



Hiring Virtual Workers Successfully Product Analysis

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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>

Hiring Virtual Workers Successfully! Product Analysis

Google Adwords Analysis

Below are the Cost-Per-Click (CPC) results for some of the top keywords related to this book.

The CPC for this book is on the high side with prices ranging from \$1.25 to over \$4.20! Those are for around a first level ad position though.

If you'd like to use these high-cost words but can't afford the CPC then you can just adjust your max CPC price in Google and it will give you estimates with a lower ad position to compensate. A 2 or 3 position is not bad at all!

The most affordable options are "virtual worker" and "virtual assistant services" while "outsourcing services" tops the CPC list with \$4.22!

<input type="checkbox"/> Keyword	Global Monthly Searches [?]	Local Monthly Searches [?]	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
<input type="checkbox"/> outsourcing advantages	9,900	3,600	\$2.16	1.56	1	\$2.98
<input type="checkbox"/> virtual assistant services	6,600	2,900	\$2.04	1.25	2	\$5.63
<input type="checkbox"/> outsourcing services	49,500	14,800	\$4.22	1.64	4	\$18.61
<input type="checkbox"/> virtual office assistant	2,900	1,300	\$4.13	1.53	1	\$9.84
<input type="checkbox"/> virtual worker	2,400	720	\$1.25	1.33	0	\$0.11

The best keyword here is a tie between "virtual worker" and "virtual assistant services" "Outsourcing advantages" has the distinct advantage of being directly related to the book and having the a high daily click and monthly search potential. "Outsourcing services" is more expensive and still has an excellent yield.

"Virtual office assistant" is the worst term here. It has a low traffic yield and is less targeted than the others.

These are based on an "unlimited" budget. You can set your daily budget to get estimates that match your business better. This will just give you less daily clicks.

Summary (per day)
Average Estimated CPC \$2.36 - \$3.16
Total Estimated Clicks 7 - 10
Total Estimated Cost \$25.99 - \$48.33

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.

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches 	Local Monthly Searches 	Local Search Trends
<input type="checkbox"/>	 virtual workers		590	260	
<input type="checkbox"/>	 virtual assitant		135,000	60,500	
<input type="checkbox"/>	 virtual assistant		135,000	74,000	
<input type="checkbox"/>	 outsourcing jobs		22,200	12,100	
<input type="checkbox"/>	 outsource		246,000	90,500	
<input type="checkbox"/>	 virtual assistant jobs		12,100	6,600	
<input type="checkbox"/>	 what is outsourcing		9,900	3,600	
<input type="checkbox"/>	 virtual assistants		135,000	74,000	
<input type="checkbox"/>	 outsourcing definition		9,900	2,900	
<input type="checkbox"/>	 outsourcing companies		40,500	14,800	
<input type="checkbox"/>	 virtual jobs		33,100	18,100	
<input type="checkbox"/>	 offshore outsourcing		27,100	9,900	
<input type="checkbox"/>	 outsourcing advantages		9,900	3,600	
<input type="checkbox"/>	 virtual assistant services		6,600	2,900	
<input type="checkbox"/>	 outsourcing services		49,500	14,800	
<input type="checkbox"/>	 virtual office assistant		2,900	1,300	
<input type="checkbox"/>	 virtual worker		2,400	720	
<input type="checkbox"/>	 virtual secretary		5,400	1,900	
<input type="checkbox"/>	 outsource it  		12,100	5,400	
<input type="checkbox"/>	 virtual personal assistant		3,600	1,600	

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.

- Outsourcing For The Online Business
- Virtual Workers Overseas
- Managing A Successful Outsourcer!
- Get More Work Done With Overseas Help!
- Finding A Quality Outsourcer This Week!

Market Research

<http://en.wikipedia.org/wiki/Outsourcing>

http://www.sourcingmag.com/content/what_is_outsourcing.asp

http://www.forbes.com/2005/10/05/entrepreneurs-tomtaulli-ecommerce-cx_tt_1005straightup.html

http://www.businessweek.com/magazine/content/06_05/b3969401.htm

<http://web.archive.org/web/20070928075932/http://www.lexpert.ca/globe/article.php?id=1109>

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To your success,

JEREMY J. BURNS