



## **PLR PROFIT TACTICS**

**How To Make Handsome Profits From Private Label Content And Build Your Digital Online Empire!**

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# **PLR PROFIT STRATEGIES REVEALED!**

**How To Make Handsome Profits From Private Label  
Content And Build Your Digital Online Empire!**

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# 1.0 Private Label Rights Exposed!

## 1.1 What is Private Label Rights?



What is Private Label Rights (PLR) and what is it for in relation to Internet Marketing? **Private Label Rights** is defined as:

*“Content, particularly articles, E-Books and reports written by a 3rd party and made available for several purchasers to buy and use. These articles, E-Books, and reports can be used as-is or edited as the purchaser desires - within the guidelines of the PLR Company. Guidelines for use differ with each company.”*

Every Private Label Rights company has specific guidelines of use statements on their websites. Some Private Label Rights companies do not allow subscribers to resell the content at all. Some allow the content to be resold but do not allow the purchaser to claim authorship or to claim copyrights to the work.

Most Private Label Rights companies, however, allow subscribers to do whatever they wish with the content which has been purchased with very few if any limitations. When articles, E-Books or reports are purchased from a Private Label Rights company (usually through monthly subscriptions), the purchasers (subscribers) may:

- Change the title of the work
- Edit the content of the work (add to it, take from it, revise it)
- Add affiliate links
- Claim authorship of the work
- Submit the work to article banks or E-Book repositories
- Use the work as free bonuses
- Use the work as website content
- Resell the work
- Copyright the work

Those who are Internet business owners know very well that the phrase, 'content is king' is a true statement and it is one that website owners must take to heart if they are to succeed in the Internet business world. Website content must be constantly changed, improved, renewed and updated. You don't just build a website and be done.

So, for this reason, website owners often buy Private Label Rights articles, E-Books and reports. They will simply change the titles, add a few of their own key words (for the purpose of search engine spider attraction), and post the Private Label Rights works on their own websites or provide them as free downloads for their website visitors or subscribers.

Some very successful internet businesses are built on nothing more than Private Label Rights purchases. Private Label Rights articles, E-Books and reports can be used as raw materials by cyber entrepreneurs. The owner of a brick and mortar business which manufactures a product buys raw materials. For example: a business that produces face cream purchases all of the ingredients that go into the making of that face cream from suppliers.

They mix the ingredients according to their own formula and produce a completely different product than those produced by their competitors who buy

the same raw ingredients. In the same way the cyber entrepreneur uses Private Label Rights materials as the raw ingredients for packages that they put together and sell as totally unique products to their lists or on their websites.

Private Label Rights have been around the Internet Marketing scene for quite a few years now but they have only recently come into the limelight. Maybe that was because the savvy marketers were keeping the secret under their hats so to speak.

Private Label Rights articles, E-Books and reports are offered in different formats by different companies. Sometimes they are offered as word documents, sometimes they are offered in the PDF format and sometimes they are offered in plain text formats as well. It really doesn't matter in which format Private Label Rights material is offered.

Sometimes Private Label Rights E-Books will be offered with a prewritten sales letter included and sometimes they are not. If there is a prewritten sales letter with a Private Label Rights E-Book, the sales letter must be changed in the same way that the E-Book itself will be changed.

While purchasers or subscribers are only given permission by private label companies to make changes to private label right materials, it is of the utmost importance that changes are in fact made if the product is going to be posted on a website or included in a multi faceted product that will be downloaded from a website and if authorship of the work is going to be claimed.

If Private Label Rights materials are going to be submitted to article banks and E-Book repositories, even more extensive changes need to be made. If the Private Label Rights materials are going to only be used in newsletters, no changes need be made at all.



## **1.2 Private Label Rights in Internet Marketing Today**

It really hasn't been all that long ago that most Internet Marketers (even very savvy ones) didn't know what the term 'Private Label Rights' meant, much less how to use it. Although Private Label Rights has been around for a long time out in the real brick and mortar world of marketing, it wasn't until just a couple of years ago after Resell Rights products became popular, that Private Label Rights came to the attention of bright and upcoming Internet Marketers.

Let's take a look at Private Label Rights as it applies to real brick and mortar business first and then we will look at how it applies to Internet Marketing.

Think about the cleaning products market. How many different cleaning products in general do you suppose that there are? Hundreds? Thousands? Millions?

Narrow that down to floor cleaning products. There is still a mind boggling number. Narrow it down further to disinfecting floor cleaning products. There are still a lot of them but in general many of these products contain the same ingredients.

Even though the many different disinfecting floor cleaning products contain the same ingredients, they are mixed in different proportions, various additives are included and sometimes fragrances are included.

These different formulas are what make up the different brands of disinfecting floor cleaning products that you find on the shelves of your local grocery store. Each brand comes packaged in different quantity....12 ounces, 24 ounces, etc.

Each brand is priced differently as well and yet all of the products will contain some of the very same ingredients.

These manufacturers of disinfecting floor cleaning products have likely all purchased raw materials (Private Label Rights in internet terms) from the very same supplier and yet each finished product is unique.

Each brand of disinfecting floor cleaning product is marketed as a separate product. The marketing campaign may extol certain features such as the disinfecting strength.

They sit side by side on grocery store shelves. Some customers choose one over the other but they are not ever making that choice based on a single ingredient of the product. Mostly they are making the choice based upon just how effective the advertising campaign was.

In essence, Private Label Rights products are raw materials just exactly like the raw materials used to produce real world products like disinfecting floor cleaning products and they are used in the very same way.

Private label articles, E-Books, reports and other digital products are being used as raw materials by savvy upcoming internet entrepreneurs.

These forward looking Internet Marketers have learned how to use Private Label Rights to either enhance existing internet business or to build an entirely new internet business.

Like real world raw materials, these Private Label Rights materials are mixed together in unique ways to create unique digital products that may be similar to but are certainly not identical to competing digital products.

Pricing and quantity varies just like out in the real brick and mortar world of commerce.

The market for Private Label Rights materials is expanding rapidly. More and more often savvy Internet Marketers are beginning to take advantage of the Private Label Rights gold mine.

