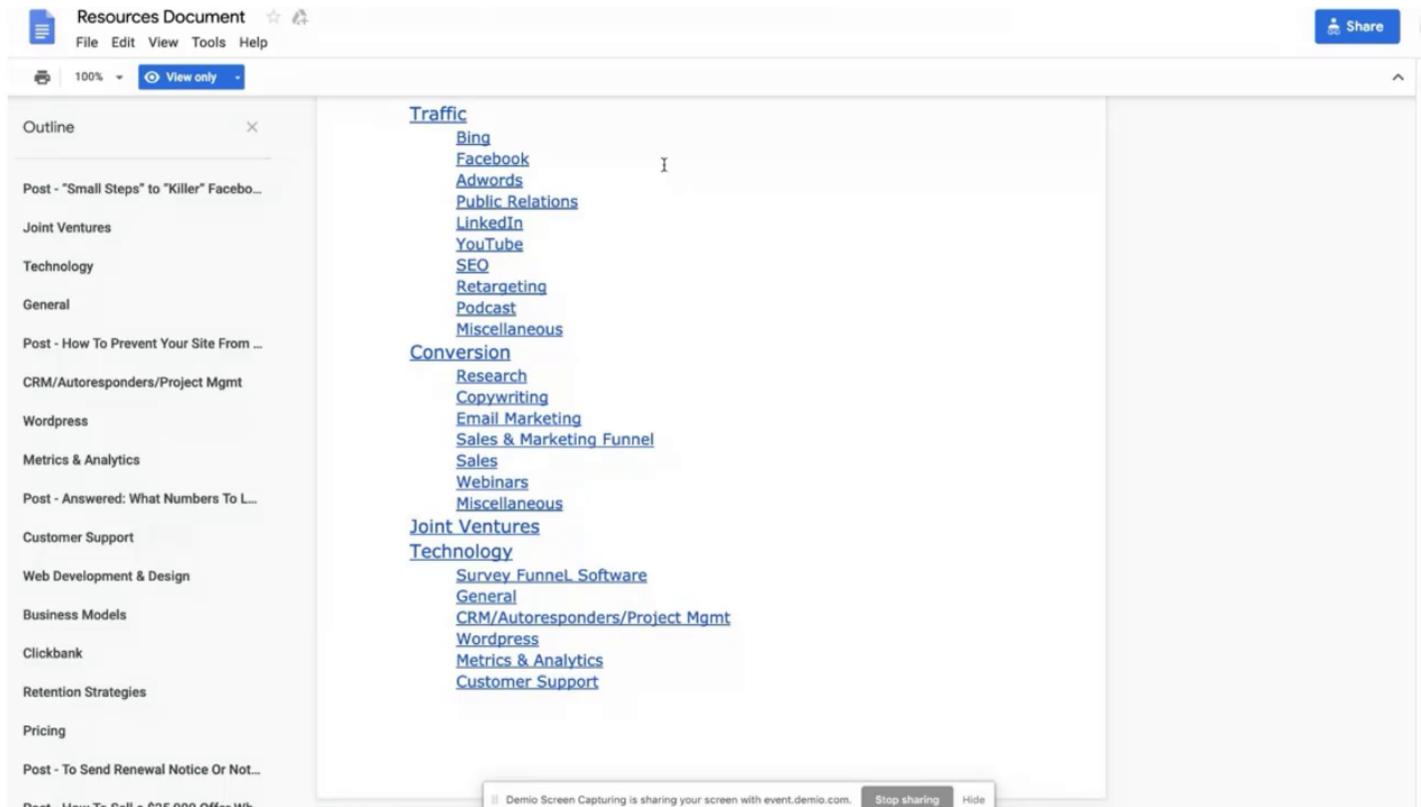# Resource Sheets From PLR

And this was a, a fairly short example that I just wanted to point out, but it's important creating a resource file for your clients using PLR. And, and the idea behind this is, um, if you start a mastermind group, which very often that will likely be a next evolution of a course. I don't know if you've seen this Chad with any programs that you're a part of. Uh, a number of the programs. Like when I say programs, I mean like a video training or you know, kind of a larger higher ticket course that I bought. It started with the, the course and I would, I, you know, get the login information and I would go through however, however many days it was. But then once I learned that information, there was all kinds of ongoing questions that I had. And that's where the community aspect takes place.

Speaker 1: In some cases it was a Facebook group, some cases it was just as simple as a Skype group who was literally a mastermind group of people chatting on Skype. Um, but the owners of those groups would keep, almost all of them would have some kind of central document where they would store relevant pieces of information, of important conversations that had among members because you'll naturally form a little bit of a community. I mean if we did this webinar that we're doing right now, often enough and we saw the same people showing up every week, that would in itself become a bit of a community. We would probably want to create a webinar portal where we can refer back to old questions and stuff like that. So it's just a natural evolution. But what were the PLR ties into all of this is first of all, I wanted to plant the seed that you can do this.

