

Flipping Content For Instant Cash

How To Turn Tired Old Content Into Instant Paypal Cash Everyday Of The Week

Introduction

For those of you who don't know me that well, I hate having to wait to get paid. Forget waiting for four or even two weeks for a cheque to appear, as with most affiliate programs. I like my cash 'instant' and lots of it.

I love getting those 'You've Got New Funds' emails from PayPal, especially when they come in all day long and through the night too. And that's what I'm going to show you – how to make instant cash. Your going to do it, using your old PLR content and even your own redundant content.

Your going to learn how to take that stale, lifeless old PLR content and 'Flip' it into products that will not only make you Instant Cash, but will build you a long-term business into the bargain.

So if you're up for it, let's get started.

What is Content Flipping?

So what do I mean by 'Flipping Content'?

The easiest way to explain it is to draw on the Real Estate market, for an example.

You buy a run-down property, at a bargain price. You improve it and

modernise the facilities offered by the property, making it wholly different marketable proposition than the one which you purchased. You then sell it for a profit, after deducting the costs of your 'improvements', and the costs of financing the purchase, whilst you carried out your renovation program.

This is known as 'Property Flipping'.

There are variations upon this basic explanation but you get the idea. With 'Content Flipping', you take your old PLR content and you turn it into a 'marketable' property. The best way to explain this is to give you an example.

You have an e-book that might be 18 months or 2 years old. The principles it explains are sound, but it lacks the latest tactics and strategies in it's examples. Provided you have the PLR rights, there is nothing preventing you from re-writing the book, to include the very latest tactics and strategies, whilst leaving the main thrust of the content intact.

Additionally, if you have more recent PLR articles on the same subject, you can blend these into the e-book, to make an entirely different product.

DISCLAIMER

This is very important. Almost all PLR products come with a list of 'rights' attached to them.

They'll usually look something like the following.

RIGHTS:

- [YES] Can be used as web content
- [YES] Can be used to create your own products
- [YES] Can Be Edited Completely and Your Name Put On It
- [YES] Can be packaged with other products
- [YES] Can be offered as a bonus
- [YES] Can be added to membership sites
- [YES] Can sell Resale Rights
- [YES] Can sell Master Resale Rights
- [NO] Can sell Private Label Rights
- [YES] Can be sold
- [YES] Can be given away

I've highlighted the two most important rights, as far as Content

Flipping is concerned. If you don't have those rights, you cannot use that content in the manner described here. If you don't have those rights, don't even think about using them, you will get yourself into a legal copyright nightmare.

Having said that, there is nothing preventing you from using the idea and putting that idea in your own words. Ideas cannot be copyrighted, only the words which convey them. Content Flipping isn't limited to PLR content which, for the most part you will probably have purchased, or received as a part of a membership subscription.

You can flip your own redundant content in a very similar manner and, because it's your own content, you don't need to worry about what rights you may have to make changes. To give you an example of what I mean, I had a membership site which I lost interest in and closed it down.

I was unable to sell the site because it used PayPal as the means of collecting the subscriptions and getting the subscribers to re-subscribe to another PayPal account would have meant a whole load of hassle.

Anyway, I had this site with page after page of original content. Rather than do nothing with it, I bundled up the content and sold the PLR rights. I sold 64 copies at \$47 a pop. So I made roughly \$3000 from otherwise redundant content.

Ok. So I've outlined what Content Flipping is.

The rest of this book will concentrate on the specifics of exactly how I use PLR content to create new and more valuable products. Products which not only generate instant cash, but which can build into multiple streams of future income. In other words, I'm building assets.

Before I move on to the specifics, I want to say a little bit about the thinking behind all of the actions I take.

This is important because whilst everyone who is successful usually cites 'Taking Action' as one of the reasons for their success, they leave out the most important aspect of 'Taking Action'.

Not only do you need to take action, but you need to take action that will move you towards your overall objective.