They have discovered that website owners and niche marketers simply do not have the time or they are a little too lazy or just incapable of writing and producing their own digital products....articles, E-Books, reports etc. and have simply stepped in to fill the void.

During April and May of 2006 a great many new subscriber websites opened for the purpose of providing Private Label Rights materials. This explosion was a very good thing for subscribers.

More and more private label right materials are becoming available for less and less cost as websites compete for subscribers. On the other hand, a private label right reselling is also becoming more and more competitive.

As the same basic materials (those purchased from private label resale sites) are being offered by more and more resellers, the competition gets stiffer and the whole situation can turn into a case of the tail wagging the dog but not if the reseller is smart enough to package the private label resale material in such a way that is completely unique.

Packaging and promoting are the keys.

Private Label Rights is a relative newcomer to the world of Internet Marketing but it is a newcomer that is most assuredly changing the face of Internet Marketing and opening doors to marketing possibilities that didn't even exist a few years ago.

## 1.3 The Private Label Rights Glossary

When you join a Private Label Rights membership website, there are a few things that you will need to understand.

Some people think that when they have joined a Private Label Rights membership website that they can pretty much do anything that they wish to do with the *articles, E-Books, reports, etc.* that they download from the site. That isn't, however, the case.

The first and most important information that you need is just this: **read the terms of use statement that you will have to agree to in order to become a member of the Private Label Rights website.**

When you read the terms of use agreement, you need to understand what you are agreeing to very specifically. All Private Label Rights websites are NOT created equal.

Some of the following terms you will actually see in terms of use statements. Other of these terms will not be used specifically, but you need to recognize the intent of statements within the terms of use agreement.

**Private Label Rights:** Website content written by a 3rd party and made available for several purchasers to buy and use. This material can then be used as-is or edited by the purchaser or subscriber - within the guidelines (terms of use) of the PLR company. Guidelines differ with each company.

A Private Label Rights agreement sometimes gives resell right licenses to the material with membership. Other times, resell right licenses must be purchased separately. On the same Private Label Rights website, material can be found that does and does not include resale right licenses.

**Limited Resale Rights:** This terms-of-use-agreement will say that you may resell the material on the site, and that you may also edit the material but it will limit the way in which the material can be resold. That is; you might be able to sell it to the members of your list and even bundle it with other digital products, but you may not transfer the right to resell the material to a third party. The term “limited resale rights” may or may not be used specifically. You might see the term, “**Non-Transferable Private Label Rights**” rather than “Limited Resale Rights”. This is basically the very same thing. It means that you do not have the right to pass along the right to resell the works. You may download the work, change the work, add to it, take away from it, add affiliate links and sell it as your own but you may not give others the right to sell it.

**Full (or Master) Resale Rights:** Most often you will see this specific term and in large print on the private label website as well as in the terms of agreement but you need to carefully read the terms of agreement to be sure that the term doesn't come with any stipulations attached. Full or Master Resale Rights means that you can resell the work to your list and promote it as your own work. It also means that you can let others resell the same work. That is, you can pass along the resale rights to third parties.

**Transferable PLR:** This term means that you can transfer the right to resell the work to a third party. However, it falls short of the term ‘Full or Master Resale Rights’ in meaning. Transferable PLR rights gives you the right to GIVE the right to resell the work to a third party but not to SELL the right to resell the work to a third party.

**Private Label Rights & Master Resell Rights:** Again, you need to read the terms of agreement statement. On the surface this appears to be an all encompassing agreement that really does mean when you download material from the site, you can do whatever you wish to do with that material including selling others the right to resell it. Still, there can be limitations placed on those

rights in the terms of agreements; for example you may not be allowed to post the material on another private label website.

**Guarantee:** You are very unlikely to come across this term in private label websites or in their terms of agreement statements. There is never (at least I have never heard of nor seen) a guarantee of satisfaction of any kind. Memberships are most often paid by the month and about the only guarantee there is says you won't be charged but once per month and that you can cancel your membership when you want to.

## 1.4 Is Making Money From Private Label Rights For You?

Are you a new Internet Marketer or an Internet Marketer who has been around the track a few times and is still not making all the money from your business that you believe is there to be made? Are you making use of Private Label Rights materials? Should you be?

If you are not making use of Private Label Rights materials, then you most certainly should be. You are leaving money on the table so to speak by not taking advantage of Private Label Rights materials.

You may even have a lot of private label right material sitting in some dusty back corner of your hard drive. It is time to take it out, dust it off and put it to work for you.

If you are a new Internet Marketer, it is likely that you are wishing for 48 hour days because you have so much to do just to get your business launched. If you are a seasoned Internet Marketer, you are very likely even busier.

There just isn't a lot of time or energy left to create your own digital products, is there? Having new digital products created for you can be a fairly expensive thing. Ghost writers (the good ones) don't work cheap. A single well written article can cost between \$10 and \$30 and a whole E-Book can cost several hundred dollars and you don't just need one of each.

A website eats up material at an alarming rate. It needs to be refreshed, updated and changed constantly. Think Private Label Rights!

You can subscribe to a Private Label Rights website and gain access to all of the digital material that you need for a lot less money than you can have these products produced for you. Granted, the Private Label Rights articles, E-Books, reports, etc. that you download are not ready to use as a rule.

Unless you are just going to put them in a newsletter, you are going to have to either rewrite and change them yourself or have someone do it for you. However, rewriting only costs half what writing costs.

There are several things that must be done to Private Label Rights material in order for it to become of the greatest possible value to you.

- **First the title of any work needs to be changed.** You will want to keep your related key words in the title but change is necessary.
- **Second you will need to insert your own key words** into the articles, E-Books and reports that you download and you will want to change enough words so that you can claim authorship to the materials.

The time and/or the cost of making changes are far smaller than creating or having a new product created. So unless you are independently wealthy and money is simply not an object, Private Label Rights materials are for you.

Getting the most value out of Private Label Rights products means that you need to be a 'value topper'. If you are a natural salesman, you are already a 'value topper'. If you weren't born to sell, you can learn to become a 'value topper'.

Other marketers will have access to the same Private Label Rights products that you do so you need to learn to enhance the value of the products...that is what is meant by the term 'value topper'.

You change to product; you add to the product, you package the product with other products. In other words, you simply make the Private Label Rights product of greater value than it was in its original form.

