Market Leader PLR

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Foreword

Richard Koch in his book *The Star Principle*, says that in order to build a *Star Business* – A business that is highly profitable and successful, it must have two important factors:

1) It must have a fast growing market (at least 10% growth per year)
2) You must be the market leader in your niche

Inspiration DNA's PLR products cater to one of the fastest growing, evergreen niches in the world – The Personal Development market! Now if you are in the personal development and self-improvement industry and wish to grow your company into a highly profitable business, then the last missing ingredient would be how to turn it yourself into the market leader of this niche.

This special guide teaches you how.

If you want to:
-Totally conquer niches
-Brand yourself as an expert in these niches
-Do extraordinary things in your business and not just a mediocre job

...READ ON!

(It is advisable to read this chapter in sequence to understand the whole process better)

Chapter 1:

Fundamentals: Keyword Research

Synopsis

Keyword research is the first step to domination any niche. It will help you determine whether there is a sizable market for your niche and whether it is too competitive or not. In general, you want to stay from niches are either too small or too competitive.

The simplest and most effective tool for keyword research is the Google Keyword Tool: (https://adwords.google.com/select/KeywordToolExternal)

Inside, you can key in keywords or keyword phrases related to your niche to see if it is a good niche to dominate. You wouldn't want to dominate a niche with no searches now, would you?

You can select locations for your search term if you want to target local population or you can target the whole world if your target market is the whole world. Important to pay attention to is the **local monthly searches**. In general, if your search term has an average of 3000 and above local monthly searches, there's definitely money to be made.

Now, 3000 might not seem a lot for some. But that's about roughly 100 searches a day. If out of these 100 searches, 10 opt in and 1 buys something, that's a pretty good result! Important to note as well is the Competition bar. If the competition bar is full, chances are many people are advertising for that search term. But bear in mind, if

someone is advertising for that particular term, chances are, that qualifies your niche as there's money to be made. So that might not be a bad thing if you can out-do your competition.

For your search terms, think of keywords any normal person would type in to find out information. If possible, try using "buyer" search terms like "buy plr e-books" instead of "how to make money online free". (You get what I mean)

So we've covered some basics about finding niches using keyword searches. In the next chapter – We are going to learn how to find the "low hanging fruit" or the easy-to-dominate niches. Read on!

Chapter 2:

Synopsis

What's the easiest way to make tons of money through niches? It's by finding the easy-to-conquer niches, of course! The less competition the niche, the easier it is to dominate it. Here's how to find these niches.

Let's say you want to see if you can dominate the "Build Broad Shoulders" niche. For illustration purposes, let's **assume** that this search term yields 3000 monthly searches and has a decent advertiser competition.

Now the easiest way to see if there is good potential to dominate this niche is to see if you can get your website or blog to the first page of Google for this search term (and other related terms). Google is the world's largest search engine and by getting to the first page whenever someone searches for your term, you will be getting tons of free organic traffic.

Google determines which website is more relevant to a particular search term by SEO and PageRank (PR). These determined by complex algorithms such as internal (keyword rich content) and external SEO (backlinks) as well as popularity and interaction with traffic (blog comments).
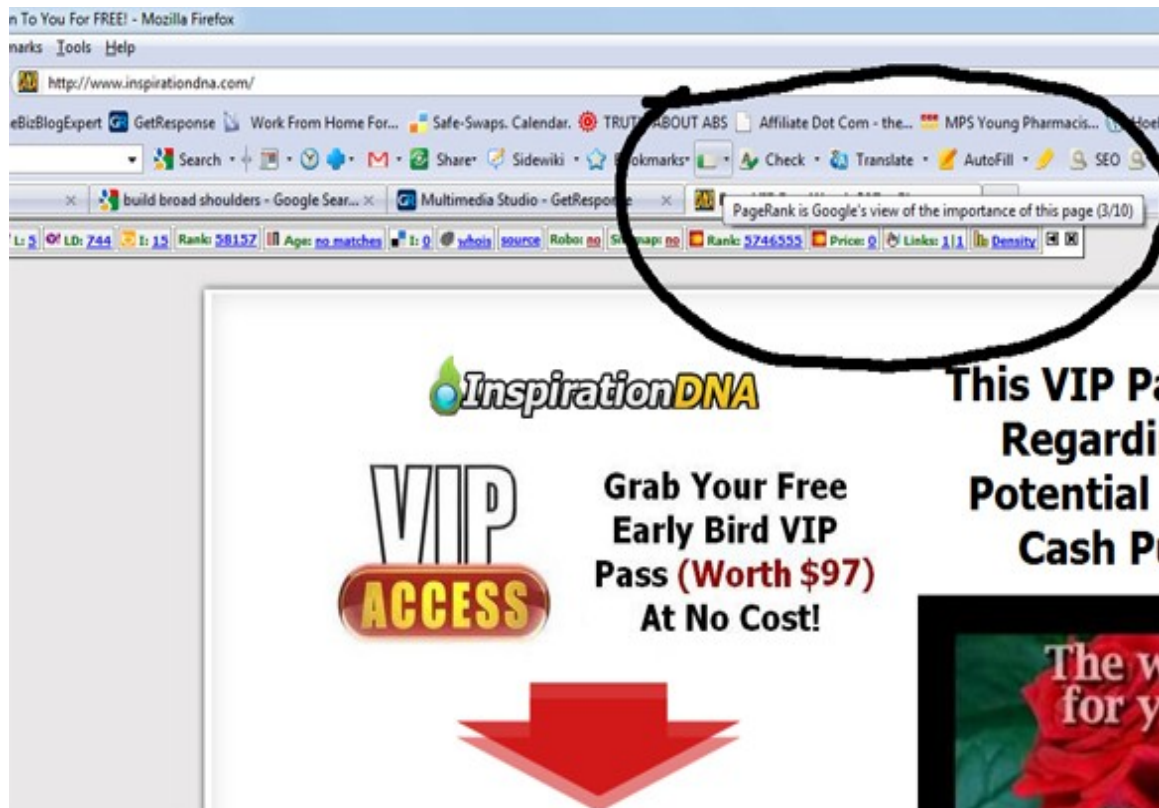
So the key is by getting a high page ranking for your websites in your particular niche. Getting page rank takes time and can take weeks to months, but here's the important thing:

