

Are You 'In It To Win It' In 2012 Information Marketing?

**If So, These Tested and Proven
Million Dollar Blueprints Will Transform
Your Business Into A Profit Churning,
Blockbuster Brand Virtually Overnight**

So... Will You Say 'Yes' To The Challenge?

You've heard the stories of all the internet gurus... how they spend weeks lounging on the beaches of Tahiti sipping pina colatas ...



Surfing off Malibu... or cruising the Mediterranean without a care in the world... while their online businesses churn out outrageous profits on autopilot.

And you must wonder, is this really possible?

The answer is, YES! It really is... and never more so than right now.

But there is a caveat. Only one type of business lets you live this type of hassle free, hands off lifestyle...

Information Marketing

Creating and selling information products, particularly digital, downloadable products, is hand down, the BEST Way to make a living online. Here's why:



1. Low Start up Cost

Basically, all you need to get started is a domain, a website and some PLR (private label rights) content. So, we're talking less than \$50 bucks!

2. High Profit Margin

Since you will primarily be selling digital products, you pay nothing for shipping and handling, so you have close to zero operating costs. You only profit with each sale.

3. Set It and Forget It

The great thing about infoproducts is that you only need to create them once and then they churn out profits for you over and over again on autopilot. Once you set everything up, your work is done!

4. Laid Back Lifestyle

As an infopreneur, you set your own hours. You are your own boss. You have total freedom as to when and where you work. You can work as much or as little as you want. Of course, it stands to reason that the more you work, the more money you stand to make from each passive infoproduct income stream you set up.



Now, having said the above, I'm not going to tell you that just anyone can "get rich quick" as an infopreneur. Fact is, there is WORK involved.

Nobody gets a free ride in life. And, if you are looking for one, you've come to the wrong spot.

But... there is something that has made the WORK of infopreneurs a heck of a lot easier these days.

Private Label Rights.

Fact is, **Private Label Content has been a boon for just about anybody who knows what it is**, which pretty much describes anybody who has or hopes to have any type of business online.

Cash In On The Hottest Topics!

PLR Content allows you to enter any market you wish, dominate it with great content and a slew of quality products -- even though you might not have any real grasp of the subject matter yourself!



Think of some of the most profitable niches like health, weight loss, dating, money making... With quality PLR content, you can not only penetrate these markets, you can dominate them!

You can build your reputation and your brand, your business and your bank account... all with very little time, effort or money expended.

Every savvy marketer and business owner uses PLR in one way or another. It forms the basis for developing products, websites, blogs, social media brand awareness, building subscriber bases of active, responsive leads... you name it, PLR plays a part in it.

In fact, PLR content has been directly responsible for helping thousands of new entrepreneurs tear up the marketplace and dominate their niches without having to spend a fortune building their businesses!

And you know why???

The answer is simple enough. Because...

CONTENT Still RULES!!!

Yup. Content's still King. In fact, you might say CONTENT RULES THE WORLD WIDE WEB! Certainly, the Google Guys believe this and they bend over backwards to service this ruler.



If you aren't going to kow tow to the Content King, you might as well close up shop and call it a day, because there's just no point in putting up a website if you don't plan on packing it with plenty of good information.

Here's why.

Like it or not, the Search Engines make or break your business. Check out the sites that are ranking #1 on Google on any topic and you will see that the one thing they ALL have in common is **that ALL of them are loaded with CONTENT.**

It doesn't matter whether they are websites, blogs or Squidoo Lenses, they are ALL toppling over with pages and pages of informative articles, posts, reviews or videos...

Yes, backlinks play a part, but only a part. And they only matter if you get them from SITES with a lot of valuable CONTENT!

Bottom line, **Google, Yahoo! Bing and the others LOVE good content and that is what they reward with top listings.** Nothing else matters!! Nothing.



Now... you need to re-read that last sentence because I did not say "content," I said "good content" -- and that is a very important distinction.

There is PLR and There is PLR.

Some of it is excellent, some of it is good, some of it is OK, some of it is poor and some of it is trash. Yup. Can't state it any clearer than that.

Unfortunately, sometimes you don't know you are getting the latter until after you've already purchased it. (Not everyone let's you examine everything upfront like we do at WOW :-)

HOWEVER... a word to the wise...

if you are promised 15,000 PLR articles for FREE! or for \$15 bucks, you can generally assume that...