Speaker 1: So you should be creating some kind of resource file, database, indexing system, whatever that lets you reference all the important teachable is that you've created over time with whatever your platform is, whatever your expertise is and how you're distributing it. But then you can use PLR content very much like Chad did with his course. Uh, using those checklists, examples and so on. Plr can just give you enhanced content. So here's um, here's an example.

Resource Sheets From PLR

Yeah. So this is Ryan Laveck, the ask method guy. I'm not sure if anybody is in the chat room if they did part of this. Um, he has a next level mastermind group. Um, I don't imagine he would mind me sharing this because it's free advertising for them, but this is literally his resource document. It's 81 pages of stuff that has accumulated over time and it's kind of indexed by different things that his group talks about.

Speaker 1: So I can scroll down the left here if I'm interested in something that he's covered on a previous webinar within his group and when I go into it like joint ventures, what do you know, what are people in his group to say about joint ventures Here is all the great conversations that have happened within his community, both joint ventures and then it links out to different things. All of these are password protected link. So I can't, I can't get in there unless I'm a member. But this is, this is awesome because as a member of this mastermind group, just having this 81 page resource document to me is huge value. I can get a quick view at one person's, you know, this guy, he's a, he's a well known expert in his field and I have this one pager like this, or at least not a one pager, but a one, a kind of view, single view of his table, of contents, of his whole area of expertise in one view.

Speaker 1: And I can quickly click to the areas that I want to communicate or sorry, learn from, and this is really a powerful, it's awesome, right So if you wanted to make your resource document huge like this, which I think a lot of your members would appreciate knowing that they have all these different things they can pull from, why not use PLR courses Content blends some together, right If you're doing a, you're doing like a motivational type of mastermind group where you're trying to keep people on track for their goals each and every month, maybe you have a monthly challenge. Uh, you have goal sheets that people are sending in and posting as accountability. Uh, maybe you have some tip sheets or different things to keep them excited about their goals. You know, a week in and week out. Plr can could help you with that. You could download a bunch of ebooks from tools for motivation, pull out different lessons from each book and turn that into one giant course or one giant kind of a slide presentation that people can view and scroll through making.

Speaker 1: Maybe you make it a video. Who knows at tools for motivation. We have our members area right here and down at the bottom we have this premium training section. So when you join a, we have our kind of publicly available training, but then we also have these additional video based trainings that we give you access to that are nonmembers cannot access. So we have, we've only done a little bit with this so far in our business. So 10 and I have a plan in 2019 to really build this out. Well guess what Uh, we are already starting to, uh, purchase, download and collect and organize a bunch of high quality PLR packages from some of our friends. Um, we're actually buying their packages and using them just like we would refer you to do, uh, to build out our premium training area. Right So just, it's another way of adding yet an additional piece of value to our platform that I can put on our sales letters and that as an additional feature slash benefit to people considering investing in our program.

Speaker 1: It's just another thing that might tip somebody sitting on the fence over to our side and get them investing into our program. So that's sort of the whole concept of creating a resource file. It's, it's the idea

Creating A Resource File For Your Clients Using PLR

of collecting all of your capital, your intellectual capital, your best advice into a single view. And that single view makes it easy for people to navigate through what you've already built for them. Do you have anything to add to that Yeah. And imagine if you're, if you're running an ongoing group coaching type program, the value of this for someone who's joining later on, maybe they've, uh, just join this month and you've been running this program for the last 12 months. Uh, they don't know what you've already covered. Right So having this document gives them a chance to go back and see some of the, the evergreen training that is still relevant to them that maybe they, uh, they're, they're interested in but you don't want to have to recover again are or go over again if you've already covered him.

Resource Sheets From PLR

Speaker 1: Exactly. Like prod create while you were a Nigel and patty. I believe we're in them. I can't, I can't remember everybody that's on the call. It was on it. But um, we, after we delivered the courts, we started doing weekly webinars and that went on for a good year. So I ended up creating this private membership portal. I didn't even plan on doing it when I first created the course. It kind of evolves and each webinar had a different scope and theme to it. I would sometimes have guests, presenters and so on. Then when I would publish the recording of that Webinar to enhance the value for future members, I would have additional resources related to the theme of that week's Webinar. And again, in some cases, those downloadable resources came from PLR. So you can just see how you can continue to build out value from the actions that you're taking and just keeps, it kind of grows. It snowballs, really, it becomes this, this really big thing, but it kind of comes back to step one, which is creating that course to even have something to apply all this information too.