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## **Day 3 – Getting Creative**

### **Time To Start Writing!**

Okay, into Day 3, and time to start creating some ‘content’ for your business.

More specifically, it’s time to sit down at the keyboard to start writing.

You need to create at least ten articles today, and while this may seem like a daunting task let me assure you once you get going it’s not. Here’s exactly how you are going to do it.

The first question is what are you going to write about?

Well, pretty obviously, as the core of your ‘Resale Rights’ business is going to be focused on selling products related to your chosen niche then you should write about the same topic. In my example I will be writing about weight loss and diets!

We already know that you have an interest in your chosen topics. You probably have a good degree of knowledge about them too, right? (You chose them, didn’t you?)

So, go back to your original Goodkeywords and Wordtracker searches.

Look at some of the crucial keywords that these searches turned up (run the search again if necessary – it takes no more than a few seconds to do so!).

Those keyword phrases should be used as titles for your articles, if possible, and you should try to include them as keywords in the article themselves as well.

As an example let’s take the phrase ‘diet weight loss’ that Wordtracker gave you.

What you would now do is think about your own knowledge of weight loss and diet matters.

How can you incorporate this phrase into an article that you could create using 'Diet Weight Loss' as the title and main keyword?

Could you, for example, create an article entitled 'The Perfect Diet Weight Loss Program'? I bet that you could!

Then, all you need to do is include that keyword phrase, 'diet weight loss' half a dozen or so times in an article that runs from 400 to 600 words, (minimum 400 words) and that is the job done!

Go down the searched phrases list at both Goodkeywords and Wordtracker, and do the same for each of the words and phrases that you find there, in turn.

Remember that you must always include the key phrase in the title, and aim for half a dozen or so inclusions in the article body also.

You could then write a few articles that include the words 'health' or 'healthy eating' or perhaps even 'wellness' in the title, as well as in the body of the article.

These are what you might call 'broad matches' for your subject matter, and it is reasonable to assume that anyone interested in 'weight loss' and 'diet' will probably also be interested in health and healthy eating too, so try to pull in people running 'close match' searches to your site, as well.

## **But, I Can't Write!**

Now, I am absolutely certain that there will be some people who are sitting there reading this, thinking 'Write? ME???' I can't write!!!

Whilst I actually don't believe this – I am totally convinced that anyone can write articles that are good enough for what you are trying to do here – nevertheless, if this is you, don't worry.

There is an answer and that answer is to be found in what are known as PLR materials.

PLR stands for **P**riate **L**abel **R**ights, and what this basically means is that you get hold of materials that someone else has created, and can then do absolutely, exactly what you want to do with these materials.

You can even go as far as adding your own name to PLR materials and claiming that you wrote them! Basically, when it comes to using PLR content materials, anything goes!

So, say you found a PLR source that had a supply of articles about a famous celebrity diet plan, like the Atkins diet.

All you need to do is change the articles around a bit, substitute the words 'weight loss' whenever the phrase 'Atkin's diet' is used, and you have the basic articles that you will use.

Now, a lot of websites that offer PLR materials will do so for free for a limited period of time only. Once they have enough members registered for free to start making money from them, then the site stops being for free.

So, rather than quote free PLR sites that may well not even exist by the time you read it, I would recommend that you run a search in Google or Yahoo for 'free PLR', "free PLR materials" and "free PLR resources" and you'll be bound to find some very good resources out there.

These will be good enough to get you started with your writing efforts.

Now, unless you are used to writing, then the chances are that the first few articles that you create will be slow going.

Don't worry, and just stick with it. It will get both easier and quicker.

Every time that you create an article, it gets that little bit easier to do, I promise you!

In no time at all, you'll find that you can easily knock off an article in 15 to 20 minutes, and you'll be wondering what the heck it was that you were worrying about!.

Creating an article can be described as a simple three step process.

Part 1 – Here's what I am about to tell you

Part 2 – Now I'll tell you.

Part 3 – Here's what I just told you!

Keep it that simple, and it really should not be a problem to create ten articles in one day.

But maybe this still leaves you in a state of total panic, utterly convinced that you still cannot write articles, no matter how much help you might get from 'template' PLR materials.

Never fear – this categorically does not mean that you cannot get the rest of the 'Resale Rights Blueprint' system to come together.

What it does mean is that you should look for someone else to do the writing for you!

There are many, many sites out there where it is possible to hire writers to do your writing for you. Here's a couple of sites where you'll find a ton of people more than willing to create all of your articles for you.

<http://www.elance.com>

<http://www.rentacoder.com/>

To get ten articles written will cost between \$50 - \$100 depending on the writer. I actually get a lot of my articles written for me as I would rather pay someone else to do a job I personally don't like doing. So there is nothing wrong with getting articles written for you. However, if writing is your passion or you are working on a tight budget then I would recommend you do it yourself.

### **Using Your Written Content**

Okay, so what are these articles for, you may ask?

You are going to split the articles that you create into two separate 'batches' and then use them in entirely different ways.

You are going to load five of the articles into your autoresponder account, and they are going to serve as the initial emails that are sent out to people who join your mailing lists.

