



Planning Your Summer Vacation On A Budget 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>

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Google Adwords Analysis

As seen below, you can expect to pay between \$1.78 and \$2.43 a click for traffic on the term "discount vacation" with a ranking in the top 3 positions.

You can expect to pay between \$0.83 and \$1.07 per click for traffic on the term "on a budget" with a ranking in the top 3 positions.

Lastly, you can expect to pay between \$1.66 and \$2.49 a click for traffic on the term "vacation planning" with a ranking in the top 3 positions.

Overall, on the top three terms in this market you can expect to pay between \$1.29 and \$1.77 per click.

Maximum CPC: 5.00		Daily budget:	<div>Get New Estimates</div>	
Keywords ▼	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	
discount vacation	<div></div>	\$1.78 - \$2.43	1 - 3	
on a budget	<div></div>	\$0.83 - \$1.07	1 - 3	
vacation planning	<div></div>	\$1.66 - \$2.49	1 - 3	
Search Network Total		\$1.29 - \$1.77	1 - 3	

Based on the cost per click illustrated in the above image you can expect between 50 and 70 clicks a day for the term "discount vacation" with a daily cost between \$90 and \$180.

You can expect between 102 and 114 clicks a day for the term "on a budget" with a daily cost between \$90 and \$130.

Lastly, you can expect between 22 and 29 clicks a day for the term "vacation planning" with a daily cost between \$40 and \$80.

Cumulatively you can expect to get between 174 and 213 clicks per day at a daily cost of between \$220 and \$370.

Estimated Clicks / Day	Estimated Cost / Day
50 - 70	\$90 - \$180
102 - 114	\$90 - \$130
22 - 29	\$40 - \$80
174 - 213	\$220 - \$370

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).

- on a budget
- vacation planning
- discount vacation
- vacation
- vacation package
- family vacation
- last minute vacation deals
- luxury vacation
- cheap vacation
- summer vacations
- cheap family vacations
- travel packages
- vacation rental
- cruise vacation
- family adventure vacations
- family cruises
- vacation deals
- family resorts
- family vacation spots

Potential Titles

Here are potential titles that you could use 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.

- Your Guide To A Low Budget Summer Vacation
- How To Budget Your Summer Vacation
- Planning A Vacation For Summer On A Budget
- Summer Vacation On A Budget
- How To Plan Your Family's Summer Vacation On A Budget

Market Research

http://www.associatedcontent.com/article/228573/low_budget_summer_vacation_id_eas.html

http://www.ehow.com/how_4906276_save-money-summer-vacations.html

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

http://travelwithkids.about.com/od/familytraveldeals/ss/summer_moneysav.htm

<http://www.wikihow.com/Plan-a-Family-Vacation-On-a-Budget>

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If you have any questions regarding these terms or need to contact us to clarify anything for you, please don't hesitate to contact us via our support department...

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

To your success,

JEREMY J. BURNS