

Interview of Ronnie Nijmeh by Kim Phoenix

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Learn more about Ronnie and his products [here](#)

Learn more about Kim and her products at
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Kim: Hi, everyone. This is Kim Phoenix of BuyHealthPLR.com, an online PLR (Private Label Rights) store where you can buy content related to health and wellness.
(<https://www.buyhealthplr.com>)

It is my pleasure to introduce you to Ronnie Nijmeh, who is on the call with me today. Hi, Ronnie.

Ronnie: Hey, Kim. How are you doing?

Kim: I'm good. How about you?

Ronnie: I'm doing really well. I'm excited to share some cool nuggets today.

Kim: Good. I'm just going to give a little bit of an introduction of yourself here before we begin, okay?

Ronnie: Sure.

Kim: Okay. Ronnie Nijmeh has been running online businesses since 1999. Even some of the businesses he started 8 years ago, are still running on autopilot to this date without updating some of the sites in years. That's the beauty of the online world. You can create businesses that run on autopilot with little to no maintenance once you've nailed down the details.

Ronnie got his start in the personal development niche, specifically over 7 years ago when he started ACQYR.com. That's ACQYR.com. It just started as a humble blog, but it grew and it grew into the mini self-improvement empire that it is now.

And that little website got Ronnie a lot of exposure. He landed a couple of national T.V. interviews as well as newspaper and radio interviews as a stress-management coach. And today, it gets over 22,000 unique visitors a month, all done organically. So it really self-runs itself.

Then Ronnie came to this realization! All of this media attention and traffic was happening, because he took the time to really develop his presence online and it was all because of content.

He wasn't spending any money actively promoting the site. He was just giving everything away and building search engine rankings using the power of content.

Ronnie's colleagues in the industry kept asking him how he was doing all this, and after some arm-twisting, Ronnie finally made the decision to start helping others - coaches, trainers, and bloggers.

He knew that the key to any authority site was content. And the quickest and easiest type of content is PLR, already mentioned Private Label Rights. So he began to look around at what others were offering in terms of PLR, and he was pretty shocked.

What you'll find is that there is a load of junk out there, a load of junky PLR that's rehashed and chalked with errors. And it just didn't meet the high standards that Ronnie sets out for his own business. So he decided to start his own PLR website at PLR.me.

But it's more than just PLR. Ronnie teaches other businesses and bloggers his secrets of rapid product creation, traffic, how to convert leads into customers, and how to turn them into life-long, raving fans.

Ronnie, thanks for sharing your wisdom here today. So...after that introduction, I do have some questions that I'd like you to share with the people listening.

Ronnie: Sure.

Kim: Okay...First of all, let's start with the fact that I know that you're also a stress-management coach. I know that you've appeared as a stress expert on T.V. Just kind of wondering how did that come about?

Ronnie: That's a good question, and really my start in personal development really began by creating this blog. And I created this blog at ACQYR.com, and I didn't really have much direction at that time. I thought, well, people really liked what I offered, you know in terms of my ideas, and in terms of my you know, self-help strategies so I started this blog.

Kim: Right.

Ronnie: And I found that I was coaching a lot of people in terms of their stress, so I developed all of these resources around stress, and I came to this quick realization, that if I want to become a stress-management coach, not only do I need the experience and the knowledge of what to do in certain situations, but I need to show others that I am an expert. I need to prove that.

And the best way that you can prove that is by using content. So, I realized that to establish expertise, it's just a matter...it's really a numbers game in a sense. It's about putting yourself on as many blogs, putting yourself on as many websites, article directories, and different social media sites to project in expert status.

So I wrote tons of articles. I published books, and that's a key thing as well. The media doesn't necessarily want to interview a writer. They want to interview an author, and an author is someone who writes a book.

Nowadays, to sell/publish a book will literally cost you under 10 bucks on [Create Space](http://CreateSpace.com). Amazon has this great site called CreateSpace.com, and for...I mean literally for a few bucks you can have a book published, and all of a sudden, you are a published author. So even if it's self-published, you're still published and you're now considered an author.

