



## Easy Auto Leasing Product Analysis

You now have private label rights to the product analyzed in this product analysis. This doesn't mean that you have the right to sell resale rights or sell the private label rights to this product or this analysis.

Your rights allow you to alter, edit and customize the product any way that you see fit to sell as your own product compiled product (PDF) while keeping 100% of the profits. **You may never pass on the Microsoft Word version of the product.**

No rights to this product can be sold, given away or transferred in any way.

You can however sell resale rights to the product if you **substantially** change the product and submit it to us for official approval.

As a rule of thumb, you should plan on changing at least 50% of the product in order for it to constitute a new work before submission to our support team.

If you do decide to substantially change the product, you may submit the product for review to our support team for analysis:

<http://www.NakedPLR.com/support/>

Just make sure that when you're customizing your product that you use common sense when editing it.

If you use all of the articles we include in each niche topic and work those into the book not only will you double it's size, but it will then most likely pass our inspection that would let you then sell resale rights to your finished product.

Even if you do make substantial changes, you may still NEVER sell the Microsoft word document to the product. You may also never sell PLR rights to others.

The whole idea behind NakedPLR.com is for you to get products in their bare-naked form so that you can then finalize them, add your own unique ideas and content to the product and polish them up as a product unique to yourself and your business.

Doing this makes it not only a fun and fast process when creating products to sell but also a truly rewarding experience when you see your completed product, and know there is no other product like it on the planet.

Not only are you getting a book on a hot niche subject but you are also getting another book worth of articles on the same topic! You should use these to mix into the content of your book and make the book better. Keep in mind that you may need to do a tiny bit of writing to transition the articles into the book in a way that makes sense, and makes the book read well.

The biggest reason that we give you these articles...

Because no two people are going to blend the articles into the book same way! That means that no matter what, every NakedPLR.com member is going to have a different book any way that you look at it.

Every NakedPLR member titles their own book and uses the included content to make it their own, now you really are an author!

Another note on the articles is the incredible power you have in using the articles to submit to article directories, forums as well as publishing them on your own blog for search engine traffic.

One more idea for the articles would be to use them to create an eCourse or a report that you can give away to visitors to your site in exchange for their contact information (opt in) so that you can follow up with them.

NakedPLR.com gives you the unique ability to take a product that's been nearly completed for you and make it 100% original and unique to only you. There is no other site like this on the planet.

If you need further information on the terms or more clarification as to what you can and can't do with your products please visit our dynamic (and always up to date) terms page located here:

<http://www.NakedPLR.com/terms.php>

To Your Success,

**JEREMY J. BURNS**

P.S. Don't forget to check out our mega PLR package that gives you 10 complete, ready to launch businesses at the click of a button...

<http://www.SourceCodeGoldMine.com>






# Easy Auto Leasing Product Analysis

## Google Adwords Analysis

Below are the keyword results for keywords related to Auto Leasing. The results are a bit pricy so you'll have to limit your daily clicks for an affordable ad campaign.

Based on overall price and daily clicks you're probably going to want to stick with the terms "Automotive" and "Lease."

Our most expensive CPC is "Lease a car" at \$2.67 and the cheapest is "Automotive" for \$1.39.

Keyword	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
lease a car 	201,000	\$2.67	1.29	25	\$69.86
auto lease 	49,500	\$1.75	1.27	42	\$75.90
automotive 	2,240,000	\$1.39	1.5	4,542	\$6,384.96
car lease 	301,000	\$2.80	1.32	111	\$320.14
lease 	2,740,000	\$2.01	1.29	1,847	\$3,772.67

Based on these results your best value is going to be "Automotive." That term has excellent monthly searches, excellent daily clicks and the best price as well!

The worst terms here are "Lease a Car" and "Auto Lease," The former having a terrible price and neither of them having very many daily clicks. They may still be a good investment if only because that match the contents of the book perfectly.










































































These estimated prices seem high but they assume an "unlimited" budget. If you adjust your budget Google will let you keep your position and just give you fewer daily clicks for a smaller price.

Summary (per day)	Estimated Daily Clicks	Estimated Daily Cost
Average Estimated CPC \$1.80 - \$2.45	25	\$69.86
Total Estimated Clicks 5,836 - 7,300	42	\$75.90
Total Estimated Cost \$7,997.84 - \$13,249.21	4,542	\$6,384.96
	111	\$320.14
	1,847	\$3,772.67

You can find additional keyword data for free by going to <https://adwords.google.com/select/KeywordToolExternal>

## Keyword Food

Here are a few keywords to get you started looking for potentially profitable keywords to target by both pay per click advertising as well as search engine optimization (think article marketing).

<input type="checkbox"/>	Keyword		Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	contract			6,120,000	3,350,000	
<input type="checkbox"/>	lease			4,090,000	2,740,000	
<input type="checkbox"/>	automotive			4,090,000	2,240,000	
<input type="checkbox"/>	second hand cars			4,090,000	2,240,000	
<input type="checkbox"/>	used autos			4,090,000	2,240,000	
<input type="checkbox"/>	used auto sales			4,090,000	2,240,000	
<input type="checkbox"/>	carsforsale			2,240,000	1,220,000	
<input type="checkbox"/>	suv			1,830,000	823,000	
<input type="checkbox"/>	auto trade			1,000,000	301,000	
<input type="checkbox"/>	loan calculator			1,000,000	550,000	
<input type="checkbox"/>	low cost car rental			823,000	301,000	
<input type="checkbox"/>	bad credit loans			823,000	550,000	
<input type="checkbox"/>	car lease			673,000	301,000	
<input type="checkbox"/>	second hand cars for sale			673,000	368,000	
<input type="checkbox"/>	low cost car hire			673,000	201,000	
<input type="checkbox"/>	auto car			673,000	246,000	
<input type="checkbox"/>	van hire			673,000	201,000	
<input type="checkbox"/>	auto auction			673,000	550,000	
<input type="checkbox"/>	car car leasing			673,000	301,000	
<input type="checkbox"/>	car prices			550,000	246,000	
<input type="checkbox"/>	cheap car hire			450,000	60,500	
<input type="checkbox"/>	car loans			450,000	246,000	
<input type="checkbox"/>	used car dealerships			450,000	368,000	
<input type="checkbox"/>	cheapest car rental			450,000	301,000	

## Potential Titles

You could use these potential titles for your book. I recommend that you actually mix, match and add some of your own flare to the title so that you end up with one that is 100% unique to you, your business and your product.

- Auto Leasing the Easy Way
- Is Car Leasing for You?
- Essential Auto Leasing Handbook
- How To Lease a Car
- Tips and Tricks for Good Auto Leasing Deals

## Market Research

<http://www.bankrate.com/calculators/auto/buy-or-lease-calculator.aspx>

<http://guides.wsj.com/personal-finance/buying-a-car/how-to-lease-a-car/>

<http://www.leasetrader.com/>

<http://www.automotive.com/auto-loans/36/loan-tips/car-leasing-faqs.html>

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To your success,

**JEREMY J. BURNS**