That is the way you out fox the competition. While others simply download and sell Private Label Rights products at low prices, you increase the value of the product and sell it for a much greater profit.

Private Label Rights products can be used in a variety of ways. Using them to your own best advantage is the objective. If you are an innovator and a value topper:

- **You can use Private Label Rights to build your own credibility** as a guru in your niche market without having to invest a lot of time or money in the articles, E-Books and reports that you need to be able to claim authorship of to accomplish.
- You can use Private Label Rights products to **build your own list**.
- You can learn to **bundle and promote Private Label Rights materials** as unique stand-alone products.



## 2.0 Buying Private Label Content

### 2.1 What Determines Quality Private Label Content

The use of private label content (PLR) material is growing in popularity for several reasons but the two most important reasons are simply time and money.

More and more webmasters are discovering private label content and are using it to fill their website pages with that all important CONTENT.

Entire internet businesses are being built around private label content as savvy entrepreneurs purchase, change and resell materials purchased from Private Label Rights websites, as well. But basically it all boils down to just two important reasons for the explosion of the popularity of Private Label Rights materials:

**Time:**

Let's face it. Time is a commodity that comes in limited supply for all of us. We all get the same number of hours each and every day and those who are engaged in Internet businesses find that almost all of those allotted hours are spoken for. There is very little (if any) time left to create content for websites (articles, E-Books, reports, etc.) and most certainly no time left to create digital products from 'scratch'.

**Money:**

The cost of content to fill web pages, newsletters and E-zines, can be prohibitive. It can cost anywhere from \$10 to \$30 to get just ONE article of excellent quality

written by a ghostwriter. Getting an entire E-Book written by a ghost writer can cost upwards of a thousand dollars. Even if a webmaster must have material that has been purchased from a private label website rewritten, the cost will be less than half of what having original material written would be.

Of course, all Private Label Rights materials are not created equally. Private Label Rights materials come in several very distinct varieties.

There is excellent Private Label Rights material, good Private Label Rights material, poor Private Label Rights material and then there is some Private Label Rights material that is just downright lousy.

You want Private Label Rights material that is of the excellent variety or at the very minimum good quality. So, you ask, how does one determine what Private Label Rights material is of good or excellent quality? Part of that answer lays in the eyes of the beholder...you.

If the material offered by a Private Label Rights website doesn't offer material that you can use or would be of little or no interest to your list, then it will be of no value at all to you no matter how well-written it is. So the first test of **quality** is **relevance**.

**Accuracy** of the information in the articles, E-Books and reports that are offered on a Private Label Rights website is super important. You want materials that have been written only AFTER sufficient research has been done. You are going to have to rewrite (or have rewritten for you) the materials that you download but the basic facts contained in the material must be accurate.

**Originality** is of the utmost importance when determining quality of PLR materials. This is a little trickier to determine but it isn't a bad idea to take one article and run it through [Copyscape](#). It isn't unheard of for private label websites to recycle their own material.

**Spelling and grammar** is another test of quality that you should be aware of when seeking a Private Label Rights website to subscribe to. If simple matters like spelling and grammar have not been checked before Private Label Rights materials are offered, you can bet that the rest of the material hasn't gone through any quality check either.

**Timely information** is yet another important check for quality of Private Label Rights materials. You don't need old news. The world changes quickly and what was considered fact yesterday may have been proven untrue today. The articles, E-Books and reports that you download from Private Label Rights websites don't need to be the reinvention of the wheel.

**Useful information** is always included in excellent or good quality Private Label Rights material. Writers can write. They can write about any given subject and fill entire pages with words and not include a single piece of useful information. There is a huge difference between words and information. There is also a vast difference between information and useful information.

The idea is for Private Label Rights material to save you time and money while helping you to fill your web pages with relevant content or to provide you with material that can be easily rewritten, rewritten and resold.

Excellent or good quality Private Label Rights material is:

- Relevant
- Accurate
- Original

And it should contain:

- Timely information

- Useful information

## **2.2 How and Where to Source for Private Label Content**

While the popularity of Private Label Rights (PLR) material has exploded in recent years, the supply of quality Private Label Rights websites has not kept up with the demand. The problem isn't that there aren't Private Label Rights websites out there.

There are a ton of them. The problem is finding one that has good-to-excellent quality materials being offered. Those are in very, very short supply.

The monthly subscription price isn't always telling as to the quality of material that will be offered on a Private Label Rights website although it can be an indicator.

The lower the price of the monthly subscription equals a higher number of subscribers is the norm.

That is; Private Label Rights websites that offer a lower monthly subscription fee, most often offer that lower subscription fee to more people.

This lower rate does not necessarily mean that the materials offered will be substandard. It only means that more people will have purchased the right to use them.

They will be used on more websites or offered for sale by more people and this will mean that more extensive rewriting will be required to avoid the 'duplicate content' problem.

On the other hand, a higher monthly subscription fee to a Private Label Rights website is no guarantee of better quality material. It only means that fewer people will have access to the material and that means that less extensive rewriting will be required.

Other than simple monthly subscriptions to Private Label Rights websites, there are websites that offer lifetime memberships for a single fee. Resell Rights Mastery is one such website.



You can find one at <http://www.resellrightsmastery.com/>. You can receive the lifetime Gold membership access (**\$197.00 value**) from [here](#).

There are other membership upgrades available within the membership site itself. New material is constantly being added to this site that comes with full resale rights.

This truly is an excellent value. For less than a three month membership is other excellent Private Label Rights websites, you can have a lifetime membership and unlimited access to Private Label Rights materials.

Another excellent site is PLRGold at <http://www.privatelabelrightsgold.com/> .



This site offers packages of PLR products and the purchases are limited. The last time that a package was offered (January 2007), the offer lasted only seven days and then it was permanently closed. The next time that a PLR Gold Master Rights Pack will be offered will be in June, 2007.

You can sign up to be notified of the offer and have an opportunity to purchase the package when it becomes available. PLR Gold Master Rights Packs also include profit pulling resources that are invaluable. According to the website, one fortunate purchaser, made a 1000% return on his investment in less than two weeks.

Of course, getting Private Label Rights materials is only half the battle. Once you lay your hands on Private Label Rights materials, the other half of the equation is to know how to make money with the material.