And that's what I did. I published a few books, some books I published with others....in collaboration, but really the point of it was I started to establish my own expertise and I did that by using the power of content. And I realized as well, and this is the key point, our customers use Google to find us. Right?

Kim: Yes.

Ronnie: It just makes sense. People go to Google. They type in Stress-Management coach. Well, guess what the media was using? They were typing in the same things. I mean they were going to Google, and typing in "Stress Management Coach Toronto", or "Stress Busters Toronto"...that's where I'm from, and that's how they found me.

And when they found me, they asked me to appear on T.V., on radio, in newspapers, and that gave me a lot of awesome exposure. The media experiences themselves, honestly, didn't really give much in terms of profit...I mean it's great exposure, but it wasn't really about..."Oh, I'm on T.V., and I'm going to make a million dollars." That doesn't really happen, but what happens is the massive credibility boost that you get to be able to take that interview - audio, video - whatever that interview is, and put it on

your sales page, put it on your website.

Kim: Right.

Ronnie: So that whole media experience came about really, because I leveraged content.

Kim: Right. And to find you, you would have had to be ranking quite well in Google.

Ronnie: That's right. I mean the way you rank well, of course, is content. I mean it's content marketing. It's about putting content on your site, putting content on other sites, doing guest blog posts, and really it's ...how can you describe it...it's just a matter of being accessible, and you need to be the perceived expert. You need to be the go-to expert in whatever niche you're in.

And it's not so much about getting media exposure, because some people don't want that and I totally get it. Personally, at this stage, I don't really want media exposure. If it comes to me, great. But it's not so much about the media exposure. It's just about being the perceived go-to expert, the #1 authority in your niche, and you do that by using content.

Kim: Yes. Yes. I totally understand that, because I've had several of my own niche blogs, and I got that quite early on, is that in order to rank well with Google, you had to have enough content and it had to be fresh, and you also want to provide something that is valuable to your readers. Right? So you want it to be very good content as well.

Ronnie: That's absolutely true. It is about quality, and that's why a lot of people try to take shortcuts. Maybe they buy articles, even unique articles from people who charge \$1 or \$2 per article, and English isn't their native language. Well, that's not really valuable.

Or they spend hours and hours and hours trying to write their own content, and they write one article a day, and they really get nowhere, because I mean one article a day is you can't you're making pennies on that per hour. You know what I mean? It's about leveraging something that is done for you that you can then take and tweak, and twist into your own words and into your own voice.

Kim: I really like how you said that content is the fastest way to establish yourself as an expert. I'm just kind of wondering what makes content so critical for online businesses? Can you expand on that a little bit more?

Ronnie: Yeah....I always mention this, and anyone who knows me, knows that I always say this, that people want to buy from people that they know, like, and trust. I'll say that again. People want to buy from people they like, know, and trust.

So that means...first of all that people will buy from people, not from faceless businesses. And far too often, we see websites that sell stuff, but there's no About page, or the About page is kind of the generic Wordpress About page. It has never been changed.

Kim: Right.

Ronnie: Or they don't put a picture up. They don't ...they don't have any videos, or any personal videos...they're kind of faceless, and that isn't really trustworthy. I mean, ask yourself. Would you want to buy from someone who doesn't stake their name on their website? You know, (someone who)

isn't guaranteeing things by adding their own persona, and even if it's a pseudoname, that's fine, as long as there's a persona, and you're really behind it. A real picture is behind it.

So that's part of it. So people do want to buy from people, and the know, like, and trust, that's all about expert status. And that's all about creating expert status. You might not necessarily be an expert, but the way you become an expert is by continually doing whatever you're doing over and over and over again. It's kind of like becoming a ten thousand hour master. So doing something so often, so much, that you become an expert in it.