Yes, you need a Goal, an overall objective, that all your actions are designed to take you towards. Most people who are not yet successful, are in that situation because they haven't got an overall

objective. They haven't got a clear idea of what their success will look like.

Without this goal to focus on, they can take action all day long, but if the action they're taking isn't directed towards a clear objective, then they're just 'spinning their wheels'. I urge you, if you haven't yet sat down and visualised what your success will look like, do it now, and write it down.

Why write it down?

Something almost 'magical' happens when you write your goals down on paper. Your sub-conscious, says 'Aha. We need to take this seriously.' And it then starts working to help you take the necessary action steps that will take you towards achieving your goals. Don't ask me why this works, I don't know. All I can say is that it does work.

The reason I have included this little snippet about having an objective to work towards, is to try and give you the reasons behind why I take the actions I do. It's all very well me describing the action steps to take, which is what we'll move onto shortly, but unless you have a very clear idea of why you are taking those steps, you'll become side-tracked and eventually stop taking the actions.

So, my objectives in taking the actions laid out here, are two-fold.

1. To generate Instant Cash
2. To build assets which will provide an ongoing income, or which I can sell later for Instant Cash.

Ok! Enough of the psycho-babble. Let's get on with the various ways to Flip Content.

Bum Content Flipping

Bum flipping is the term I use for this tactic. Unless you've been living in a cave for the last 18 months, you'll have heard the term 'Bum Marketing'.

Just to re-cap what's involved, this is a method of affiliate marketing which was brought to prominence by Travis Sago. Basically, this involves writing articles which promote affiliate products and submitting these articles to the big Article Directories. When people

read the articles, they follow the affiliate link in your bio box for more information. The link leads them to the sales page for the affiliate product concerned and if they buy the product, then the writer earns a commission.

[IMAGE]

The bio box is the box you are allowed to add to your article, which tells people about the author and where they can find more information. An example might look something like this:

John Doe has been a writer on Parakeets for 20 years

For more information on the breeding habits of Parakeets

Please visit [here](#)

Bum Flipping involves a similar process, except that the link in the bio box leads to one of my sites, instead of a merchant's site. The whole process goes like this. I research a niche, find a product that's selling well and then go and find a PLR product that's similar in nature.

I then take that PLR product and either add to it or re-write parts of it, in order to make it different from the original. Occasionally, if I find a couple of PLR ebooks, I'll combine them into one large ebook, making it a completely unique product.

Then, I'll change the graphics and the Title and probably the most important change I'll make, is to the Sales Page. Don't be tempted to use the Sales Page that came with PLR product.

This is what almost everyone else does and it generally results in lousy sales for all concerned. Not really surprising, when you think about it. I always make a completely new Sales Page from scratch. This separates me from 99% of the others out there who are selling much the same product.

I then buy a domain name specific to the product and host the new Sales Page on the new site. By doing things in this way, I control the product and more importantly, the Sales Page. The next step is to write 30 or more articles (or, more often than not, I'll outsource this), on keywords which have a good numbers of searches, but don't have excessive numbers of competing sites.

When doing your keyword research there are any number of 'tools' available. The two that I tend to use most frequently are

<https://adwords.google.com/select/KeywordToolExternal> and

<http://www.nichebotclassic.com>

These two tools are free to use and help me find the words and phrases that are going to be relatively easy to rank well for, when writing articles based on these keywords.

Additionally, for each keyword or phrase, I'll make sure I use a number of Google's Additional Keywords To Consider (below the initial list of keywords and phrases), within each article. I'll then submit them to the Article Directories, over the space of a week or ten days.

This frequently results in a number of my articles appearing on the front page of Google for those search terms, as a result of appearing on sites like EzineArticles.com. This can take as little as two weeks to achieve but usually a little longer (3-4 weeks)

The main benefit of this approach is that I start getting 'organic' Search Engine traffic, for highly targeted keywords. This is high quality traffic, which usually converts really well.