Once you get the material, you have to know how to use the material and you can learn that information at <http://www.plrsecretsexposed.com/> .



On the above site you will be afforded the opportunity to download video tutorials that will show you each step that you need to take in order to make your fortune with Private Label Rights and Resell Rights materials. You will be instructed by a master of PLR, **Edmund Loh**.

The first part of these instructions will show you through video instruction:

- How to Customize PLR Sales letters
- How to Customize PLR e-Covers/graphics
- How to Turn Your Documents into PDF Files
- How to Extract & Format PLR content

The second portion of the instruction includes:

- Re-titling & Branding Tips
- How to Strategically Insert Backend Links & Lead Captures
- How to Offer Master Resell Rights to a PLR Product
- How to Create Multiple Free Reports and Articles

The thing about Private Label Rights materials is that almost anybody can find them but almost nobody can use them effectively.

Most people who download Private Label Rights materials are either too lazy or simply do not know how to use the material to their greatest money-making advantage.

The main objective here, if I am not mistaken, is to in fact make money and the more, the better when Private Label Rights material is downloaded. Most people don't download Private Label Rights material for the purpose of seeing just how fast they can fill up their hard drives.

Unfortunately, if excellent material isn't downloaded or if downloaded material is excellent but the person who downloads it doesn't know how to use it, filling up a hard drive is about all that happened.

## **2.3 Great Tips on Buying Private Label Content**

It has only been recently (in the last couple of years) that Internet Marketers and entrepreneurs have discovered the great value of Private Label Rights (PLR) content and how it can be used on niche websites or rewritten, repackaged and resold as original digital products.

Brick and mortar enterprises have long used the internet equivalent of Private Label Rights.

These brick and mortar enterprises call the real world version 'raw materials'. They buy raw materials, mix them together, and resell sell them as parts of other products that the public buys.

Successfully purchasing Private Label Rights content is dependent upon two things:



(1) knowing where to look for great private label content and

(2) being able to distinguish the good from the not-so-good.

Some internet gurus have likened looking for great Private Label Rights content to looking for a needle in a haystack. Others say that the process is more like looking for a needle in a stack of needles.

There are a lot (huge understatement) of Private Label Rights companies out there in cyberspace. Finding Private Label Rights content is not a problem. Finding great private label content IS a problem.

You can spend a lot of money and even more valuable time searching for great Private Label Rights content. As we all know time equals money.

Here are two tips about **where to look** for Private Label Rights materials that can save you both time and money as you search for great Private Label Rights content:

**Tip #1:** Resell Rights Mastery is one place to look. You can find it at <http://www.resellrightsmastery.com/>. Again, you can receive the lifetime Gold membership invitation from me [here](#).

This Gold Membership will provide you with access to excellent Private Label Rights material and it also includes full resale rights. New material is constantly being added to the site.

The gold membership fee of \$197 is actually less than three months membership would cost on many other Private Label Rights sites so it is an excellent value.

The quality of the material offered is excellent and it meets all of the requirements that define 'great Private Label Rights content' that will be discussed below.

**Tip #2:** Visit Private Label Rights Gold at <http://www.privatelabelrightsgold.com/> . From time to time, this website offers packages of PLR (Private Label Rights) materials that come with full resale rights attached. The sales of these packages are very limited.

Usually the sales only last for one or two weeks. When the offer is withdrawn, no one else can purchase the same material again which means that those who have purchased the packages have a boat load of Private Label Rights materials that only a very small number of other people have.

This exclusivity means that much less extensive rewriting needs to be done to make the materials original as far as search engine spiders are concerned.

The last time that a package was offered was in January of 2007. Sales were limited to only 243.

If you had been one of the lucky few to get in on that sale, only 242 other people in the world would have access to the same Private Label Rights material.

The next package offering is scheduled for June, 2007. If you are really serious about the Private Label Rights and resell thing, you need to go to <http://www.privatelabelrightsgold.com/> and sign up now so that you will be notified when the package becomes available.

When you compare this kind of one-time Private Label Rights offering to monthly memberships in Private Label Rights company websites, you can easily see the huge advantage.

On Private Label Rights websites, it is true that membership is limited (usually). Even becoming a member can be a problem because there are usually long waiting lists so simply accessing Private Label Rights materials is more than a little difficult.

If you can get in on these (usually) twice annual sales of packages of Private Label Rights materials, there will be enough to fill your needs until the next sale happens or until your name finally makes it to the top of the Private Label Rights website waiting list.

**Tip #3:** If you join a Private Label Rights membership website, you should take the time to find out what restrictions are placed on the use of the material as well as the number of members that the website serves.

Remember this: the higher the number of memberships that are allowed, the lower the cost of membership will be and the more people there will be who have access to the same materials that you have access to.

As you search for Private Label Rights materials, you will find that private label websites have a wide variance in price as well as in materials that are offered.

It will be to your advantage to pay more per month for a membership that offers the same material to fewer people.

**Identifying great Private Label Rights content** is the second part of the equation. There are a great many Private Label Rights companies out there and all of them are not created equal.

They do not all have excellent quality Private Label Rights materials so you need to be able to tell what is good and what is not good.

Here are a few tips to help you determine whether the Private Label Rights material being offered by a Private Label Rights company is great or not:

Tip #1: **Relevance:** It really won't matter much how great the material is that is being offered by a Private Label Rights company, if the material doesn't relate to your niche or if it isn't work that can easily be made unique and usable.

Tip #2: **Accuracy:** The material you find at a Private Label Rights must be filled with accurate information.

You can't use material that claims the world is flat. You, better than anyone else, know the facts about your own niche, your own niche market and the needs and wants of the members of your own list.

Material that is filled with inaccurate information can't be transformed into great material that you can use.

Tip #3: **Timely Information:** The information super highway is constantly changing. New information becomes available about every given subject on a constant basis. Last year's news is no longer of any value.

Tip #4: **Spelling and Grammar:** Yes, it is true that you can 'fix' spelling and grammatical errors but you shouldn't have to.

Misspelled words and poor grammar are indications of sloppiness and laziness.