The higher the PageRank, the harder it is to get.

To view PageRank, install the Google Toolbar
(http://toolbar.google.com/)
You can view pagerank by looking at the Google Toolbar (as of screenshot)

In general, for your keywords its easy to get a page rank of 1-2, but much harder to get 3 or 4.

Now here's the secret:

If you want to dominate niches easily, look at the first page of Google for your search term.

In this case, my search term would be "Build broad shoulders". And here's what I got:

As you can see, page rank was virtually non-existent for the first page of Google for the term "Build Broad Shoulders" (note that I included to "" symbol to make it an exact search phrase to that my search results are more targeted). Also note that I used SEOQuake – A Mozilla Firefox plugin to see the page ranks at the bottom of each search result effortlessly. If you prefer to do the non-ninja way, just click each search result and look at the page rank of the front page with Google Toolbar.

If the first page has little or no sites with a page rank of 3 and above, it will be easy to dominate the niche for that search term.

It's that simple! Bear in mind this chapter is focusing a lot on organic search traffic which is one of the largest, most targeted forms of qualified traffic you can find. There are many other traffic sources which are good as well such as Social media traffic but we will not go into that here.

And there you have it! Your low hanging fruit!

Chapter 3:

Synopsis

We've talked about keyword research, finding lucrative, easy to dominate niches and page rank. Now the important question is, how do I get a high page rank for my website so I can get to the top of Google's search engine?

In this chapter, we're going to see how we can use PLR content to help us climb the Google Ladder and get high page ranking for ourselves.

As mentioned earlier, many factors contribute to getting a high page rank – Search Engine Optimization for your website (SEO), backlinks, interaction with users etc. Google strongly favors sites which are rich in keyword relevant content, not that I use the word "keyword-relevant". This is because in the 1990s many webmasters exploited Google's algorithm for favoring sites with lots of keywords and hence, the emergence of "keyword-stuffed websites" all over the internet.

Google has since then changed its formula and your page rank is not solely determined by keyword density. In general, you want to target a 1-3% keyword density for each page in your website. Meaning if your page has 100 words, only 3 words should consist of your keyword phrase.

Let's talk a little about other factors that play into search engine optimization. Blogs are often preferred over the conventional websites by marketers because they are easy to organize, optimize for SEO and allows them to pimp their sites using plugins.

Posts are your normal blog posts or updates which you will incorporate majority of your content. To optimize your blog for SEO, you are going to have to consistently update your blog with relevant content, keywords and links.

Pages are static website content pages which can help a lot with SEO. Try this- have multiple pages filled with information related to your topic. Example: If you are in the build broad shoulders niche, make some pages about nutrition and diets for building broader shoulders, or clothes to make your shoulders look broader.

A good strategy would be to link between pages and posts in your website. This is known as **internal linking** and encourages readers to further browse your site. The longer a user stays on your site and consumes content, the more Google likes your website. SEO wise, since you are linking within your own site, it's not considered a "backlink" which gets you Page Rank fast but it's still good to keep users browsing.

Images on your pages and blog posts should be clearly tagged and labeled with relevant keywords as Google Spiders will crawl images to see if you've organized them properly. You can even link images to relevant posts or pages.