And it's not to say that you have to have a PHD to be a stress-management coach, because I don't have a PHD, but it's about leveraging experience, interviews, reading, studying, learning, just completely developing an expertise in whatever that niche is that you're doing. And then projecting that. And honestly, it's not about taking ten thousand hours to do it. As much as that is an ideal, it's not about that. It's about just becoming an expert with maybe 15 hours of study, or 30 hours of study, just to know more about a specific topic than 90% of people out there.

Kim: Of course...

Ronnie: Yeah?

Kim: Oh, I was just going to mention, of course, you know that you always want to pick a topic that you like and that you're interested in. I'm just kind of wondering if you can talk a little bit about how....because there's some controversy about that as to whether you should focus on a niche that you're passionate about or not, or something where the focus is on making money. Because I think there's some people who will go into niches that they're not necessarily interested in, but I kind of think that your energy would fizzle out quicker if it's an area that you're not interested in.

Ronnie: Kim, you're absolutely right. Let's kind of look at things...let me give you this example. If you really, really love something, you can probably talk about it for hours. If you're really passionate about it, and you can write about it, you can get other people passionate about it, and if that's something that you're really interested in and there's a market there...(Here's an example)

...So obviously people love dogs, right? And people spend a lot of money on their dogs. They buy clothing, and gizmos, and gadgets, and food and all that stuff. There's a market there. And you're passionate about it, that's a great fit. Now, let's say that you've never owned a dog in your life. And not only that, but you're allergic to them, and you hate them. It's going to be really, really hard to write about dogs...

Kim: For sure.

Ronnie: ...for dog lovers. It's going to be really hard to be passionate about it, and honestly, Kim, I see this all the time where a lot of my clients, they have, I'm not even kidding you, they have hundreds of sites, and they're all sort of semi-complete or just started, or they might have a few little articles on it, and what happens is they created this site, because they thought there was money there, and there might actually be money there, but they're not interested, so they started in a weekend, they're bored. They don't like it.

They just think that the next shiny object, the next niche is going to be the one. And they keep doing that until literally, they have hundreds of websites. And I don't know about you, but I can't manage

more than a couple, let alone hundreds, and so it is about doing something you're passionate about.

Yes, there has to be a market there. Absolutely. But you know, if you're not passionate about it, how can you possibly create resources and become the persona, the expert in that niche if you're really not interested?

Kim: Exactly. Exactly.

Ronnie: I do want to say one other thing there though, and this is important. You don't have to be the expert in the niche to do well, so this kind of sounds...you know...contradictory to everything I've just said, but you could partner with an expert and by that extension, you both sort of become the experts.

So for example, let's say you're really interested in natural health, and maybe you're interested in it, but you're not interested in it enough to feel comfortable that you want to be the expert. Well, you might know a naturopath or a massage therapist or a chiropractor or someone who works at a natural health food store, where you can partner with them. You can interview them, you can even pay someone and interview them, and use their content, and that's your expert status right there.

So either you know...you're paying for it and you transcribe the interview and turn it into a product, and you become the expert or you partner with them, and use their name, and you're in it together. That's another way of becoming an expert in a topic that you may not be an expert in. You may not feel comfortable becoming an expert in. That's just another way of doing it.

Kim: Right. That's a good point. I have another question for you. I'm just wondering, as a PLR provider, I know that you create some really great content. I've had a chance to use it, to see it...I'm just kind of wondering what sorts of things do you recommend that people should look for when deciding where to purchase their PLR content from?

Ronnie: Sure. Well, okay. Let's kind of...forget about the term PLR for a second, and let's talk about another concept that we're all familiar with. When we walk into a store like Wal-mart, we know that Wal-mart has all these different products under their own brand, and they might be called Great Value or Equate, or it might even say Wal-mart on the actual packaging. Oftentimes, they have a different name, but it's all made for..notice I said "for," and not "by," Wal-mart

Kim: Right.

Ronnie: So Wal-mart is not actually making those products.