You can bet, that if the articles, E-Books, reports, etc. that you download from a Private Label Rights website are all full of spelling and grammar errors, the work will not have been sufficiently researched and it will also be filled with other errors that won't be nearly so easily corrected.

Tip #5: **Approach originality:** Let's face it. The same basic facts apply to almost every subject under the sun.

The difference in the approach to those basic facts is what makes an article, E-Book or report original.

Tip #6: **Useful information:** Information comes in at least two forms; useless information and useful information.

You know your niche and you know your list. The information that you provide needs to be more than just simple garden variety information.

It needs to be information that they can apply to themselves that will help them solve a problem or make their lives better in some way.

You are interested in more than simply filling up space on your website or in your newsletters.

**An added bonus:**

**Finding and identifying** great private label content is necessary but if you don't know **how to use it** to make money for you, it isn't going to do you a lot of good. So go to <http://www.plrsecretsexposed.com/> and download the offerings you will find there.

Once you have found and identified great Private Label Rights materials, your battle has only just begun. Remember that there of a lot of other people out there who have access to the very same material.

What you do with the Private Label Rights material is the determining factor of whether you will in fact make a bucket full of money or simply let the material sit on your hard drive, collect dust and become obsolete.

You can provide yourself with a huge advantage over those with whom you compete by learning how to make the Private Label Rights material uniquely your own.

You need to know the best methods available for re-titling and branding Private Label Rights content as your very own unique products.

You need to know that most effective ways and places to insert your affiliate links and even how to be able to offer mater resale rights to others for your own product that was constructed from Private Label Rights materials.

You can learn all of these things and so much more by visiting <http://www.plrsecretsexposed.com/> and downloading the information that you will find there.

## **3.0 Creating Your Own Private Label Content**

### **3.1 How to Create Your Private Label Product**

Out in the real brick and mortar world of commerce, companies buy raw materials (chemicals), mix them with other ingredients and create a new product which they sell to consumers.

In the cyber space world of commerce, companies buy raw materials (words), mix them with other ingredients and create a new product which they sell to consumers.

Out in the brick and mortar world, raw materials are purchased and used in a timely manner. Businesses don't let raw material sit on shelves of warehouses and just collect dust or lose strength.

However, sometimes in the world of internet business, raw materials (Private Label Rights article, E-Books, reports, etc) are purchased and then sit in a back corner of a hard drive and just collect dust and lose their relevancy as well.

Have you ever heard the old saying, 'Use it or lose it'? This old saying is full of wisdom about many things but it most certainly does apply to Private Label Rights materials.

Information is fluid.

It changes quickly and on the information super highway, that change takes place very, very quickly. When Private Label Rights material is purchased, it needs to be used and it needs to be used as quickly as possible before the information becomes obsolete or is replaced with information that is better and newer.

Use it or lose it.

Let's look at what you can do when you have purchased Private Label Rights materials. Maybe you have purchased an E-Book that is 20 pages long.

It may or may not come with a cover and a sales letter. Some do and some don't and it really doesn't matter much either way.

There is one word that you must keep in your mind at all times as you go through this process of creating your own private label product and that one vital word is '**uniqueness**'.

Remember that another 349 people or more have purchased the identical Private Label Rights E-Book that you have purchased. Most of these people won't or don't know how to create an original private label product that can be offered for sale using this private label E-Book.

Most of them will simply stick it on a website with only minimal changes or give it away to their lists. You can do better. You can actually make a lot of money if you will hold the thought of 'uniqueness' in your head as you follow these steps:

1. **Change the title of the E-Book.** You no doubt have editing rights so use them. This title change is absolutely vital and it needs to be done with uniqueness in mind. It also needs to be done with your own credibility and name recognition in mind. Change the title to read something like, 'John



Does' Way to Easy Dog Training'. Use your own name in the title. This is one of the best, fastest and cheapest ways to gain credibility and name recognition and the title will most certainly be unique.

2. **The next change is the cover.** The E-Book might not even have come with a cover. It very likely did not but it doesn't matter. You need to create your own unique cover or have one created for you anyway. There is an abundance of E-Book cover generating soft ware available on the internet. It is fairly inexpensive and you can even find free programs. This cover needs to be uniquely your own. You probably have a particular color scheme on your website or you have a logo. Use those as well as your own name in the title and create a unique cover that will be like no other.
3. **Make changes to the text.** These changes do not have to be extensive but they do have to BE. Remember that you are not the only one who purchased this E-Book so you need to change it. Making changes can be as simple as pressing F7 for a Microsoft word document and replacing one word with a synonym or adding some of your own expert knowledge to the book. Chapters can be rearranged or reordered. You can add some key words to the work. You can add your own affiliate links to the product, as well. Changing doesn't mean rewriting completely.

You now have your own product which you have made using Private Label Rights materials. You can sell it. You can make money selling it. You can sell it and give full Resell Rights to the product because it is now yours.

## **3.2 How to Make Money from Selling Private Label Rights Products**

Once you have located and purchased Private Label Rights materials and have successfully used them to create an original product, the next obvious step is to sell the product that you have created.

Making money is, after all, why you are in business in the first place.

Actually, Private Label Rights companies insist that products be changed. Resell Rights do not always come with Private Label Rights materials.

In fact, Resell Rights licenses are most often sold separately on Private Label Rights websites. Private Label Rights material must be changed in order to be sold. Private Label Rights materials can be used on websites and in newsletters and E-zines unchanged of course, but even that isn't very smart.

Those who use material purchased from private label websites without making changes to it are running a very high risk for search engine spiders to identify the material as duplicate content....something that we all try hard to avoid.

Assuming that you have changed the title of the E-Book to something that includes your own name or the name of your company and assuming that you have also changed the cover and made enough changes to the text of the work, added affiliate links and maybe graphics, then you are ready to sell your private label materials product as your own with full Resell Rights attached.

There is always more than one way out of the swamp and you have more than one avenue open to you for selling your private label product.

- The first, most obvious, most cost effective and certainly the simplest way to sell your private label product is to **promote it to your own list** if you have one. If you don't have your own list or if your list is still rather small, then this product also needs to be used to build your own all-important list.

