PLR Quick-Start Checklist

Sell your first PLR course in 7 days. This checklist turns Own Your Morning PLR from a download into a product on sale. Tick each box as you finish it.

Day 1 — Rebrand it

[ ] Give the course your own title and author name.

[ ] Replace the cover with your brand colors and logo.

[ ] Read chapter 1 fully so you can describe the course honestly.

[ ] Rename the files and folders with your product name.

[ ] Write a one-paragraph product description in your own words.

Day 2 — Price it and set up checkout

[ ] Pick your price: match the market, not the vendor's $529 claim.

[ ] Set up checkout (WarriorPlus, Gumroad, Payhip or your own site).

[ ] Decide your refund policy and write it on the sales page.

[ ] Test the full checkout yourself with a real payment.

[ ] Set up the delivery email with the download link.

Day 3 — Build the sales page

[ ] Write the headline around the outcome, not the file count.

[ ] List what buyers get: guide, videos, audio, slides, checklist.

[ ] State the license clearly: buyers get personal use only.

[ ] Add the guarantee terms and the support email.

[ ] Add one honest line about who the course is NOT for.

Day 4 — Lead magnet and email

[ ] Put the Direction Before Distraction report on an opt-in page.

[ ] Write a 3-email welcome sequence for new subscribers.

[ ] Connect the opt-in to your email tool and test it.

[ ] Add the course link to email 3 with a clear call to action.

Day 5 — Content that sells it

[ ] Publish one post: the 6-step RAISED routine in plain words.

[ ] Turn one chapter into a short video or a social post.

[ ] Write one email to your list about the course.

[ ] Answer one real objection in public (price, PLR, quality).

Day 6 — Launch day

[ ] Send the launch email to your list in the morning.

[ ] Post the offer once on each channel you actually use.

[ ] Reply to every question the same day.

[ ] Check checkout and delivery twice during the day.

Day 7 — Review and repeat

[ ] Count sales, refunds and email sign-ups for the week.

[ ] Ask the first buyer what nearly stopped them buying.

[ ] Fix the one biggest friction point on the sales page.

[ ] Plan the next product: bundle, bonus or a second PLR course.

[ ] Keep the 30-day guarantee window in mind for refunds.

Before you launch — final checks

[ ] You have read at least one full chapter yourself.

[ ] Your name, not the vendor's, is on the cover and the files.

[ ] The sales page says buyers get personal use only.

[ ] The checkout works end to end, including the delivery email.

[ ] You have NOT promised income, and you have NOT passed on the PLR.

[ ] The price on the page matches the price at checkout.

Common mistakes to avoid

Uploading it unchanged. Unedited PLR is easy to spot and hard to sell. Rename it, rebrand it, and add your own introduction.
Pricing from the vendor's value stack. A $529 claimed value does not set your market price. Price for your audience.
Skipping the guarantee. A clear refund policy sells more than a long feature list.
Promising income. Never promise buyers will earn money. Sell the course, not a result you cannot guarantee.
Forgetting the license limits. Your buyers get personal use only. You cannot sell them the PLR

itself.

A Pickzox bonus for buyers of Own Your Morning PLR. Print as many copies as you like for personal use.