Now, you mentioned what do we look for when purchasing PLR? Well, let's ask yourself, what does Walmart look for when getting a supplier to make their pickles, and diapers, and you know, other cereals, and tomato sauce, and whatever other products they have in their store that they don't make themselves. What do they look for in a supplier?

And that's the kind of thing that you need to look for when you're looking for content. So, it means that you know...Walmart wants a trustworthy supplier. They don't necessarily want to buy their pickles from some shady farm in some country that doesn't exist. You know what I'm saying. We don't want to deal with suppliers that are shady.

So when you're purchasing PLR, probably not a good idea to buy PLR that is 200,000 articles for \$1. Probably shady, right? Common sense.

What else does Walmart look for? Well, they want suppliers that have good quality. They have quality control, and same idea for PLR content. When you're looking for PLR content, you want to make sure that they have quality control in terms of the editing. Get samples. If they don't have samples on their site, ask...ask them. Hey, I want to check out if it's good quality here..do you have any samples?

You could also see reviews. Look around on the internet. You can type in the website name, and type in reviews. Or the person's name, and type in reviews, and see what comes up. There's often forum posts, or websites that will review other products. And it might be hard to find sometimes, but if you look hard enough, usually you can find some reviews.

Those are a few things to look for when you're looking to purchase PLR. Just remember. You're a real business. Whether it's an online business exclusively like a blogger, or you're a psychologist, psychiatrist, chiropractor, massage therapist that wants to establish themselves online and offline using content. You're a real business, and you need to take your suppliers seriously. So look for content that is written by native English speakers, and has samples, and projects a level of professionalism. So those are a few key points that I recommend when purchasing PLR.

Kim: Yeah, those are some really good points. In the past, what you mentioned about purchasing from certain places, I've even purchased so-called PLR that was copyrighted.

Ronnie: Wow.

Kim: Where it had the copyright on the bottom so obviously it was not...you know...it wasn't appropriate. Yeah, so you do have to be careful where you're buying your PLR from. Okay, now much of the PLR you see out there is article-related, and it's meant for use as content on blogs and websites. But can you just mention to the listeners some other things that you can do with PLR?

Ronnie: Yeah. Well, okay. The term PLR is kind of deceiving, because we kind of think..a lot of people honestly right now, as you're listening, I want you to close your eyes, and I want you to tell mewell not really tell me, in your head, as you're listening right now. Think of the first word that comes to mind when I say the word, PLR. And for most people, that's "junk" Most people, it's rehash, it's garbage, and I've done this exercise with people on webinars before. And that's usually the response that we get, but what people forget is that *PLR is just content*.

Okay, so understand that PLR is just content. Now obviously, you want to look for good suppliers like I mentioned. I mean you do want to have good quality content, but if PLR is just content, where do you see content? Okay, I'm taking you through this step to understand that PLR is simply content, and content is where? Content is everywhere. You see content obviously on websites. You see content on email responders, you see content on videos. You see content on printed books, and newsletters, and you see content on webinars. I mean you see content everywhere.

Kim: Right.

Ronnie: And content is simply words, right? If you really boil it down, content is just words. So if

you can get private label rights content, forget about the stigma behind it.

Obviously, you're going to get good quality stuff. Anything you get from [Kim](#), anything you get from [PLR.me](#), is going to be good quality content.

At that point, you can turn it into whatever form of content you want - audio, video, text, prints, online, offline, whatever. So a few examples, webinars. I mean what if you took...you strung together a few PLR articles, you made it cohesive, you turned it into a webinar, and you now go onto a call, promote one of your other PLR products. So let's say you bought a course from Kim. Well the pitch is actually that course that you bought. So the webinar is you know...hey, this is all about stress, and this is what you can, this is some ways of managing stress, and by the way, I have this great home study course. It's called "Stress Free in 7 days" or whatever, and the course is \$47.