- **Contact the webmasters of Resell Rights membership sites** and ask them to accept your product. The competition between Resell Rights products on these sites is fierce so your product needs to be top drawer. This method will help to build your credibility as well as your list. It will not, however, make you any money. You will be giving the product away but you will be leveraging future income by building your list and your credibility.
- **Recruit some joint venture partners** and launch your product(s) with a lot of fanfare. A very fine example of this kind of joint venture launch can be seen by visiting the Private Label Gold website at <http://www.privatelabelrightsgold.com/> . If you plan on using this type of joint venture launch you certainly do need more than just one product. You will need to create a package of Resell Rights products from Private Label Rights materials. Once you get started, you will see that although this appears to be an extensive and time consuming task, it really does not have to be either.
- If you have your own digital products that you are already selling, **you can add your private label product as a back-end**. Not only can you add it, you can even charge a higher price for it than you are charging for your own original product if you play your cards right. Promotion is the key. Offer your own original digital products in the PDF format and then include an offer for your private label product at the end and at a higher price than the original product was sold for.
- **Start your own E-zine** and offer your Private Label Rights products to your subscribers. E-zines are big in Internet Marketing. People subscribe to free E-zines that are devoted to topics that they are passionate about. You promote the free E-zine rather than the private label product.

- **Start your own Resell Rights membership website** with your own Private Label Rights products. You make your money from monthly subscriptions to the website rather than from the products themselves. If you just don't have the time or the desire to be obligated to constantly supply new material, you can sell subscriptions as a one-time-only event or you can follow the lead of Edmund Loh. He makes an offering of packages but only about twice a year. You can see an example of the way this is accomplished by visiting Mr. Loh's website at <http://www.privatelabelrightsgold.com/> .
- **Start your own Private Label Rights company** if you find that you have a great talent for creating original products from Private Label Rights materials. If you should determine that this is the best route for you, you should be aware that rewriting of material must be substantial. A little rewriting will not be sufficient for this kind of use of Private Label Rights materials.

### 3.3 Great Tips on Selling Private Label Content

The use of Private Label Rights material is an Internet tool that is relatively new. It hasn't been around but just a very few years. As always, anything new always invites controversy.

The controversy often comes from those who stand to lose the most if the new idea catches on. Probably those who made buggies were the ones who were most against the idea of automobiles.

You get the picture.

You can read articles and E-Books about the dangers of using private label content but the fact is that if Private Label Rights materials are used as they are intended to be used, there is simply no problem.

Private Label Rights materials are just raw materials. They are not finished products. Private Label Rights materials should be used AS raw material and there should be a new product after the private label material has been added to, taken from, changed or mixed with other ingredients.

If you follow this concept, you will have no problem creating and selling your private label content products.

First and foremost the product that you have created using private label content must be unique. If the product is an E-Book, at the very minimum you should have:

1. **Changed the title.** This changed title should include your own name or the name of your company. It should be a title that no other marketer would use and it needs to be used to give yourself credibility as well as to build your own list.
2. **Changed the cover.** Some E-Books which are purchased from Private Label Rights websites come with generic covers. Some don't have any cover. It doesn't matter because you really must change the cover.
3. **Made some changes to the text.** Text changes can be minimal, of course. Using Microsoft Word, you only need to press F7 and replace one word that is used in the document with an appropriate synonym.

And understand these are only the very minimum of changes that need to be made. You can also:

1. **Add graphics.** Adding graphics, especially those that have links embedded, is one of the easiest and quickest ways to brand a private label E-Book as your own. If you do not have a graphics program on your computer, you really should consider getting one. There are not any free ones that are worth the space they would take up on your hard drive, so you will have to purchase one.
2. **Add your own affiliate links.** Insert your own affiliate links in appropriate places within the text.
3. **Reorder the chapters.** Just simply cut and paste chapters in a different order and don't forget to change the table of contents to match the changes that you make.
4. **Add chapters or information.** Adding even one chapter, especially a first chapter, will give your private label product uniqueness.
5. **Delete chapters or information.** If the E-Book that you have purchased from a Private Label Rights website is too long, consider breaking it up into two separate books. This takes more extensive rewriting but the time will be well spent if you come up with two products rather than only one.

In short, the Private Label Rights material that you have purchased needs to be treated like what it is...raw material. Private Label Rights materials are not finished products unless you they also come with Resell Rights and very few of them do.

Now let's move on to some tips for actually selling your private label product. But before we discuss selling, let's talk just a minute about giving the product away. Yes, it is possible that you might very well want to simply give away your first (and maybe your first few) private label products.

The reason that you might want to give away a product is two fold:

**(1)** you want to build your credibility and/or

**(2)** you want to build your own opt in list.

Giving away a private label product is one of the more painless ways to accomplish these goals because you will not have much time or money invested in the product.

The way to accomplish giving away your private label product is to simply contact the webmasters of Resell Rights websites and ask them to list your E-Book on their sites.

No, you won't make any money but you will be investing in making future profits by building your list and your credibility.

Now let's really move on to some tips for actually making some money by selling your private label product.

**Tip #1:** You can offer your private label product **to your own opt in list** if you have one that is impressively long. This is the easiest and most painless way of selling it. All of the profits will be yours and yours alone. You won't have to share them with anyone else. The sales will also be limited only to your own opt in list and on your own website, of course, which does put a cap on potential sales. Still if you have an extensive list, selling to that list is almost as easy as falling off of the proverbial log.

**Tip #2:** You can line up some **joint venture partners** and launch your private label product to not only your own list but to the lists of your JV partners. This kind of promotion is usually very successful and you will make a great many sales in a very short period of time. All of the profits, however, will not belong to

you. You usually have to give your joint venture partners at least 50% of all the sales they make. Half of something is better than all of nothing, as the old saying goes.

Sometimes these one-time launches are used to launch only a single Private Label Rights product. They are more often used, however, to launch a package of private label products.

You can find an excellent example of how the multi-product launch takes place by visiting the Private Label Gold website at <http://www.privatelabelrightsgold.com/> .

These packages take a lot more time to put together but each product in the package is constructed of Private Label Rights materials which means that a lot less time, effort, blood, sweat and tears have gone into the production.

**Tip #3:** If you are already selling your own digital products, you can really boost your income and even create a brand new income stream by offering your Private Label Rights product as a **back-end product** for your existing sales. You simply add the link to your new private label product to the digital products you are already selling and charge more for the private label product than you did for the original product. It works.