1. The articles are poorly written
2. The articles are over-circulated
3. You are going to get what you pay for... trash!



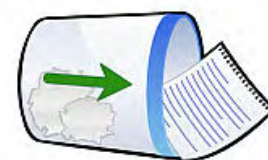
Bottom line, if you're going to bargain shop for PLR, you'll have to spend so much time re-writing and polishing that frankly, you'll be better off just writing your own articles from scratch.

Oh... and while we are on the subject of trash PLR, I have to say a word about spun PLR articles.

Article spinners are, in my humble opinion, the worst invention ever created, and they are largely responsible for the plethora of crap PLR that is floating around the internet today. Because, I'm sorry, no software can write... or re-write... well.

So even if you start with a fairly well written PLR article, once you substitute in a bunch of awkward synonyms simply to dupe the search engine's duplicate content filters, what you come out with is invariably a trash PLR article.

Actually, what you usually come out with is hundreds and hundreds of autogenerated trash articles... multiplied thousands of times! So you wonder where all the bad PLR content comes from?



Well... that is one source. The other source, of course, is cheap outsourcing. This came to a head several years back when everyone was going PLR crazy and it seemed nobody could get enough of the stuff.

So... in order to cash in on the PLR gold rush, some marketers began hiring cheap, non-English speaking freelancers to churn out articles and ebooks to meet the windfall demand. The result, of course, was a bunch of poor quality content that is still making the rounds today.

BUT... **there is plenty of QUALITY content around as well.** The thing is, you have to know where to look. I don't want to pat myself on the back, but in all honesty, the best resource by far is the [WOW Content Club](#).

We offer all types of re-publishable content, you can see everything you are going to get up front, and we have taken the time **to organize all our material into niches and sub niches -- and by content type --** so you don't have to go hunting around for exactly the type of PLR you are looking for.

Turn PLR Into Your PR

But... that is not what I created this course to talk about. **This is about YOU and how YOU are going to make your first hundred... and then your first thousand and then your first million with PLR.**



What I do want to say, however, is that, even with the good stuff, you NEED to be prepared to do some editing, to put your own stamp on ALL CONTENT that you get your hands on.

Because, even if you get the greatest professionally written articles, reports or ebooks, stuff that really blows you away, and even if we limit the number of others who will receive the same material as you, that still does not mean that your content will be 100% unique.

Because, of course, you will not be the ONLY ONE getting it.

Yes, you are free to use it as is. No problem.

But if you really want to create your own brand, to set yourself apart and establish yourself as someone to be reckoned with in the online world, then isn't it worth it to take a little bit of extra time to insert YOUR OWN PERSONALITY and STYLE into the content you are using.

If you do this, then you are assured that no one will have anything like it and people who come to your site and subscribe to your list or purchase your products are doing so because they really like what YOU have to say and the manner in which YOU say it.

This is the KEY difference between PLR and Resale right content. **With PLR you are given a license to EDIT and, if you're smart, you will take advantage of it.**



Remember This ALWAYS:

**Your KEY Business Assets are:
Your Products, Your Customer List
AND Your Reputation**

But, it all starts with your products and your products are based on YOUR CONTENT. So, the time spent on polishing your content, on making it the best it can be, is NEVER wasted. It is never misspent. This is the most important use you can make of your time!

PLR gives you a HUGE head start on building your infoproduct business. It sets you up for SUCCESS. But you have to take the baton it hands you and run the race to the finish line.

In our blueprints, you will learn exactly how you can edit, repurpose, reuse and recycle all your private label content to generate the most profits!

We supply you with step by step directions on how to start and grow a smart, efficient, successful niche information empire that will churn out hands free profits for years to come.

We take the guess work out of how and what you need to do to SUCCEED in infomarketing today...

But... we cannot control the HUMAN factor. You are the key factor in whether or not you will take your business over the top.

Do You Have What It Takes To Succeed? Are You In It To Win It?

The reason most people fail to make money online is that they get OVERWHELMED.

Mostly they get overwhelmed with information about HOW TO MAKE MONEY ONLINE!

They get caught up in the education part and fail to take action.

So... the number one key to success online is: DO SOMETHING!

- Stop reading your emails!!!
- Stop buying courses that promise you success and start taking steps to achieve it.
- Stop collecting PLR and resell rights that clog your hard drive and start doing something with them!



That's right. You've probably got a store of PLR articles and/or ebooks on you desktop right now that you haven't even bothered to unzip.