So what you just did was create a webinar, and create an offer, but you didn't have to write the webinar from scratch and you didn't have to write the product from scratch, because you bought Kim's product. Right? So you bought the private label rights, and you turned it into a webinar, and you turned the book that you bought from Kim with private label rights, and you turned it into a product that you pitch at the end of a webinar.

Kim: Right.

Ronnie: Do you see how that works, Kim?

Kim: Yeah. Yeah. Those are some good examples.

Ronnie: So that's one. Webinars obviously, it's a hot thing right now. And, for some people, you might not feel comfortable doing webinars. Hey, listen. I get it. As much as I get it, I still encourage you to get out of your comfort zone and do it. The more you do it, the less discomfort you're going to feel, and the more comfortable you're going to feel, and the better you're going to get at it. So I really encourage you to do webinars, videos.

Kim: Webinars is also a great way to become that expert that you had talked about before.

Ronnie: Exactly.

Kim: To establish yourself that way, and also to create a growing list as well.

Ronnie: Absolutely. Going to other affiliates in your niche. Again, let's use the example of stress. What if you approached all the different self-help personal development people on [selfgrowth.com](#).

Here's a little trick for you. You go to [selfgrowth.com](#). They have a list of all their experts. Go one by one, and find people who are a good fit, and approach them, and say, "hey, can I do a webinar for your list, and I'll give you 50% commissions on the product?" You now have a whole bunch of people who will mail out for you, who will join you on a webinar, and you can make 50% and you're getting more people added to your list. Because every time someone registers for your webinar, you're getting them on your list.

So, you know, that's a sneaky strategy right there that turns PLR into a webinar, which then boosts your list, and boosts your bottom line at the same time. So, yeah, that's one way of changing the game

when it comes to using PLR.

I mentioned videos. It's the same idea. If you can do a webinar, you can do a video. You can just do screencast-type recordings, where you just show your screen. I'm sure most of you have seen these before. You see your screen, and someone's talking on top. It could be showing your powerpoint slides, recording your voice, and publishing that on [YouTube](#). Really, simple stuff.

And one other...a couple of other things actually...I think these are neat to explain so you can again understand that PLR is simply content. I mentioned webinars. Totally different than your average article. I mentioned videos. Again, it's not an article, it's not your typical stigma behind PLR. It's completely changing the game. The third thing, and then there's one last bonus I will mention, but the third thing is printed documents.

What if you turned an article, you stitched a bunch of articles together or you buy a full-scale book and you print that and you put that onto the [I-book store](#) or on the [Kindle](#) book store? It's not so much, you know, take it as is, and post it. Add your own flair to it. Change the title, change the graphics, add in your own experiences, your opinions, your summary of the content. Mash together different forms of PLR, and put it all together, and create a book. Put it on the Kindle store, put it on the I-book store, or on the iPads.

Kim: You brought up [Kindle](#), Ronnie. And I just wanted to mention that I've had some good success with Kindle, with publishing on there. Just one thing, as you said though, you don't want to publish it "as is" with the PLR, because they are aware that there are people doing that (and are getting their accounts terminated for doing so), and some people are publishing poor-quality PLR. So what you would want to do, is like you said, maybe take a number of different sources, add in some personal information...like you know, personal thoughts into it, reviews, and make it your own product. But use the PLR as your source content. And that can make a really great product for Kindle.

Ronnie: Exactly. And Kim you mention a great point. And how hard is it to really take something that exists and adding your own voice? I mean, if you're already starting with good content. You start with a good supplier of content. It's really not hard to tweak it a little bit.

Kim: Because the research is already done for you.

Ronnie: Exactly. I mean starting something from scratch is always the harder part. So, if you're thinking that PLR is just an easy way out, and I'm simply going to get 100 books, and publish them on Kindle, and be a millionaire. Well, hey you're lazy, and that's not going to work. I'll be straight up with you. This is not the right business for you.

If you're looking for something push button, I'm sure that there's a lot of other [Clickbank](#) launches that are out there that don't work, but they might make you happy. This is not what we're talking about.