If other web masters are looking for content in that niche, your articles may well end up on a number of other sites, which are all relevant to your subject matter. With all the links in the bio boxes pointing back to my Sales Page, my site gets some PR-love, from any site using my articles.

To further promote my product I'll join forums in that niche, where I'll post useful information. I might also use one or two of my outsourced articles as the basis for forum posts.

Using forums as a free means of promotion, especially outside the IM arena, is a very much overlooked tactic and one which I love using. Posting really useful information also helps you to gain a good reputation in your niche, which never hurts when it comes to making sales.

If you have a snappy 'sig. line' which appears below each post with a link to your Sales Page, you can generate significant traffic, just from posting helpful information in niche forums.

By promoting my own product rather than affiliate products, I don't have to wait weeks and sometimes months to get paid. A further

benefit of this method is that I'm building an asset which will go on earning me money for as long as I continue to promote it.

If at any stage, I don't wish to promote it any longer, I can sell the site and the product for anything from 12 to 20 times monthly profits. Ka-ching. More Instant Cash. It's then a case of 'Rinse and Repeat', in another niche.

How else do I use my old PLR articles and e-books?

Flipping PLR Articles into E-books

I don't know about you, but I have PLR articles on just about every niche you can imagine on my hard drives. I'm a bit of a PLR hoarder.

If I research a niche, as in the example above but can't find a suitable PLR e-book to promote, I'll look through my PLR articles. I can usually find two or three articles that I can use as the basis for an e-book to promote. By using the articles as my framework, I can generally have an e-book produced in less than a day.

Something I've been doing lately when writing articles or e-books, is to record myself speaking my content into a microphone. This speeds-up the whole writing process, to such an extent that I can produce a 500 word article in approximately 5 minutes.

I then get that audio transcribed at a cost of roughly one dollar per article. It costs me between \$10 and \$15 to get a 5000 word e-book transcribed. This has an added benefit in that I now have an MP3 recording of the e-book, together with a transcript of the audio. Which leads nicely to my next Content Flipping method.

Flipping Ebooks Into Audio

As I mention above, one of my productivity improvements is to record myself speaking my content. I got this idea from actually working on an audio of an e-book. I had an e-book and wanted a bonus to add to it. I was wondering what to add when it just popped into my head - 'Just add an audio recording of the e-book'.

What in fact then happened was that instead of promoting the e-

book, I promoted the MP3 and threw the e-book in as the bonus. So rather than promote the e-book for \$9.95, I promoted the MP3 for \$14.95 and made 50% more on each sale as a result.

Ka-Ching! More Instant Cash.

This is a very powerful method and should not be under-estimated. I'll explain my reasoning for why I believe this to be such an important topic.

The population as a whole hates to read. The average 'reading age' of the adult population is between 10 and 11. So reading is not high on the agenda for the public in general.

MP3 players are everywhere you look these days. They are just about as prevalent as mobile phones and indeed some mobile phones now double as MP3 players.

So it makes sense for us, as marketers, to provide the content to our customers in the most convenient and easily consumed package we can devise.

By promoting our content with the audio recordings as the primary product, and the transcription as the bonus, we are appealing to wider section of the market than we would by promoting the e-book as our primary product with the audio as the bonus.

It means that your customer can listen to you and absorb your content when they are away from their computer and reading would be inappropriate. e.g. When they go jogging, working-out at the gym or commuting.

Because audio, certainly outside the IM niche, has a higher perceived value, than a straightforward e-book, you win on two fronts.

1. You can charge more for the MP3 than for a straightforward e-book
2. It doesn't take as long to produce an e-book from scratch, if you record it and then get it transcribed. (The whole process may take a bit longer, but the time you actually spend creating the e-book is cut dramatically)

I believe that this is so important that I now carry a digital recorder around with me so that I can record ideas and articles as they occur to me, regardless of where I might be when an idea strikes.

Another area which is already huge, is video. And its use is only

going to get more widespread as time goes on.