**Tip #4: Start your own free E-zine.** People do subscribe to free E-zines in huge numbers. You can use your free E-zine to promote your private label products. You just promote the free E-zine rather than the products themselves. You build your list, increase your credibility and sell your private label products all at the same time.

**Tip #5: Start your own Resell Rights membership website.** If you find that you have a talent for creating new, interesting and unique digital products by using Private Label Rights material and if you aren't too lazy and aren't afraid of



some hard and on-going work, starting your own Resell Rights membership site might be just the ticket for you.

The way that money is made from a Resell Rights membership website is by selling subscriptions to the website and not by selling the private label products that have been created.

Those come with paid membership subscriptions to the website. You will continue to create your own new products using Private Label Rights materials to offer to your membership.

You will also be accepting materials from others who are creating products using Private Label Rights materials, most likely.

It is likely that you can even come up with some of your very own creative ways of selling the products that you produce by using Private Label Rights content.

The possibilities are probably only limited by your own imagination and your willingness to put enough effort into the project.

Entire internet kingdoms have been built by far-sighted and enterprising internet entrepreneurs who sell nothing but products that have been created by using Private Label Rights materials.

You, too, can be one of these super successful people. You have to be able to see the potential. You have to be able to recognize an opportunity when it presents itself and take full advantage.

Buying private label material and using it to create original products is fast and it really is a lot easier than it looks on the surface.

Is there a market for these private label products? You bet there IS! The internet is like a hungry giant that craves words to continue to thrive. Words are what the super information highway is built upon.

## 4.0 PLR Profit Strategies That Work



### 4.1 Spawn Products with Full Master Resell Rights

A salmon swims upstream, spawns and then dies and that is very much like what happens to private label products if they are used correctly.

A Private Label Rights E-Book goes through changes and becomes a new and unique product and the private label E-Book that it was born from no longer exists...except on the hard drives of people who have no idea how to use it to make major bucks....so it is as essentially dead as the proverbial door nail.

It would be a good guess that there are about a bazillion Private Label Rights articles, E-Books, reports, etc. that are lurking in dark corners of hard drives unused and even forgotten.

The owners of these hard drives are working hard every day trying to get an internet business to thrive while they ignore the one asset they have that could make that dream come true; the Private Label Rights materials that they already have.

Ladies, gentlemen and owners of hard drives everywhere, you don't have to work that hard to make a boat load of money on the Internet and you probably already have or can very easily obtain what you need to make wealth happen for you.

Private Label Rights materials that you either already own or can obtain are the raw materials of wealth....you just have to put them to work.

You may well already have Private Label Rights materials but if it has been sitting unused for a very long time, some of the material may be obsolete. Some correct information grows and changes over time.

There is of course constantly correct information....the world IS still round, for example. Basic facts are always the same but new information about those basic facts becomes available over time.

If the Private Label Rights material that you already have is more than a year old, you can still use a lot of it but you need to be certain that you update any outdated information.

If you don't have private label right material already, that won't be a problem. Private Label Rights materials can be obtained from many sources on the internet.

You can easily find Private Label Rights companies by using a search engine and looking for 'Private Label Rights companies'.

Now be aware that all Private Label Rights materials are not created equally and neither are Private Label Rights companies.

Private Label Rights websites are usually membership websites. That is; there is a monthly membership fee which you pay to gain access to the private label materials.

These membership sites most often limit their memberships to a specific number of people to avoid having the internet saturated with the same material.

The monthly fee is usually directly related to the number of memberships which are available; the higher the monthly fee, the fewer memberships there are and the opposite is also true.

As stated earlier, all Private Label Contents are not created equally.

You need to be able to identify what is great and what falls far short of that goal. Great Private Label Rights material is material that is:

1. **Relevant:** The material must be relevant for you and/or for your list.
2. **Accurate:** The facts in the material must be accurate.
3. **Original:** The material must be completely original.
4. **Timely:** The material must have up-to-date information included.
5. **Useable:** The material must contain information that is useful and useable.

Once you have laid your hands on some great private label materials, the next trick is to make them swim like a proverbial salmon up a stream of changes until

they spawn new products for you....products which you can sell yourself and give full Resell Rights with as well.

Private Label Rights material does not come with Resell Rights ordinarily. Sometimes Resell Rights licenses can be purchased but even that is not a common practice as it devalues the Private Label Rights material.

Private Label Rights materials are simply raw materials to be used to spawn new digital products. Private Label Rights materials can be edited.

You are given that express right with the purchase of them. It is a right that you should exercise to its fullest extent and keep the word 'uniqueness' in your mind as you make changes.

1. The first thing to do is to change the titles of all Private Label Rights materials that you own. This includes articles, E-Books, reports, etc. Every single title needs to be changed and you should use this editing right to put your name or company name into the title of the material if possible.
2. The second thing to do is that if the material is in the form of an E-Book, is to change the cover.
3. Make changes to the text of the private label material. The changes do not have to be extensive; just replacing a word that is used often in the work with a synonym is sometimes sufficient. You do have the right, however, to rearrange chapters, add to the work or subtract from the work.
4. You also have the right to add graphics to the text.
5. You may add affiliate links. The best places to add affiliate links is at the beginning of a work or at the end of a work or both.

Now you have a brand new digital product or even many new digital products. It or they belong to you and you can use them in several different ways to make money.

Here are just a few ideas but you can most likely come up with some others of your own:

1. If one of your new digital products is an E-Book, you can offer the book for sale and include master Resell Rights with the purchase. There are many internet business who are solely based upon the resell of digital products.
2. If your new digital products have been changed into a series of articles or even a short instructional course, you can offer them for sale as a package and also include master Resell Rights. Those who have E-zines or newsletters are always in search of packages of materials that can be loaded into their auto responders.
3. If you have a great many articles which you have changed sufficiently, they can be offered in packages of 4-6 or 8-10 and also include master Resell Rights.
4. If you are selling digital products of your own now, you can include your new product that you constructed from Private Label Rights material as a back-end product and even charge more for it that you did for your own original product.
5. You can use any of the above methods listed and if you include re-branding as well as master Resell Rights, you can charge a great deal more money.

