

Auction Your Content for Cash – NOW!

Gail Buckley
www.PLRContentSource.com/

For years we've watched eBay and a few other auction sites provide income to many online work at home entrepreneurs. Most were selling tangible products, but there's a great option (with a free and paid version) that you can use to cash in on digital content starting today.

If you're capable of writing (or even outsourcing) content, then you'll want to put this strategy to use. It provides quicker cash than PLR does – even though it's not residual.

While PLR might sell for \$1 per page, with a content auction, you can garner \$10, \$20, or even \$50-80+ per page! Why do content buyers pay more for auction content?

Part of those secrets will be revealed in this report, but the main reason is – it's ready to go! All the buyer has to do is bid, download and put it to use. There's no waiting for the ghostwriter's schedule, no wondering what topics will be in it once it's completed – it's all laid out for them right at that very second.

And unlike PLR content, just ONE person gets to own the exclusive right to own this content – 100% as if they themselves wrote it.

Let's quit jabbering about it and get started. I'm going to walk you through it step-by-step according to how I use it – and if you want to get further into mastering every detail of it, you can do that – but we're talking minimal effort for maximum profits. Ready?

Install This Highly Profitable Plugin

I want you to go to [WP Auctions](#) and consider which option you want to go with. There is a \$47 instant download, a \$99 PRO license, and a \$299

PRO Plus license (which none of you will need unless you're building client sites with this tool).

My advice to you is to **not** to go with the free version, but it IS available to you. If you **have** to go free, log into your blog and click on Plugins. Do a search for WP Auctions (not the WP Auction without an "s" on the end) and install it. Then activate it. But at least check out the paid page first so you can see if it's a big enough difference for you.

The reason I advise you to at LEAST go with the minimum paid version is because you'll get to customize the bidding process – including minimum bid increments, etc. It's vital to how well you can maximize your profits.

I recommend you go with the one time \$47 download fee - or \$99 annual license. With the more expensive one, you'll get added support if you need it. Plus, you get updates if there are any. At the very least, the \$47 option lets you customize bidding, so it's a step above the freebie version.

Download it and go to plugins and install the WP Auctions tool. Make sure you activate it. It will take you to your General Settings, where you can take care of your main set-up.

Give your Auction Title a name. It can be Content Auctions or Article Auctions – whatever you want to name it – even Joe's Auctions if that's your name.

Go down the screen and set everything the way you want it – currency, where you want to be notified, etc. I left my Minimum Bid Increment on Standard and changed Other Auctions to "All" so that if I have 3 auctions going, all of them can be seen.

I do not require users to be registered. Once you're done with each section of this page, click Update Options. Set up your payment details – get paid via PayPal to straight to your bank or home.

I do not allow extra bidding time – but you can, if you want to let the auction keep going. I think this would anger bidders, so I don't enable this feature. I choose to "Always show countdown" because people want to know when it ends.

On override style, I choose No, use built-in style settings. On list format, I choose No, I prefer a graphical format. I do not have an auction landing page because I want mine on the home page.

On "hide custom contact field," I choose "No, leave default view." I leave the Custom Contact Field blank so people can just enter their URL. I hide the attribution for Plugin love.

I DO show the RSS link because you never know if a buyer will want to be tuned in to all of your auctions for future purchases. I leave my "No Auction" Alternative blank, but if you want it to show something special, go for it.

I leave the last section – Issue Resolution Options – all set to their defaults.

Add the auction tool by going to Appearances → widgets and dragging it over into the sidebar of your blog. You should be able to start adding auctions to it now!

Mapping Out a List of Topics

Go print out a [free PDF calendar](#) for whatever month you're in (or the next month if this one is almost over). Figure out how many content packs you can write each day or week.

If you can write 5 pages a day, then plan to write one daily if you want to! Or, schedule it for Friday launches and write one page a day every day M-F so that you're not overwhelmed.

You need to write the topic down so that you can get moving on these auctions as soon as possible. I'm going to GIVE you a list of starter topics to begin with:

- Self Help (depression, anxiety, stress, etc.)
- Dieting
- Beauty and anti aging
- Internet marketing
- Amazon tangibles
- Finances (debt, credit, wealth building, etc.)
- Alternative health (hypnosis, EFT, herbs, etc.)

Basically, any of the top topics (including things like dogs, dating, etc.), can be viable topics for your content auctions. Look on ClickBank in the marketplace and see what topics are hot.

So for example, if I log on right now, I might schedule the following based on the top 10 list of ClickBank bestsellers:

1. Female Fat Loss
2. Men's Dating Tips
3. Reduce Cellulite
4. Make Money Taking Surveys
5. Getting Your Ex Back Through Texts
6. Carving Out Abs
7. iPad Review Report

There are only seven there because the others were all about fat loss and dieting, so I might add a few more just like #1 in this list, only for women *and* men.