Flipping Ebooks Into Video

The market for video is huge and ever-expanding.

Allen Says (owner of the Warrior Forum), in a recent interview, described marketers as needing to consider themselves, not as purveyors of information but instead, as being suppliers of entertainment.

Most successful e-books are bought by people who wish to be entertained, rather than those seeking knowledge. Most of the information in those e-books will never be acted upon, but people still continue to buy e-book after e-book.

Most of the information contained in the next big blockbuster e-book is not new, it's old information re-packaged with an entertaining slant to it. Videos provide an ideal medium through which we, as marketers, can re-package old information and make it 'entertaining' at the same time. Most e-books can be flipped into videos, with a little bit of imagination and the use of readily available and free software tools.

Even if the subject matter doesn't appear to lend itself to video, you can make a 'slide-show' presentation of the content, and record yourself narrating the content of the book, whilst using Windows Movie Maker to record the slide show.

You can make a slide-show using Open Office Presentation. Open Office is open source software which, in my opinion, is every bit as good as Microsoft Office. It's available from <http://OpenOffice.org>

If you want to use screen-capture software to record your presentation, the top of the range solution is of course Camtasia Studio from TechSmith Software. The main drawback to this solution for many people is the price. It costs nearly \$300.

The Jing Project, <http://www.jingproject.com/> which is also supported by TechSmith, is completely free software. It will create screen capture videos that are as good as those created with Camtasia, it just doesn't have all the bells and whistles that come with Camtasia.

So making videos from e-books is within the grasp of anyone who wants to take this route. If using the free software, it can be a bit of

extra work to get your video ready for publication, but it is well worth it.

As with audio, the perceived value of a video presentation is higher than that of a straightforward e-book. So the price you can command for a video, will more than compensate you for the extra work involved.

If you want to really create value, especially in niche markets, then get hold of a video camera and make videos showing people how to do tasks associated with their niche. The market for videos demonstrating a technique, or process, is huge and getting bigger all the time.

The sheer volume of information available today means that experts on any subject are going to be in greater and greater demand as more and more people look to expand their knowledge and the scope of that knowledge.

One of the most sought-after areas of knowledge is going to be showing people how to make money from their passion or hobby. If you can create videos showing this, then you will create winning product after winning product and demand will only get greater with time.

When you create a video, you are also opening up a whole new avenue for promoting your product. You can use a trailer of the video on Google and Youtube to promote your site and hence your product.

I don't think you need to be Einstein to see the vast opportunities that video product creation opens up to us. And the beauty of it is that you can get started for almost no outlay and the initial subject matter is probably sitting gathering cyber-dust on your hard-drive as you read this.

Let's move on to another method of Flipping Content for Instant Cash. This one is one of my favourites.

Flipping PLR Articles into Content Sites

As I've already mentioned, I have PLR articles on almost every subject you could shake a stick at. Some of the subjects or niches to which these articles apply, are of little or no interest to me.

So what I do from time to time if I want to generate some Instant Cash, is grab a bunch of these articles and create a content site out of them, or rather I create up to 10 sites.

The process goes like this.

I get 10 to 15 PLR articles all based on the same general topic. If I haven't got enough, I'll go to one of the PLR sites I'm a member of and grab a pack of 10 articles based on the niche.

Then I go to <http://oswd.org> and grab several site designs, where commercial use is permitted. Always refer to the terms of use of a template. Some allow any use but some do restrict the usage of the templates to non-commercial use only. There are plenty of templates which do allow commercial use, so it's only good manners to respect the wishes of those designers who do restrict the use of their templates.

I then go to <http://namecheap.com> and register up to 10 domains, with names linked to the subject of the sites.

I'll then build 5 to 10 sites using the PLR articles, after I have spent a few minutes on each article to ensure it's at least 30% different. The sites I then put on different hosting accounts.

Next I go to <http://forums.digitalpoint.com> and go to the section where you can list sites for sale.