Now that we've looked at some internal SEO factors, let's see how PLR can help you build SEO fast. If you have a hefty PLR e-book, you can break them down into individual articles and post them on your blog as posts or static pages. It is highly advised that you optimize the individual articles to be used with your targeted keywords and make sure it has a proper structure. Ideally, your blog post must be intelligent enough to be understood and also encourage readers to "comment" or "like" (this boosts SEO).

With PLR, you save tons of time, money, effort on brainstorming content as everything related to your niche has been done for you, and you just have to plug, edit and paste into your website to reap the benefits. The smart marketer knows how to leverage on time by using PLR and not want to do everything themselves in 24 hours. The job of PLR is to help you fill up your page with relevant content, structure your blog or website to become the authority site in your niche and give you more time to focus on the marketing aspect of things.

Once you have optimized your website internally, (it takes time so be patient), let's look into how to speed things up (with the help of PLR, of course). **Backlinks** can be used to boost SEO fast. As such, you will need to network and connect with other marketers out there who are in the same niche and get them to link to your site. A few ways to do that, of course. You can do a link exchange, or you can offer them a free e-book or course (use your PLR). The more backlinks you get from websites with **high PR**, the faster you will rise in PR. In this sense, it is better to have quality over quantity. One backlink of a Page Rank of 3 is better than 10 backlinks from a Page Rank of zero.

We've talked about SEO and how to get high PR fast using PLR. Next we'll look at how to generate traffic through Article Marketing.

Chapter 4:

Synopsis

The concept of niche domination (after you've got all the SEO stuff done) is by capturing leads from our daily website traffic, building a good relationship with them and eventually turn them into our customers. As such, we must learn how to generate traffic for our websites. In this chapter, we will focus on drawing free traffic through **Article Marketing with the help of PLR.**

What is **Article Marketing?** In short, it is the submission of short articles to article directories to draw traffic to our website. Good article directories have great search engine ranking and has thousands of visitors daily. By getting our articles featured on these directories, we will benefit from their free traffic from thousands of visitors daily and also backlinks from their huge website.

When you submit an article, we will be given the choice to put an author's resource box at the bottom of each article. This is where you can put **self-serving** links and brag a little about yourself to build credibility among readers. If someone likes your article, he will be sure to want to find out more from the resource box below.

Some popular article directories include:

- [EzineArticles](#)
- [Article City](#)
- [Article Alley](#)
- [Go Articles](#)

Different article directories have different article submission guidelines and rules, such as the number of backlinks allowed. So be sure to read the guidelines carefully before submiting articles to ensure that the articles you submit adhere to their guidelines. Article directories such as EzineArticles reward authors who submit high quality articles that adhere to the guidelines on a consistent basis. The more quality articles you submit, the higher the chance of your articles being featured on their front page.

The secret to getting consistent traffic is to submit good articles to these directories **on a consistent basis.** One of the biggest mistakes people make is submit one or two articles and expect traffic to pour in. It just doesn't work that way. Most authors submit new articles every few days, if not daily to build their online presence. Let's look at how you can submit articles to these directories and get tons of traffic **with the help of PLR.**

Let's say you got your hands on some PLR e-books. You can split each chapter into 3-4 articles per chapter and submit it to the articles directories. Make sure you edit it to suit the guidelines of the article directory. If you are worried about duplicate content, just touch up the articles with your own style and flair and you'll have a fresh article ready to bring traffic for you.

Now for the author's resource box, you will want to craft one that consists of a few short sentences that conveys credibility and include one or two backlinks.

For example:

Jim Raigor is the CEO and Mastermind of ArticleMarketer.com and has helped thousands of marketers and entrepreneurs attract tons of traffic for their businesses daily. Get more great traffic generation tips from his blog TraficMasteryToday.com. (red font are the backlinks)

Short, sweet, straight to the point. People who read his article on generating traffic would want to go to his blog (or squeeze page) to get more free tips on traffic generation.

You can even direct them to your squeeze page that has an e-book on traffic generation (can you say PLR?) and grab their emails instead. From there you can give them more useful information and build a genuine relationship with them.

In short, article marketing is one of the foundations of organic traffic generation for your businesses. With PLR, you can submit articles with ease by saving time, effort and money and get the traffic you want for your website.

Chapter 5:

Synopsis

One of the fastest ways to get laser-targeted leads to your business is by targeting the "long-tail" keywords. Long tail keywords are essentially very narrow search terms that a small number of people search on a monthly basis **but are highly targeted**. This means, these people are usually looking for something to buy rather than just search for general information.

For example, a short tail, broad search term would be "Dating women" High competitive, stay away from it.