Now that I know what's selling, I want to try to map out my topics with a bit of narrow content. For example, instead of just "Carving Out Abs," I want something more.

I might create a 5-page report reviewing the top 5 Ab Exercise Machines, or 10 Tips on Getting Flat Abs Through Food!

Take each topic and think of different ways you could approach that topic. If you're stumped, go to a site like Ubersuggest.org and type in a starter phrase like: "rid of cellulite" and see what people are searching for.

I find the following:

- Get rid of cellulite fast
- Get rid of cellulite naturally
- Get rid of cellulite through exercise
- Get rid of cellulite diet

And then there are other words tacked on like "brush," "cream," "juicing," "jump rope," etc. So you could whip up a 5-page report called Get Rid of Cellulite the Fast and Natural Way and cover all sorts of non surgical options!

Or, take one of those ideas and hone in on it. For example, you could write a 5-page review of the top 10 cellulite creams. First, you want to make sure they're selling on Amazon – and that they go for a decent amount.

Right now, many are \$25 to \$50 – a decent price point that will help increase the auction buyer's volume of sales and take them to the next

level of commission. The products have hundreds of reviews, showing people *are* purchasing this product online. Perfect!

Try thinking of slants within a niche that are hot, but where there's not a lot of content available for it - for example, the harder technical topics that many PLR writers will avoid.

Creating Quick Selling Content

What types of content packs auction off best? Anything marketers normally use will sell. You can write article packs, but sometimes I think it's better to write a report and make SURE you use subheadings inside of the report.

When you do this, the report can be used as is – as one piece of content – or your buyer can break it up into multiple articles, using the subtitles as the article or blog post title.

The reports can be just a few pages or as many as you like! Five pages or more is a good measuring stick on what sells. Now you need to know what kind of content to put into your report.

When a marketer buys content, they usually want it for two main purposes. The first is to position themselves as a leader – informing and educating their target audience.

So you want your reports to be packed with value. That means you'll need to research your topic. Don't just stuff it with broad, worthless information. That might get a sale initially, but the buyer won't be back a second time.

The second purpose is so they can use the content to turn a profit. This isn't always true. Sometimes the bidder simply wants something they can use to provide value to their followers.

But why not err on the side of caution and include profitable opportunities anyway? When you look at something like the cellulite topic, as we did earlier, make sure you tackle it like this:

How Can I Inform the Reader?

- Teach them what cellulite is.
- Teach them what causes cellulite.
- Teach them about all of their solutions and how well or bad they work.
- Teach them how to avoid cellulite.

You can look online to see what people are asking about cellulite – and what's inside the table of content of books using the Look Inside feature on Amazon.com.

What Can I Discuss Inside the Report That Allows an Affiliate Link?

- Cellulite creams
- Cellulite courses
- Cellulite brushes
- Cellulite massagers

Again, use Amazon as well as ClickBank to see what types of products are buying. In the diet niche, for example, you might find a software tool like a calorie counter on ClickBank that's not listed on Amazon, so check both areas.

You have to have a plan before you start writing, because you're going to convey this to your audience of potential bidders (which we'll cover in the promotion section). They won't always know by first glance how to put your content to work, and your ideas will spark them into action.

You need to quickly outline your report. That means educating yourself about the topic if you don't already know. This does *not* mean scraping sites and rewriting their content – that's plagiarism.

So go to a bunch of sites, books, or whatever you use and find out what you need to know for your report. For example, under what causes cellulite, I glaced at a bunch of sites and discover the following (among others):

- Dehydration
- Fad diets
- Being sedentary
- Body fat
- Hormones

I don't write down any more than those words. The rest I can write off the top of my head. I know what sedentary means. If you can't write about being sedentary, then you might struggle more with educating yourself and then writing without "re-writing."

When you write this content and flesh it all out, remember that this is content being auctioned off to someone ELSE to use as their own. This is NOT something where you inject your personal stories into the mix.

If you have a 5-page report, then you might include 5 subtitles and make one page out of each, so that if your buyer wants to break up the content into articles, they can!

If possible, you can include product reviews in the report. Make sure you remember where the product was listed because you'll be telling your bidders about it shortly.

You can also outsource your content if you're not a writer. Hire a ghostwriter to create the report and then you flip it via your auction tool

and hopefully turn a profit. At the very least, set the bidding so that you get your money back (the same amount you spent to have it created).

Make sure your ghostwriter understands your goals in creating the right kind of content – a mix of informing and promoting. Ask them to keep track of anywhere the items are sold that they choose for the product (for example, if they find a book – was it on ClickBank or Amazon?).