Kim and I talk about real businesses, and a real business has...you have to put your personality in it, you have to stake your own claim to the content. And that means tweaking it, adjusting the voice, maybe changing how it looks, the format, adding in your own experiences.

Target different niches. If you're going to have a book about stress, target a book specifically about stress for first-time moms, and then stress for single moms, or stress for new grads, or whatever. There's so many different sub-niches within that market that you can very easily add in some examples,

and just tweak the content a little bit, and now you have a brand new book. And that book is something that is valuable, and that would work on the Kindle, CreateSpace, the I-book store, and so on.

Kim: Yeah, definitely.

Ronnie: I didn't get to my last example. Again, I just want to explain that PLR is just content and I want to emphasize that with this example.

I have a customer who turned the PLR that he gets - articles, affirmations, and all that stuff- and he turned it into an I-phone and I-pad app. And it's really cool, really cool. Because again, if you think about it, PLR is just content. And the how content appears, it really doesn't matter.

Content can be in mobile, text messages. Oh, that's interesting. I just gave you guys another good way of using content. Text messaging, on mobile, on applications, on software, video, audio, physical, and obviously, intangible - things like webinars, and workshops, and things like that.

PLR is anything. PLR is just content. And in the example of the app, all he did was he paired really nice graphics that he got as PLR, with the articles and the affirmations, and he's actually an application developer himself, so he didn't have to pay anyone to do it. So if you know someone or you can easily outsource this, you can create an app using PLR. It could be books, it could be inspirational images.

You could record articles and affirmations, and synchronize that to music, and that's a relaxation app, which you could also burn onto a CD, and sell to chiropractors and massage therapists to sell to their customers. You could see...it's just content. It is. It really is.

I'm trying to break down that barrier that PLR is junk when really PLR is content, and if you think PLR is junk, well then content is junk. And that means that Google doesn't have anything to rank. And we all know that content is a trust factor. I mean Google ranks content in order to decide what to show first. If you have no content on your site, you're not going to get anywhere with your rankings. So content is a major factor. Forget about the term PLR. Focus on the term content, and just market content.

Kim: Right. Right. That's really good. And actually, on [my YouTube channel](#), I will have a number of videos. I already have some, and I'm going to have more that show how you can turn some of this content into videos that you can then post onto YouTube, or how you can publish on Kindle. So I'll include that on the transcript..the written transcript with the link for that...of [my YouTube channel](#). I'll include that.

Ronnie: Awesome. Awesome.

Kim: Just going back now..if you're to think of using private label rights content in terms of online for example, affiliate marketing. I just wonder if you can talk a little bit about what affiliate marketing is, and how people can use the PLR to promote affiliate products.

Ronnie: Sure. Well, I mean the one-sentence answer to what affiliate marketing is, is it's promoting someone else's product for a commission. And I'm sure that many of you have heard of that.

But to give you a really quick example. If there's a book about stress that someone's selling, you can

promote that book, and you make 50% or 75% commissions for every sale that you make. So that's really what affiliate marketing is.

Now, how can you use PLR to promote it? Well, here I'll give you some really cool ideas. I've mentioned webinars. Well, what if, let's say you don't have a product. You don't have your own product. Well, what if you took PLR to create a webinar, and then your pitch is actually an affiliate product. That's an example of changing the game. Because if you do that, that vendor who's selling whatever that product is that you're promoting, is all of a sudden going to see this spike in sales from someone who maybe wasn't expecting to sell anything.

And they can then buy that webinar from you. Or you can even sell that webinar promoting an affiliate product to other people. I mean that's an idea.

But, hey, take PLR and change the game. So use it to create webinars, use it to *pre-sell*. So let me give you an example of preselling. Let's say there's a product in the weight-loss niche, and it's about a specific form of diet that the vendor is selling. You make 75% commissions, and the preselling would be that you educate people about the diet. You might educate people about weight loss, (sound cutting out)

Kim: Ronnie? I'm going to stop you for a second. It was kind of cutting out. It's better now.