Because YOU simply don't know what to do with them.

OR... you are feeling overwhelmed by the thought of figuring out what you have to do to actually get a profitable online business up and running.

Well... that all ENDS TODAY.

Today you are going to begin HAVING FUN and MAKING MONEY!

And, if you are brand new to the game and you have a computer free and clear of any digital dust, that is even better.



Because the way we are going to work this, you can start at any level, whether you are a beginner, who needs a lot of hands on help to do the most basic tasks, or someone who is fairly computer and marketing savvy already.

But I want to make something very clear. If you are a beginner... and you don't have a clue how to FTP or you don't have a website, but you figure you'll just go ahead and skip that part and get to the GOOD stuff... well, you're welcome to try.

But I'll tell you what will happen. You'll FAIL.

Because the Blueprints I've provided are designed to work in a particular order and if you go about it in a half a__ ed (excuse my English) kind of way, that is the type of business you will get.

It's like building a puzzle with some of the most important pieces missing, or trying to complete a complicated task when you are missing some crucial directions. You can work at it all you want, but not only is the task more difficult, the end result is bound to disappoint.

What's In It For Me?

You will get out of this challenge exactly what you put into it.

You need to FOCUS. For a couple of hours each day, you need to FOCUS on completing one blueprint.

If you are someone who lacks discipline, then you need to FOCUS on an end GOAL. And I don't just mean "making money." Clearly, you want to make money. That's the purpose of any business. But think of something specific and special, something very motivating that you could use that money for. For instance...

- a family trip to Disneyworld,
- a second honeymoon,
- a fancy new car,
- a vacation house,



Maybe post a picture of your motivating GOAL on your computer/desktop, so you can see it when you sit down to work each day. It will remind you WHY you are IN it to WIN it!

If you complete all of the tasks, in the order they are presented, you will wind up with a successful, profitable, bustling and hopefully personally fulfilling information business.

If that is your definition of success, then you will have achieved success!

How often are you offered **a proven roadmap to follow, complete with speed pass, so you can bypass all the costly pitfalls and proceed directly to the destination of your dreams.**

This is what my unique 'In It To Win It Blueprints' deliver.

But... perhaps are wondering...

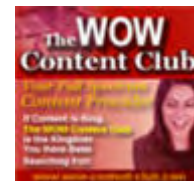
Why Should You Trust Me?

If you are not familiar with me, you certainly have reason to question my expertise and experience. So I'll tell you a bit about myself...

I've been immersed in the information marketing business for well over a decade. I actually began marketing online back in the days when Corey Rudl, Mark Joiner and Jonathan Mizel were the go to Gurus. I've apprenticed under the best of the best, everyone from Dan Kennedy to Jay Abraham to Rich Schefren to the renegade surfer dude, Frank Kern.

I created my first website, websuccessmaker.com way back in 1997, and I've had a succession of websites since then, some of them more successful than others.

My partner and I started the original WOWContentClub in 2003. Back then we were **the first and only membership site to offer all types of digital content** – private label, public domain and resell rights – and we offered our members 50 new products every month, which was unheard of at that time.



Copycats started springing up all over the place over the next several years. None could rival what we offered, but after 6 years I decided that the novelty of WOW had worn off.

I took a year to completely revamp the format of the site, to add a greater diversity of content and improve the ease of product accessibility. The result is the current [WOW Content Club](#), which remains the largest provider of private label content online.

You Profit From My Mistakes

I'm telling you this not to toot my own horn but to let you know that I have been around a while. Although I prefer to fly under the radar, I do know a thing or two about information marketing.

WOW Content Club is actually my 4th big information website. Before it I had several others, including one that is still kicking around, [WOWProfitPacks.com](#). Along my journey in this business, I've learned a great deal. But it hasn't all come easy.

And boy have I made my share of mistakes along the way. HUGE mistakes.

The biggest was NEB (Niche Empire Builder). Maybe some of you know of it. Great idea. Wonderful idea. Again, ahead of its time. I put up the website back in 2004. Folks were wild about it. I won't go into detail here, except for to say that I learned a very valuable lesson:



Stick to what you know!

In the end, I lost more than \$50 thousand. I had a spectacular piece of site building software that was way ahead of its time and just short of completion... and a list of almost 30,000 eagerly anticipating prospects... when the coder pulled a disappearing act, taking along with him key components of the source code.

I learned several other valuable lessons along the way.

