



# BONUS 1

**THE 3 STEP SYSTEM  
FOR GETTING FREE  
TRAFFIC FROM OTHER  
PLR SELLERS**





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## Bonus 1: The 3-Step System For Getting Free Traffic From Other PLR Sellers

Once your content is complete and your site is ready to take orders, then it's time to start getting some targeted traffic to your sales letter. Let me share with you right now one of the absolute best ways to do this: get other PLR sellers and influencers in your niche to send their customers and other traffic to you in exchange for a recurring commission.

The reason this works so well is because this is some of the warmest traffic you can get. These marketers and influencers have audiences that really trust them. So when they tell this audience to buy YOUR offers, they will.

So, with that in mind, here's a three-step system for getting plenty of free, warm traffic:

- Plan Your Offer
- Look for Influencers
- Reach Out

Let's break it down...

### **Plan Your Offer**

A lot of PLR membership owners simply create an affiliate program, and then invite other PLR sellers and market influencers to join the program. Sure, that will net you a few good joint venture (JV) partners. But if you want to get the top influencers to join your team, then you're going to need to offer something more.

What exactly do I mean by "more?" Check out these ideas:

- Offer top commissions. If you're giving your regular affiliates 50%, then your top joint venture partners should get more (e.g., 60% commissions).
- Create a recurring commission structure. Don't just give your partners affiliates on the first sale – you need to give them recurring commissions, so that they receive monthly commissions for as long as their customers remain members.
- Offer backend commissions. When your partners' members buy additional offers at any time on the backend, you can give your partners a commission.





- Propose a co-promotion. In other words, part of the deal is that you then promote your partner's offers to your customers and visitors.
- Offer unique bonuses and discounts to their customers. This makes the partner feel special because it makes them look good to their customers, plus it boosts their conversion rate.
- Give partners free memberships. Obviously, your partners need to see the content before they'll feel comfortable promoting it. You should take this one step further and give your partners free memberships, so that they also have the rights to use the PLR content.
- [Advanced Strategy] Consider a "white label" structure. Here's where you let your partners resell your memberships under their own branding. You both make money this way, but the content appears to be under your partner's name and branding.

Next step...

### **Look for Influencers**

Your next step is to find potential partners. Check out these ideas:

- Run a Google search. You can search for other PLR sellers in your niche (e.g., "dog training PLR", as well as market influencers who sell online marketing information.
- Search relevant Facebook groups and niche forums. For example, search Facebook for "PLR" or "private label rights" to uncover relevant groups. The owner of the group or forum plus influencers in the group are all potential partners.
- Browse relevant social media pages. Look for PLR sellers on Facebook, Twitter and YouTube.
- Look for bestsellers. You can search marketplaces such as ClickBank.com and JVZoo.com to see who's selling a lot of PLR. These folks are your potential partners.

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- Ask your audience. Post on social media or blog to find out who their favorite PLR sellers are (and other market influencers).
  - Check out marketers with big platforms. Search Google for the best PLR blogs and newsletters. The owners of these platforms are potential partners.

Note: before you move on, be sure to research these potential partners to be sure they're reputable in the niche (and that they do indeed have influence and big platforms). Then check out the final step...

## **Reach Out**

Now that you have a nice list of potential partners, it's time to start reaching out to propose your joint venture. To do this, you focus on the benefits your partner will receive (such as the higher compensation and other unique benefits mentioned in step 1).

Here's the catch: the top partners tend to get a lot of these sorts of requests on any given week. If you approach them "cold," you're less likely to get their attention. What you want to do is develop a relationship first – or at the very least, garner some name recognition, so that they're more open to your proposal when they see it cross their desk.

Check out these ideas for getting your foot in the door:

- Ask your existing partners to introduce you to their partners. This is one of the best ways to land a joint venture quickly.
- Engage in helpful conversations. If the potential partner has a platform such as a Facebook group, forum or blog, then spend time thoughtfully answering questions and otherwise joining in on niche discussions.
- Ask questions on the person's webinar. Be sure to introduce yourself with your full name. Also, get on the webinar early and hang around after it's done, as many marketers will take this time to visit with guests.
- Give the potential partner free content to give away. For example, if the prospective partner is launching a new offer, you can present a related bonus for them to give away.
- Promote the potential partner first. If you make a chunk of change for the marketer, you can bet they'll remember your name.





- Help the person in other ways. For example, if the person posts on Facebook looking for recommendations for something (such as a tool), offer your recommendation. Or if they ask for help fixing a graphic (and that's something you can do), jump in and help.

In short, get your name in front of the potential partner in a positive way, and they'll be open to your offer later when you propose a joint venture.

### **In Sum...**

It's worth going through these three steps for landing joint venture partners, because in return you'll get some of the most responsive traffic possible. So now that you have this system in hand, I suggest you start building relationships with potential partners ASAP – by the time you have an offer ready to go, you'll also have market influencers who'll be open to partnering with you!