

How to Out-Sell Your Competition by Doing What They Do Better Than They Do It

Ever heard the saying “build a better mousetrap?” Basically, this means you don’t need to invent something entirely new in order to make a profit selling in-demand goods to buyers. Instead, you just need to improve on what others are doing. You build a better mousetrap... or in our case, you’re going to build a better PLR site than the competitors.

You may feel like you need to start racking your brain to come up with something amazing. Actually, the process is a lot simpler than you think. All you have to do is look at what your competitors are already doing – and then incorporate all the best ideas from these other sites to create something that’s better than anything else on the market.

Let’s walk through the process...

Step 1: Find Your Competitors

The first step is to find other PLR membership sites in your niche. You may already know of some of them, since you likely have already been keeping tabs on your top competitors. In order to uncover other competitors, you’ll want to do a little research.

To find these sites, search Google for your niche keywords (such as “dog training” or “online marketing”) alongside the following types of words:

- PLR membership site
- Private label rights membership site
- PLR membership
- Private label rights membership
- PLR recurring membership
- PLR monthly membership

Note that you can also look for sites that sell PLR but aren’t necessarily memberships, simply by searching for your niche keywords alongside search terms like “PLR” and “private label rights.”

While you're going to get some of your best ideas from membership sites, you may be able to pick up a few good ideas from other PLR sellers too. As such, it's a good idea to run both searches just to be thorough when you complete this next step.

Step 2: Note the Good and the Bad

What you're going to do at this step is go through each of your competitors' PLR membership sites and take note of two things:

1. The BEST part of their sites.
2. The parts that need improvement.

Let's look at these separately...

The Best Parts

Your goal isn't to create some huge offer each month that's unsustainable and unprofitable. As such, you're not going to take all the positive ideas from your competitors and incorporate them into your own site. Instead, you're going to focus on implementing only the very BEST ideas.

So, how do you decide which ideas are the best of the best? Using these methods:

- Look at USPs. Most of your top competitors are going to have a clear unique selling point (USP), which they'll list prominently in their sales letter and other marketing materials. Generally, the USP tends to be one of the best benefits/parts of the site.
- Read reviews. Even if these are biased reviews from affiliates, you'll be able to note a pattern of what parts of the site and offer they really like. If you have multiple people pointing out a specific benefit of the site, that's a benefit that you're going to want to include in your own site too.

- Note anything that “wows” you. If you see something really unique on a site – something that “wows” you – then take note of it. If you don’t see that item anywhere else (and you know the site is really popular with customers), then that’s something you may want to include in your site too.
- Do research. If you see something that seems pretty awesome, but you’re not sure if your market would think it’s pretty awesome too, then do some research. You may even need to survey a few people to get a sense as to what they want.

Now the second part...

The Parts Needing Improvement

It’s also worth noting how the best PLR sites in your niche could be improved. Join the sites and take a look at them for yourself, being sure to note where they could use improvement. You can also once again read the reviews or even survey your audience to find out what members wish they could change about the site.

Which brings us to the final point...

Step 3: Build a Better Mousetrap... er, PLR Site

Now that you’ve collected the best ideas from your competitors, as well as noted what parts of their sites and offers need improvement, you can build a PLR site that’s better than anything else that’s currently on the market. What you’re going to do is take the best of the best ideas and incorporate them into your own site, while improving on any weaknesses.

For example, maybe you’ve noted that people in your niche really like when PLR sites offer multimedia content. You’ll swipe this idea by being sure to offer PLR graphics, videos and/or audios as part of your PLR packages too.

Take note: this doesn’t just pertain to the content and offer itself. You can also incorporate ideas for everything from payments to delivery to customer service.

For example, maybe your competitors have email-based customer service, and you've noted several complaints about customer inquiries not being answered. You can improve upon this problem/weakness by installing a help desk and hiring enough customer service staff so that your site answers questions promptly and professionally.

Another example: maybe you're delivering two ebook packages per month. Perhaps you noted that one of your top competitors does something similar, but they spread out delivery of the content. So, instead of delivering the two packages at once, you deliver one at the beginning of the month and the second one two weeks later. That way, users get a chance to put one package to use before they take delivery of the second package.

In Sum...

In order to build a really popular PLR site, you'll want to do some research to find out what your competitors are doing. Then you pick the "best of the best" ideas from these other sites to incorporate into your own PLR membership site.

End result? You'll have the best PLR membership site in your niche!



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