- **Do not grow to fast!**
- **Do not take on more than YOU can handle.**

Oh, it's so tempting to do in this business, believe me. And you know why? Because always, waiting in the wings, are the ever eager freelancers.

And, if you listen to some of the Gurus, they will gleefully tell you, "Outsource, Outsource. Anything that you don't enjoy doing, just outsource it!"

So, of course, back in my heyday, that's exactly what I did. At one point I employed four fulltime freelancers. I had a wonderful girl in California writing reports for my niche reports membership site. I had another helping out with articles. I had Mario, my graphics guy, and, of course, I had my genius software creator, who turned out to be public enemy #1.



Now, apart from the fact that I was paying these folks a tidy sum every month, my business was frankly spinning out of control... out of my control. I had simply taken on too much. (I was singlehandedly managing 3 software, 5 membership and dozens of niche content sites.)

And the reason I had taken on too much was simply that... outsourcing made it so easy.

I was just flitting from one thing to another, because it was possible and because I kept having these great ideas... **but I had no real end goal in sight.**

So... as much as the NEB disaster devastated me, it was also a wakeup call. It made me STOP and THINK. Really think about my business and my life and what I wanted to do. And I remembered the wise words a friend, Frank Sousa, had given me back in the midst of my craziness:

"You know, Gail, you should really just concentrate on what you do best, information marketing."

He was right. Although the majority of my business was still information based, I had gotten so side-tracked that I could no longer focus on the stuff that really mattered. So... I closed down all of my sites, and re-evaluated my priorities. Right now, my single priority is the [WOW Content Club](#).



Everything I do is with one single minded intent: making that site and the content in it the best it can be. Yes, I have numerous niche sites and blogs, but they are all geared toward empowering my primary site.

Currently, if you run a search on Google for *PLR, private label rights, private label rights products* or any other combo of these very popular search phrases, WOW Content Club is in the #1 spot. I have spent no money on getting it there. It is there solely by dint of hard work and GOOD CONTENT. The content on the site itself and on all the sites linking to it.

I have created a veritable information niche empire, built a recognizable and respectable brand, I make a very comfortable living and, with these "In It To Win It" Blueprints, I will show you how you can to do the same.

Clearly you need a business plan if you are going to be successful in any business but... *"Planning is easy... it's doing the work that's difficult."* (Mel Gosling)

Sometimes it's not knowing where to start that bogs you down. Sometimes, it's following through and not getting overwhelmed and/or discouraged because you run into so many road blocks and things that just don't go the way you expect them to.

Whatever's been holding you back up until now, That's where these blueprints come in.

So What Exactly Is The 'In It To Win It' Blueprint Challenge?

Ever heard of the TV Show 'A Minute To Win It?' It's quite popular on this side of the pond. The premise is that contestants are given one minute to perform physical challenges and, if they succeed, they make money and move on to the next level.

Each challenge is presented in the form of a Blueprint. They are given a brief look at the blueprint and then told: "Losing this challenge may result in elimination. You've got a minute to win it. Game begins in 3 - 2 - 1."



It really gets exciting and it does take some dexterity and skill on the part of the contestants. Many practice the tasks ahead of time so they are pretty proficient, but so far, to the best of my knowledge, no one has mastered every challenge to win the big money.

Our game will be a bit different, **because I intend for most of you to WIN BIG.** However, you will have to master every challenge to do so.

We are going to use the 'Minute To Win It' format, however, I have modified it to be 'I'm In It To Win It.'

I will provide you with a series of 'I'm In It To Win It' Blueprints and you will have to complete each challenge in order to move on to the next. If you fail to complete a challenge, you cannot move on.

However, in our game, you will not face immediate elimination. Neither, however, will you succeed in making any money. **YOU WILL NOT WIN IT.**

So the onus is all on you. If you are really 'In It To Win It,' then you need to step up to the plate and complete each blueprint challenge as it is laid out for you.

If you try to take short cuts, you will not succeed.



How fast you achieve your goal of making big money will depend on how quickly you complete each blueprint challenge.

You can take it fast or you can take it slow. It is all up to you. How badly do YOU want it?

How Many Blueprints Are There?

There are 22 of them in all. Each one should take you from 1 to 3 hours to complete (depending on your work speed).



