books and DVD collections. They also handle the payment process, whereas you're responsible for that via eBay.

Because sellers rely so heavily on feedback, it's a plus that eBay constantly provides reminder to buyers to leave feedback. Amazon doesn't always do that – it's up to the customer to remember to leave it, and unfortunately, unless they have a negative experience, they usually don't.

One person who has sold on both eBay and Amazon noted that the customer service task is heavier for you on eBay. People ask more questions. But on Amazon, questions are rare.

Nailing Down a High Paying Holiday Niche

We've talked about several options where you can provide content for others or even write your own content and use it to generate more money around the holidays.

So it's important that you become familiar with how to research hot niches and understand which topics sell well. If you're selling PLR, then you want to be releasing content that other marketers will view as timely – and if it's for your own site, you'll want the very same thing.

Whether you're talking about digital info products or tangible consumer products, you want to have a grasp on niche popularity. Never worry about competition. Just grab your share of that profit pie and enjoy your holiday season a little more!

Know the Evergreen Niche Staples

There are three main niche markets that successful marketers always mention: Health, Wealth, and Relationships. Of course, they're not the only evergreen niche topic you can pursue.

An evergreen topic is one that never goes out of style. People are always looking for health solutions (from skincare to diabetes management). They always want to build wealth – you yourself are doing that right this very second! And relationships always need work, whether you're single and looking and together and struggling.

To find an evergreen niche, think about things that happen in life all year round. For example:

- People get married
- They become parents
- They look for career advice
- They need to lose weight...and so on.

When you look at those evergreen topics, you can spot certain trends when they might even spike up a bit. For example, June is a prime wedding month. So your online campaign for wedding content could ramp up in the 3-4 months prior to that date.

Does that mean nobody gets married in April or November? No! So you make sales year round – but a nice spike of holiday cash comes in during the summertime.

Weight loss is a year-round niche, of course. But it spikes around the New Year. People begin planning (and buying things like exercise equipment) around the holidays so they can start fresh on January 1st.

Another time when the weight loss niche spikes is right before summer hits? All of those people who fell off the New Year's Day diet are now realizing it's almost time for swimsuits – and they're desperate to get in shape.

Consider Tangible Bestsellers

For those of you either writing PLR content or launching your own affiliate sites – you'll want to know what tangible items start flying off the shelves right before the holidays kick in.

Think about what people buy. For this time of year, it will include:

- Halloween costumes (for all ages and both genders)
- Decorations (both indoor and outdoor)
- Dinner elements (bakeware, serving dishes, etc.)
- Gift baskets
- Toys
- Gift certificates for online shopping
- Clothes and accessories
- Tailgating gear (for football season)
- Gifts for men (sports gifts, homeowner tools, cologne, electronics)
- Gifts for women (perfume, jewelry, kitchen appliances, electronics)

When you go to sites like Amazon.com and start searching the bestseller list, you can see what's generating a lot of sales and then create a nice PLR pack for that category – sort of like a top 10 list of reviews, for example. Marketers will devour that!

Use the Magazine Stand to Guide You

One of the best resources for finding out what's hot at the moment is your local grocery store or bookstore magazine stand. You don't even have to buy the magazine – just look at the cover to get some ideas! Here's a good example – this is the September 9th Woman's World magazine cover:



On it, you get the following niche topic ideas:

- Health: Stress relief – from seasonal blues to increasing happiness
- Health: Long-term weight loss
- Health: Healthy cocktails
- Health: Hair loss
- Health: Insomnia
- Wealth: Making money from your hobby

If you *did* happen to look inside – even at the table of contents – you'd get even more ideas, including:

- Relationships: Making yourself more charismatic
- Health: Avoiding arthritis
- Health: Anti Aging benefits of coffee

You can also do it from the comfort of your own home! Look at the magazines' online versions of their publications and grab ideas there. Just the ideas – not the content. You just want to know what's hot right now.

You can also use things like Google News. Just type a niche into Google and click News to see what new information has just come out about it. When you sell a new pack of PLR, or write on your blog, convey to your readers that you recently read about it in the news or in a recent magazine – it helps them understand that you have your finger on the pulse of the niche.

Making money in a crunch is a great way to elevate your level of happiness around the holidays and keep stress at bay. But work this plan on a year-round basis so that holiday cash generation isn't even an issue anymore!

OK Folks – That's It!

But! ... If you are 'really' interested in making some extra CASH!!

Or you genuinely want or need a career change so that you can 'control' the income you get, then you should check out the FRED67.community Free E-Libraries.

The link to the general library is in the resources below, when you click that link you will be taken to the comprehensive E-library called 'The Labyrinth'. Once there, you will see a button that will take you to the 'Internet Marketing Resources' section.

Check out both - and bookmark both – it's like your own 'private' business/work-at-home University.

Thank You *Peter Moring* For; [The FRED67.Community](#)



www.checkfred.com

Resources;

[FRED67.com Homepage](http://FRED67.com)

[The Free E-Library](#)

[The FRED67 Community Newsletter](#)

[FREE! E-mail Marketing Course For Profit](#)

[FRED67 Community – \(Private Membership\)](#)