I'll describe this process in a little more detail later.

The rest of the articles are going to be submitted to a handful of the leading internet article directory sites, for them to publish.

I do not, however, want you to do the submission right at this moment.

I will return to the submission process itself later in the course (on another day!).

However, there is something that you must know and bear in mind about directories that directly applies to you right now, especially if you have used PLR materials as the basis of your work.

None of the leading article directories will accept what they call 'duplicate content'.

That is, articles or other written materials that have already been submitted by other people.

Submitting duplicate content is nothing more or less than a total waste of time.

The materials that you submit will never, ever be published and there is a risk that submitting such content will get your account banned or deleted completely.

You must therefore ensure that any articles that you submit to the directories are original.

I'll show you exactly how to do this a little later.

## **Setting Up Article Directory Accounts**

Next on the agenda for today, to give yourself a break from writing, you need to set up the accounts with directories to which you are going to submit your articles.

There is something like 400 article directory sites on the net at the moment, and that number seems to grow almost daily.

However, there's a handful that you really must submit your articles to, as these are by far the most popular. They are therefore the ones that will benefit you and your business the most.

These are the directories that you will work with, so visit them now, and create an account with those that require it (not all do):

<http://ezinearticles.com/>

[http://www.articlecity.com/article\\_submission.shtml](http://www.articlecity.com/article_submission.shtml)

<http://www.ideamarketers.com/>

<http://www.articledashboard.com/>

<http://searchwarp.com/>

<http://goarticles.com/index.html>

*You may also want to consider using an article submission service. These services submit your articles to the main article directories for you saving you having to do this boring task yourself. While most of these sites charge a monthly fee if you value your time this is something you should consider. I have been using a service called [Submit Your Article](#) for over a year now and can highly recommend them to submit your articles for you on your behalf.*

Whilst you are registering with these sites, you may notice that several carry nice pictures and short biographies of some of their author's right there on the front page.

Take a look, for example, at the home page of [ezinearticles.com](http://ezinearticles.com)

Although the featured authors change every day, there's usually at least one 'basic' level writer featured, someone with less than ten published articles to date.

Can you imagine what fantastic publicity that would be for your new business if that were you featured on the front page?

Notice that every single author featured there has a photo.....?

What I am telling you here is that, in order to give yourself the best chance of gaining the maximum possible exposure for your new business, you need to take a few minutes on each directory site creating a proper profile, including a picture.

And, if possible, that should be a picture of you looking reasonably smart, smiling and happy.

Snarling at the camera, in your oldest clothes and with three days growth of beard is not going to win ezinearticles pin-up boy (or girl) of the week, so don't do it!

## **Creating a Free Report**

Okay, here is the final job for day three, and your final writing assignment.

Now, you just need to write or acquire the first draft of a short report that you are going to give away from the website that you are going to create tomorrow.

As you have just wrote a ton of articles you will find this report easy to write as your head will be full of everything you have just written.

This report needs to be no longer than ten pages long, and should serve as a ‘taster’ for what the customer can expect from your product.

*As this report will not be used for web content you can use PRL material if you wish. Be sure to check out the resources section for a ton of material you can use.*

Of course, right now, you don’t actually know what the product is, but that should not really matter too much, as this report does not necessarily have to go into a great deal of detail or relate directly to what it is that you are selling.

In our example you know that the subject matter of your ‘Resale Rights’ product is all going to circulate around weight loss and diet, so your report should focus on telling people only enough to whet their appetite. Then, they can only learn more by buying your product.

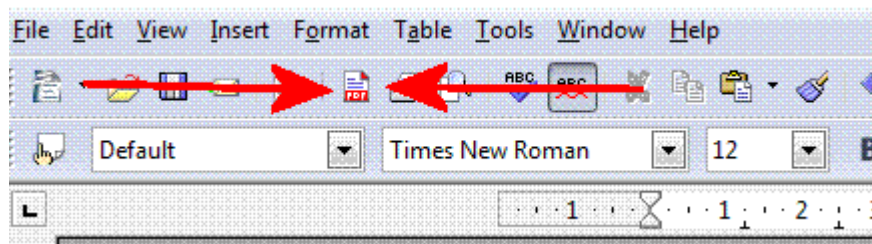
This report is, however, crucial to the success of your business, as you will be giving it away to people in return for them adding their name to your mailing list.

So, it should contain enough interesting and relevant content to make it valuable, without giving away any more information than is absolutely necessary. Make it sell the idea that the reader must buy your weight loss and diet products in order to get the full picture that can only be gained from buying your ‘Resale Rights’ product package.

To create a free report is easy and doesn't cost you anything to do. I personally use the latest version of Microsoft word to write all my material and simply save my finished word doc as a PDF document.

However, if you don't have word there is a free program that does the job just as good called Open Office. You can download this free from <http://www.openoffice.org/>

Then once you have written your report simply click the PDF button to turn your word doc into a PDF document.



And that is it for today.

A huge amount achieved over the course of the last few hours I am sure you will agree, and now you are truly, genuinely well on your way to having your own Resale Rights business set up and running.