Craft Your 24-Hour Content Auction Listing

Log into your blog and on the left side of the dashboard, hover over WP Auctions and click New Auction. Fill in the title of the report in the auction title area.

In the description area, I personally like to write my description in Word, so before I add it here, I paste it into Notepad (to take out any extra Word coding) and then paste it into the actual plugin.

Do whatever works for you. I like to use the Text tab, not the Visual tab, because sometimes it messes up when I paste into Visual. It adds too much spacing that I have to go correct.

I skip the image URL but if you want to come up with something, go for it! Then enter the Start price. You might want to start at \$10 per page, so for a 5-page report, type in 50.00.

On the end date, click once inside the empty area and a calendar will open up. Choose the next day's date and move the time bar so that it matches by the hour and minute, making it a 24-hour auction.

Under payment method, choose PayPal if that's how you want to get paid. Scroll down to Optional settings and enter your custom increment. If you're not using the paid version, you may not have this. I usually choose \$5 for my increments.

After doing this, scroll down and hit the Add Auction button.

Now why don't I do buy it now? Because I'd be shooting myself in the foot. You never know how much a content pack will go for. I put up a 7-page report and it sold for \$430. That's over \$61 per page. If I'd put up a Buy It Now price for \$20 – or even \$30 – I'd be losing HALF my profits.

As soon as the product is listed, it will be time to promote it.

Promoting Your Offer for Maximum Profits

The first thing you need to do once you have your auction live is to write a listing for it that you're going to use to promote it. Here's the general template you can use:

- Title
- Why you chose this topic
- Product specifications
- Perks of buying and using this content
- How the auction process works
- Your link

So let's look at a real example based on the 7-page auction that raked in over \$61 per page for me – and I'll provide some notes after each section:

Title: Hot New 1 Owner Content Auction - Earn Extra Cash with Video Assistance Sites

Notes: I always put New 1 Owner Content (sometimes another adjective) to let people differentiate between this and PLR or a report that's not being auctioned off. I also include the title of the report.

Why I chose this topic: I normally do evergreen, broad topics for my 1 owner content packs, but today I did a hardcore cutting edge topic for

those of you who teach online success. If you haven't heard yet, Google is developing Google Helpouts - a live video "pay for instruction" tool.

Well, along with covering that, I also covered 5 other hot video assistance sites - and how people can make money using this strategy. Now this is longer than my usual 5-page report. This is perfect for those teaching others business success and it's really going to make you look like you have your finger on the pulse of the marketplace.

Notes: Anything just released or cutting edge is going to sell really well. Keep an eye on the marketplace to see what is hot. As soon as it's breaking, turn it into a content pack. The topic also provided ample affiliate commission opportunities (I went checking to see if there were other sites where the buyer could make money for referrals).

Product Specifications: It's a 7-page, 2,359-word report that starts with an introduction and then covers the following sections:

- How Video Connects You with Cash and Customers
- The PayPal, Skype and Time Formula
- Google Helpouts Let You Help for Quick Cash
- Have a PowHow with Your Customers in Need
- Stealth Secrets of the LiveNinja Video Platform
- Why WeRLive Is a Great Place to Connect with Your Audience
- Let LivePerson Help You Brand Your Expertise
- Tips for Online Video Assistance Success

Notes: I always give the exact page count and word count as well as the outline. Once in awhile I'll even add notes to the outline to show them what's talked about inside that section.

Perks of buying and using this content: One other thing - almost all these sites offer affiliate money when you refer people to them. So whoever buys this and releases it - you're poised to rake in some nice cash as an affiliate when these people sign up and/or start earning on the site, and since it's such a new concept for so many people, the number of signups you'll have could be impressive! And some (like LivePerson) offer second tier commission, too!

Notes: Now the bidders understand that not only does this position them as leaders who provide value to their audience, but it also gives them the chance to make a great commission on these sites. So now they're understanding that they can get their money back – and then some!

It's your job to get them excited about the auction!

How the auction process works: Reminder: This is not PLR - this is something only ONE person gets to own as if they, themselves wrote it. You own 100% of all rights if you win but you only have 24 hours to pay for it. Bid here and set your proxy bidder so you don't lose out on it:

Notes: They will sometimes forget that it's not PLR or your own personal report, so offer a friendly reminder and stress that they own 100% rights and can edit it and claim it as their own.

Add an explanation about the proxy bidding and maybe how to toggle between auctions if you have more than one. If you have any time restrictions or other specific details, enter them here.

Your Link: It's best if the auction has its own site. You can put it on an existing blog, but make sure it's easily accessible and findable, not buried on a busy page where it's hard to find.