However, a long-tail keyword version would be "Dating Asian women for short men". Although there may be much less number of searches every month for this, these people are clearly looking for a solution for a problem they have.

Why target the long tail? Well, if you think about it, it makes sense to target 100 customers where 10 would build something instead of targeting 1000 customers which only 1 would buy something. **It's easier to rank for long-tail keywords** (refer to chapter 2 on "low-hanging fruit".

A good way to target long tail keywords is to have **static pages** on your site providing information to this targeted group of people. Thankfully, we have PLR – our source of quality blog posts and articles to create tons of long-tail pages for us.

The Long Tail

But hey, who says you can't target both long tail and short tail? It's always wise to diversify your target markets, so be sure to include long tail and short term keywords on your website for double the impact!

Chapter 6:

Synopsis

We have covered the basics of long-tail targeted research. Now, let's make some mega bucks by dominating **multiple niches** using long tail! But first, let's look at this case study of how a sneaky ninja internet marketer dominated the **gaming niche** using long tail… (let's call this sneaky ninja "Arnold")

Arnold recognized that Facebook games was a growing niche and games like Farmville had **millions** of players. He thought hard and hard on how he could wide on this wave of change and monetize big time. Finally, he had the solution – he would sell game guides catering to Farmville players. He researched the best ways to dominate the game, paid writers to write the guides and did all the marketing. He then recruited affiliates and conquered the Farmville market.

Farmville is considered a long-tail keyword because a short tail version would be "Facebook Game Guides". But it didn't just stop there, he went on and create **more long tail game guides** – Cityville, Fishville, Mafia Wars etc. Interestingly, all the salespages and game guides had a similar format but hey – he's found a proven formula and went on to duplicate his results!

Now coming back to you – As a marketer. We've looked at how to dominate niches and sub-niches using long tail keywords. The key

now is for you to find out what big niche are you in, and break them down into smaller niches and dominate it all!

An interesting growing niche to note is the Personal Development and Self Improvement niche. People are becoming more and more aware of the benefits of personal growth and are finding all sorts of ways to improve their personal and professional lives.

Interestingly enough, there are tons of sub-niches in the Personal development field such as yoga, hypnotherapy, and Tai-chi. Have you identified any other long tail niches inside big niches which you can conquer as a whole?

You've got all the tools and strategies to dominate niches. What's left is the ground work – Build multiple niche websites or blogs, filling up with content, SEO, marketing etc. In the next and final chapter, we'll look at how we can do all of these **effortlessly.**

Chapter 7:

Effortless Niche Domination

Synopsis

We have looked at different strategies needed to become the market leader in your niche. Now, probably the most important chapter of all is this – How can we do all of this work **effortlessly?**

A common theme of all of these strategies involve creating lots of useful, relevant content to satisfy our customers, Google search engine and draw qualified traffic. Doing all these work might seem extremely taxing for a small entrepreneur, especially for those who are still doing it part time. But here's the good news...

With Private Label Rights Content (PLR), you can jump start your niche domination efforts, recuperate your costs and profit 10-50 fold in no time. Leveraging is the most important aspect of building a business. We all have 24 hours in a day, you can spend it all writing blog posts, or you could just cut out PLR articles from e-books, edit to suit your needs and fill up your blog.

The same goes for your marketing efforts. Chunky PLR articles, after some touching up make great content for article directory submission. You don't need to waste time thinking up topics or hire expensive ghost writers to do all the work for you.

The best part is, PLR content are created by a professional team of researchers, writers and designers to ensure you get the highest quality of PLR content. Since they are pre-researched, you will

automatically be tapping to into the hottest, lucrative markets on the internet and monetize immediately.

Now, the ball is in your court. Are you going to leverage on this amazing phenomenon known as PLR to fast-track your online business effortlessly? Or are you going to swim with the other billion fishes in the sea, hoping for a miracle to happen.

You have your answer. It's time to take action.

Wrapping Up

In this PLR Market Leader's guide, you have been given the technical tools, ideas and strategies on how to dominate lucrative, growing niches. You've seen how the online market works and learnt a few nifty tricks such as combining long-tail niches for raking in massive profits.

With the help of PLR, you have almost everything you need at your disposal to launch a full scale attack on these markets. Now what is left for you is to do the adequate planning and execution of your battle plan.

The famous Brian Tracy once said, for each 10 minutes you save in planning, you save in 1 hour worth of effort. This one solid piece of advice can help you save hundreds of hours of effort in your conquest to dominate your chosen niches.

Prepare, plan well, rest well and I'll see you on the road to riches!

Recommended Ebook Sources

Free-Books-Canada > Free Ebooks, Software, Theme, Videos, Graphics and Digital Stuff

Unselfish Marketer > One of the best Membership Sites out there for PLR, MRR, Resale and Personal Use products.

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