Ronnie: Sure. Okay. Let me start again.

Kim: Just the last couple of sentences, I couldn't hear.

Ronnie: Sure. So again, let me say that you're promoting a weight loss product, and the vendor has a product about a specific diet. He's offering 75% commissions. You can use the PLR to create educational materials. You're preselling that offer. So that educational material could be specifically about the diet, or about exercise, or specific foods you can be eating.

You can take PLR related to that niche, related to weight loss, and use that in your email autoresponders, use that in preselling reports, use that in videos that you create that all sort of tease people and presell and educate and train them on the reason why they should buy that affiliate product.

So what you're doing is you're acting as the intermediary. You're the person who is teaching, and educating and making them feel comfortable with you so that they think to themselves...oh, okay....I never thought about this diet in this way. I never thought about exercise in this way, or you know, this specific food. I'm going to give it a try. I really like this guy. He seems to really care, and he provides really good useful information. I'm going to buy through him. I'm going to buy from him.

So they're going to buy, because you're giving them a really good reason why they should purchase specifically from you, because you're the educator. You're helping them make a decision. You're preselling, you're educating, training them. And the PLR is helping you do that. The PLR is going to help you create those videos, with the email autoresponders, the webinar. Kim, do you understand what I mean by pre-selling?

Kim: Yes, I understand that. I was just wondering if you have any tips though for picking an affiliate product, because if you are going to be pre-selling that to your list or the people that are visiting (your customers), you obviously are building a reputation so you want to make sure that what you are

promoting to them is definitely something you would use as well. So I'm wondering if you have any tips of how people can go about picking that affiliate product?

Ronnie: Yeah. Well, there's a couple of things.

First, in terms of some places to look for affiliate products. Obviously, it totally depends on what niche you're in....but you know, [Clickbank](#) is obviously one place that you can take a look. You can do a Google search, and just type in...let's say you're looking for a weight loss product, you can type in weight loss affiliate program, or something like that.

Or type in your keyword, and then affiliate program type of products. Let's say it's a specific name, there's a specific diet, you can type in X-Y-Z affiliate program, and you'll be able to see offers that are available there. So that's where you would find it.

Some tips....well, you're right. You want to promote things that are valuable. You don't want to stick your name on something that is going to hurt people or waste their money, or not trust you again, so the best thing you can do, assuming money isn't an issue, is you actually buy the product. You actually go through the whole sales sequence, and you make a decision. Does this make sense, do I like how the sales funnel was. Was it confusing, or are they trying to sell 6 different upsells? Do I like that? Do I not like that? When I download the product, does it makes sense? Is it valuable? Is it helpful?

And if everything passes your test, then you can promote it. If you're unsure of anything, then you can ask the vendor. Or if there's little tweaks, such as hey, I don't want to promote with 6 upsells, then you can tell them, can you create a special page for me that only promotes one upsell instead of 6, as an example? So those are some ways of sort of spotting a good affiliate offer.

You'll also be able to tell what's selling. If you look at [Clickbank](#), there's a gravity score. The higher, the better. That means if there's more traction, there's more people selling the products successfully.

Kim: Right.

Ronnie: And you know, kind of doing your research. If you do a search, and you see that there's a lot of people selling the product, that probably means that it's a good converter. It may not mean that you want to promote it. It depends if the product itself is good, and if it's relevant to your list.

The key, honestly Kim is...the bottom line is the product needs to be relevant. So if you're selling...if you're list is all about people who are interested in relieving stress, it's not going to be relevant to sell them fishing rods.

Kim: Yeah.

Ronnie: That doesn't make any sense (to sell fishing rods). But weight loss, well maybe. Maybe you can make that connection. The connection could be, hey, are you overeating? Is stress causing you to experience emotional eating? Well, you know I found this really interesting product that deals with emotional eating, and helps with weight loss. That's relevant. You can make that bridge, that connection. So those are some ways.