When you finish with just one cycle of blueprints (22), you will have ALL of the following:

- ✓ 3 Unique Reports (and the knowledge of how to create)
- ✓ 2 Unique eBooks (and the knowledge of how to create)
- ✓ Professional eCovers (and the knowledge of how to create)
- ✓ 2 P.O.D. Publications on Amazon (and the "how to" knowledge)
- ✓ 2 Published Kindle eBooks
- ✓ Your Own Domain (and knowledge of how to change IP, FTP etc.)
- ✓ Complete Niche Content Site (and website solution for your business)
- ✓ Profit Generating Sales Funnel (complete with all sales and offer pages.)
- ✓ Affiliate Accounts with The Big 3 (and the knowledge of how to profit with them)
- ✓ Knowledge of how to create High Converting Sales Pages
- ✓ Autoresponder and Affiliate Business System for hands free marketing
- ✓ Your own Wordpress Blog (and knowledge of how to use RSS)
- ✓ A Published Squidoo Lense and Hub Page
- ✓ A Published Scribd Page and Blogger Blog
- ✓ A Published Facebook Fan Page
- ✓ An Authority Link Wheel delivering high PR backlinks to your website
- ✓ PowerPoint Promotional Slides (and the knowledge of how to create)
- ✓ A Screen Capture Video on YouTube and the other Social Media
- ✓ Google +1 and Google Analytics incorporated into your site
- ✓ Knowledge of how to Create Your Own PLR Products
- ✓ Knowledge of how to Market Your Products through WSOs
- ✓ Ability to Create Residual Income through a Simple Membership Program
- ✓ An Appendix that covers every other relevant topic from market research to audio products to eBay selling to social bookmarking to outsourcing and more...

The above list really doesn't do the blueprints justice, **because what you will really be gaining is valuable KNOWLEDGE and EXPERIENCE that will enable you to keep REPLICATING your first blueprint.**



That is the idea. **You get your first real niche business up and running in 22 days -- and then you just rinse and repeat.**

You START at Blueprint #1 again and build your second niche business. However, this time you will have all the tools and be familiar with how to use them (knowledge and experience), so you should be able to move much faster through the blueprints. You will probably be able to get through two a day, unless you really only want to work an hour a day.

Your Niche Info Marketing Empire Will Grow with Every Blueprint Challenge Completed!

Finally, my blueprints are comprised of solid money making steps, there is no nonsense, no filler.

There is a solid reason behind everything I teach you to do. A reason based on years of experience. Yes, others may have an easier way, a way that cuts corners. Certainly, there are lots of auto-this and auto-that out there. But, guess what?

If you go with any service that generates anything automatically, whether it be a website, blog or fan page, it will not be unique, it will have duplicate footprints and it will definitely NOT get ranked by Google.

Everyone is still reeling from the PANDA for Farmer algorithm update that the Google Guys unleashed back in January of this year. They said they were going to clean up their search listings by cracking down on content farms and scraper sites with "shallow" or "low quality" content -- and it turns out they weren't kidding!



They really cleaned up a lot of riff raff out on the 'Net, and a lot of the big boys got taken down a notch. I can't say I am disappointed because maybe now folks will be less inclined to try to get away with scammy techniques, and the Web will be a better place for it.

There will be better content for all of us.

But what this means for you, is that **you have to really WANT to be an INFORMATION publisher.** If all you are interested in is a fast buck, then maybe this business isn't for you. Because the days of throwing up crappy spun content sites are behind us.

The days ahead of us are for creators, innovators, entrepreneurs who love helping others and who genuinely take pride in the work they do.

Bottom line... **if you want to succeed in information marketing... YOU have to participate in it.** You have to be an active participant, not a passive one.



The one short cut that is valid and a true life save is PLR. But... **you need to know exactly what do with all the great PLR content that is out there.** You need to know exactly how to use, reuse, recycle, reformat and republish it to MAKE the most MONEY off of it.

That is what these blueprints will teach you.

If you don't know this, you will just be spinning your wheels and getting nowhere fast.

Also, I try to economize steps where ever possible to concentrate only on the most profitable actions. Having been in this business for twelve years, I know what works and what doesn't. I know what is a waste of time and what actions you can take that actually reap rewards.

Hopefully you will benefit from my mistakes and experience. **If you want a short cut to surefire success with information marketing, this is it.**

So... the decision is up to you. Are you ready to get started building a million dollar information empire?

[Are You In It To Win It?](#)



If so... simply [click here](#) and proceed on to our Level 1 Blueprint. **GOOD LUCK!**