

The PLR Casestudy

Video 1 Resources

Lead Magnet Central PLR – This is the PLR Package I bought to create my product. Yes it's expensive, but you're going to pay way more for good PLR that you can take and use as an actual product. "Regular" PLR I use for products too, but generally I take several of them and make into one product. Most of the time though I just take regular PLR and use it to create MRR products, bonus products, use them to create free offers, and/or use as content for my blogs and stuff. Here's the link to the package I bought <http://www.InstantIncomePLR.com/LeadMagnetCentralPLR>

Optimize Press – This is what I use to create all my sales pages, download pages, optin pages, etc. <http://instantincomeplr.com/OptimizePressPLR>

Download page protection – You MUST protect your download pages or they'll get shared all over the internet! I use Download Express because I use WordPress (with the Optimize Press theme) to build all of my pages and Download Express is a WordPress plugin that makes it easy to protect my pages. You can get it at <http://thiskicksbutt.com/DownloadExpress>

Amazon s3 – This is what I use to host all of my downloadable files. It's super cheap and can take a lot of traffic! <https://aws.amazon.com/s3>

What I'm using as an upsell – Last minute I decided to use something I've already created as an upsell. I hate releasing products without an upsell because I leave so much money on the table, so I've decided to use my Your Own Squeeze Page offer at <http://www.YourOwnSqueezePage.com>

To your success!

Liz Tomey

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