And in terms of PLR, when it comes to these affiliate offers, remember something else. I mentioned a couple others. One just came to me now. You can use the PLR as a bonus. So if they buy that

affiliate product from you, then you can actually give them an additional course. It could be a report, worksheets, checklists, whatever PLR that you have, and if they buy it from you, you can give them that PLR as a bonus.

Obviously, you're not telling them, "Hey, I'm giving you PLR." What you're actually telling them is, "Hey, I have this emotional eating guide which works with a worksheet, and if you made the time, you turn that worksheet into a video or you do a webinar about it." That's your bonus.

Kim: Yeah, that's a great way to use PLR.

Ronnie: Yeah. There's so many different ways of using PLR for affiliate products. Again, the idea is about preselling. The idea is about giving people *the reason why* they should buy from your link. And, I don't know if I gave enough examples of how to find good affiliate offers. Does that make sense, Kim?

Kim: Yeah. No, that makes a lot of sense. Yeah. I was just wondering as well what are you working on now that we should just keep our eye out for?

Ronnie: Sure. Well, the next really big thing is a new software product that we're going to be launching, and it's called [Product Creator Pro](#). [Product Creator Pro](#) is all about publishing. It's a publishing and marketing tool that is really going to make your product creation push-button simple.

It's about turning raw materials into publisher-quality books. And it's about doing it automatically. It's really cool actually. You choose a template, you upload a document, you personalize it, you download, share, print, it's really cool. Because we notice a big part of the issue is that people get the content, but then they don't know what to do with it. They don't know how to make it look like a real book. Or they don't know how to turn that article into a newsletter or into a book that they can publish on [Create Space](#).

That's what this tool is going to allow you to do automatically. So it's content creation mixed with design, mixed with publishing, as well as some really cool social marketing built in. So you can take or keep an eye out for that. It's called [Product Creator Pro](#). You can find that at [ProductCreatorPro.com](#). I know that Kim will mention that to you as well once it's ready.

Kim: Yes, I definitely will. And I have had the chance to try out the beta version, and so far, I really like it. So, I think it's a great product, so I think people will really like that.

I just want to thank you, Ronnie, for meeting with us today, and sharing your valuable expertise.

Again, I'm Kim Phoenix, with [BuyHealthPLR.com](#). Is there any last thoughts you have, Ronnie, before we end the call?

Ronnie: Well, I just want to say one thing. And probably the worst possible thing that you can do with your PLR is nothing.

So, you know, in the last few minutes I've given you several examples...and I'm sure Kim is also training you and giving you several examples of using your content.

What I want you to do is listen to this call, read the transcript, and go through it a couple of times, and pick out the top 1 or 2 things that you will implement today. You know, get started, and do something

with your content.

Because at the end of the day, it's really not going to do anything for you, sitting on your hard drive. PLR can boost your list, you can have more products to sell, you can get traffic, you can use it for affiliate products for bonuses, for webinars. You can use it for so many different things, but you have to do it. You have to actually take action.

So again, my goal for you is that by the end of this recording, you listen to this, read the transcript, read it over a couple of times until you are 100% sure of that 1 or 2 things that you are going to do, that you are going to implement based on this information that we've been presenting today. I want to see your success. I know Kim wants to see your success. Because again, when you're successful, your customers are happy, you're reaching more people, and we're helping you at the same time. You know. It's a win-win-win, and that's an ultimate goal for all of us.

So that's it for me. That's the last ...that's sort of my last piece of advice.

Kim: I think that's a great piece of advice. I've been guilty of that as well, leaving PLR that I've purchased on my hard drive. And you definitely want to put it to use. It does no good when it's sitting there.

Ronnie: Absolutely.

Kim: Yeah. Thanks a lot then for your time. We really appreciate it.

Ronnie: Kim, thank you so much for having me on.

Kim: Thank you.