This service is free to anyone who has more than 25 posts to their name. I post that I have 5 to 10 sites with content and domain name for sale at \$35.00 each.

If I want to make a bit more money for the sites, I'll create unique content, using the audio method I mentioned above. It takes a bit longer, but for a 35 page site with unique content, I sell them for \$97 each, so it's worth the extra time. If I sell all 10 sites, I make the best part of \$1000 for not a lot more than 5 or 6 hours work.

This method isn't building me any long term income, nor is it building me any assets but it's a great way to make Instant Cash and it utilises PLR content that I probably wouldn't use, for anything else. So rather than have it sitting gathering cyber-dust, I convert it into Instant Cash, which I can use.

There is so much PLR content available today and not just in the form of articles and e-books. You can get a year's worth of newsletters, you can get blog posts, articles and a 'free report' to use as lead capture bait.

Using only PLR content and free templates from OSWD, you can

literally build a complete 'business in a box' and put it up for sale.

You have the content, you have the newsletters you would send out via auto responder, you could build a Squidoo lens to promote the site using the blog posts. You could easily put a squeeze page on the site and have a free report to entice sign-ups. And if you add an MP3 together with the transcription and a Sales Page, together with a promotional video, you are literally giving someone a 'ready-made business in a box'.

How much do you think that sort of product could command? \$297, maybe more. You only need to do that once a week and you've covered your mortgage and car payments for the month. And the cost of all this PLR content and the domain name? Less than the cost of a dinner for two.

At the end of this report I'll give you a list of places where I go to get PLR content.

Before we get to that, there's one more Content Flipping tactic that I employ.

Flipping PLR Ebooks Into Short Reports

Sometimes I'll look at an e-book and think, 'That doesn't really flow together as an e-book.'

So what I'll do is break each chapter down into a short report, that stands up in it's own right, as useful information.

Typically the report will run to 1500 -2000 words and the way I use these is as content for a membership site in that niche. This serves two purposes

1. Content creation for any membership site can be time consuming. Creating content by flipping an E-book into short reports saves me time. I also get several reports from any one e-book, all based around one subject. This helps with member retention, as I post a 'teaser' snippet for the next report in the

series, to give them something to come back for next month.

2. I'm building an asset, the membership site, which will continue to pay me for as long as I have members, and which has an increasing value as the content and membership continues to grow. I can also sell the site for an injection of Instant Cash, should I so choose.

Occasionally, I will also take one these short reports and sell it, if I need an injection of Instant Cash, without having to put too much effort into product creation.

I think you can probably see that Flipping PLR Content can be highly lucrative, both in the short term and as a business and asset building strategy, for the longer term.

To summarise.

Content Flipping is the process of taking old PLR content and transforming it into new and more marketable content by any one of the methods I have described, or a combination of two or more methods.

The main method of promoting the new product, is via the Bum Marketing method of article writing and submission to the major Article Directories, together with Forum marketing, that's done properly i.e. Not by spamming, but by contributing useful and helpful information.

It really is only governed by your own imagination, what you can do with your PLR content and even your own redundant content.

One word of caution that bears repeating.

Always make sure that any content you wish to use in the manner described here has the rights that allow you to change it completely and put your name on it, as the author. If those rights are not granted for any particular item of content, you can't use that content in this manner.

If you ignore this advice, you can expect to land yourself in legal 'hot water' for breach of copyright. This is something that you should not

take lightly.

The penalties for copyright infringement can run to very significant sums of money. It is simply not worth taking the risk.

Resources

Free Office Software

OpenOffice.org

[Http://](http://)

Free Templates

[Http://oswd.org](http://oswd.org)

Free Screen Capture Software

jingproject.com

[Http://](http://)

Low Cost Domain Names

namecheap.com

[Http://](http://)

Keyword Research

nichebotclassic.com

[Http://](http://)

<https://adwords.google.com/select/>

[KeywordToolExternal](#)