So once you create this listing, you're going to place it on several spots:

First, and obviously the best, is if you have a list that you can email this auction to. It's okay if you don't. But if you have a list of ghostwriting

clients, you might email them if they're used to hiring you to buy content and notify them that you now have a pre-made content auction site and you can notify them of future packs if they're interested.

Let's say you have no clients and no list. You still have promotion opportunities. You should be following people on Twitter, Google Plus and FB who are in the marketing niche. You have to learn how to network socially and get your offers exposed to others.

When your listing is ready, start by Tweeting it. It should look something like this:

New 1 Owner Content Auction: Fast and Natural Cellulite Control – Bidding lasts 24 hours!

On Google Plus and Facebook, you'll simply put your original listing (from the template) on there. You can then promote it as a paid ad on Facebook if you want to.

You also want to get on marketing forums with your signature file and promote it there. Log onto popular forums like WarriorForum.com and edit your signature file.

Your sig file can say something like this:

24-Hour Content Auction!

Just ONE Winner – 100% Exclusive Rights.

Today's Auction: Fast and Natural Cellulite Control

BID NOW!

www.YourDomain.com

You're allowed to have up to 5 lines. Participate in popular threads on the forum to expose your sig file to others. Do it by creating value in the thread, not by posting a bunch of nonsense.

You can also blog about your entries. If your blog is posted to frequently, Googlebots and other search bots will come around more often, so your content will get indexed faster.

You might extend your auctions to a longer time if you want to rely on your blog for getting traffic to your content auctions. That gives it a chance to get indexed and gives plenty of people the opportunity to bid on your auction.

Handle Your Post Auction Tasks

You can see who won the auction by hovering over [WP Auctions](#) in your dashboard and clicking on Closed Auctions.

When bidding ends, the system will send the buyer an email. I like to send a separate email myself, alerting them to the win and making sure they know the amount and where to send it to.

Whenever the buyer pays, you will send them the files. Have a deadline for how long they have to pay. If it's open-ended, you might go weeks without receiving payment.

Ask the buyer to email you once they get the files so that you know when you can delete them from your hard drive. And thank them!

You might consider starting a list solely for one owner content auctions so that those who want to be notified can be.

Ethical Notes About Auctioning Off Content

I shouldn't have to say any of this, but I'm going to – because sometimes people don't know what's right or wrong, or they've been told differently.

First, make sure you write from scratch. We touched on plagiarism a bit, but just remember – not only is “rewriting” plagiarism, which the original

content owner won't appreciate, but the buyer doesn't want rehashed stuff, either!

Second, never ever falsely bid in your auction. As the auction owner, you'll be able to see what a person's maximum bid is. This is known as their proxy bid. It's entered when they go to bid and the system asks for their maximum bid.

So let's say their maximum bid is \$200 – but the auction is only at \$75. It would be unethical of you to pose as a bidder and bid the price up against a true, loyal buyer.

Don't do it. Not only is it unethical, but buyers will return if they're often getting what they consider a deal! If I'm willing to spend \$200 but I get some great content at \$75, I'm going to be excited – and keep my eye open for more. If every time I go to bid, my maximum is being beat, then I'm going to get frustrated and suspicious (if I'm smart).

It might take awhile for you to gain trust with your auction audience, but if you stay above the board, you'll gain some good will.

Another thing you don't want to do is tell people what someone else's maximum bid is. That wouldn't be right. You might be allowing a sniper to come in and steal an auction in the final seconds or minutes because you blabbed.

You need to protect *all* of your bidders – not just a few people you like and know.

Last, make sure you literally delete the content after it's sold – and don't allow anyone else to see it and never rewrite it to sell again. You sold the rights, so you don't own them anymore.

It's time for you to put this great tool to use for yourself. I bought a domain for mine. I don't have formal sales copy up there – just a bit of an explanation about what the auctions are and how they work.

Give it a test run. You'll hopefully see sales and "bidding wars" heat up as you start promoting your site and networking more with marketers who are hungry for readymade content.

If something happens to not sell, then sell it on your PLR site, or create a page of your blog where you sell the 1 owner content at a discounted Buy It Now price – maybe \$7 per page instead of \$10. Then promote that page!

An advertisement for PLR Content Source. The top half shows a close-up of a person's hands typing on a white laptop keyboard. In the upper right corner of this image, the text "PLR CONTENT SOURCE" is written in a bold, blue, sans-serif font. Below the image, the text "Your Source For High Quality Private Label Rights Content That You Can Actually Afford and Profit From" is centered in a bold, blue, sans-serif font. At the bottom, the website address "www.PLRContentSource.com" is centered in a bold, blue, sans-serif font.

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