Spawning new digital products by using Private Label Rights material is a smart, quick and very, very effective way to build your own credibility in the world of Internet Marketing.

You have the ability to brand yourself. Becoming a recognized name in your particular niche will increase your income in direct proportion to your credibility.

The better known you are, the more what you have to sell is worth and the more people are willing to pay for the digital products that you have for sale.

Most people are either too lazy or simply do not know how to use Private Label Rights material to make money and to increase their own brand recognition or promote their own credibility.

There are tried and true methods for accomplishing all three of these objectives.

If you feel as though you simply need more information in order to take advantage of the Private Label Rights opportunity, go to the Private Label Secrets Exposed website at <http://www.plrsecretsexposed.com/> and download the information.

You can learn a great deal about how to use private label material to your own best (and profitable) advantage. Don't let opportunity's knock go unanswered.

## **4.2 Build Your Mailing List with Private Label Content**

As all legitimate Internet Markets are well aware of today, a mailing list is a lot more than just a handy thing to have. An opt-in mailing list is absolutely vital to



the survival of any Internet business. In 2002 the Congress of the United States passed what is referred to as the CAN SPAM act.

The act became the law of the land in 2003 and since that time internet merchants cannot legally send bulk advertising email to anyone who is not a member of their opt-in mailing list. It is illegal to do so and the fines and penalties are stiff to put it mildly.

The opt-in mailing list is the lifeline of all internet businesses and building an opt-in mailing list is a subject that is discussed in depth among Internet Marketers no matter what niche they are involved in.

You have no doubt read again and again about the tried and true list building methods that are advocated by all of those who are in a position to really know the facts.

There are ways in which private label materials can be used to build opt-in mailing lists.

Before I can explain the use of Private Label Rights material to build your own opt-in list, I first need to explain what Private Label Rights material is exactly and the way you should view this material.

Private Label Rights is a relatively new-comer to the Internet Marketing scene. Although the basic concept of Private Label Rights has been around the brick and mortar marketing scene for many, many years, the idea has just recently been introduced into the world of internet commerce.

In the brick and mortar world of commerce, companies purchase raw materials all the time. Raw materials are the real world equivalent of internet Private Label Rights material.

Brick and mortar world businesses use raw materials to create new products which they then place on the shelves of retail merchants. The retail merchants, in turn, sell these products to the general public.

This is much the same way that Private Label Rights materials are most often used in internet commerce but these very same raw materials can also be used to build opt-in mailing lists.

It is of the utmost importance that you view Private Label Rights materials ONLY as raw material.

They are not finished products. Private label material can be used unchanged in newsletters and E-zines but even that limited use is not recommended.

If private label content materials are used unchanged, the chance of search engine spiders identifying them as duplicate content is multiplied a thousand fold. So you should always make changes to Private Label Rights material.

These materials are simply raw materials that, when used correctly, save you time, effort and money and help you achieve your goals in a great deal less time than it would take you if you had to write every word of text yourself.

Changing this raw material (Private Label Rights) into new digital products that you can use in any way you wish, is a fairly simply and very quick process.

In the real estate market it is said that only three things matter; location, location, location. In the world of Internet Marketing there is also only three things that matter; list building, list building, list building.

Using Private Label Rights material to create private label products is really not very difficult.

The work has mostly been done for you. The first thing that should be done is that the title of the article, E-Book or report should be changed.

That change, if you are smart, will include your name or the name of your company.

If you have private label E-Book about dog training, for example, and the title is 'Easy Dog Training', the title should be changed to something like, 'John Does' Easy Dog Training'.

The second thing to do is to change the appearance of a Private Label Rights product. If the product is an E-Book, change the cover.

If the product is an article, change the entire first entire first paragraph and add a sub headline.

You can also add graphics or affiliate links. You can add to a Private Label Rights material or take away from it.

You can separate an E-Book into a series of articles or combine a series of articles into an E-Book. Do what you want to do with the material but if you really want to use these Private Label Rights materials to build your opt-in list, you need to do one very, very important thing.

**Include a way in your private label product for people to join your mailing list!**

Maybe you are planning on selling your new private label product with master Resell Rights. If this is the case, then whatever, you have included in the work will be there when it is resold.

If there is a link in the work that will lead readers to your website and to your opt-in list, then the book will be out there working for you long after you have moved on to new projects.

The beauty of this is that it will work even if you also give re-branding rights to your private label product.

It will even appear that the merchant who is reselling your product is in effect recommending you and your mailing list to the readers.

**Add a bonus to your private label product that leads to your opt-in mailing list:**

Remember again, whatever you have included in your private label product will stay there even when you give Resell Rights to the product AND even if you give re-branding rights as well.

Resell Rights does not include editing rights. Re-branding rights only allows for the title to the work to be changed.

If you include an offer in your Private Label Rights product for a free subscription to your E-zine, everybody who buys that book will get that offer as well. Is this list building magic? You bet! People do love FREE anything.

If you have a membership website, you might include a free trial membership link in your private label product as well. Again...it is a freebie that very few people can resist and it is a great list building technique.

**Use your private label product to advertise yourself, your website and your opt-in list:**

Have you ever heard that old saying, 'Advertising pays'? The giants of industry both online and off line live by that motto. 'Advertising pays' is their mantra.

Subtle advertising, blatant advertising, paid-for advertising, free-advertising...no opportunity for advertising is ever ignored by those who are in a position to know just how valuable advertising is.

As you are changing a Private Label Rights work into your own original and unique product, you need to keep advertising yourself, your website, and your opt-in list in mind.

Include these subtle or even not-so-subtle advertisements in the text of the Private Label Rights work that you are modifying.

These advertisements can be included in the front of the work, at the end of the work and scatter through the mid part of the work.

It is of the utmost importance that a product that you create using Private Label Rights materials be of real value to those who will ultimately purchase it but that doesn't mean that you can't also advertise yourself, your website and your mailing list in the process.

**Use Private Label Rights products that you create in all of the usual and accepted methods of list building:**

Other than selling products that you have created by using Private Label Rights materials, you can also use these same reworked materials in various tried and true list building strategies.

With sufficient changes articles and E-Books created from Private Label Rights materials can be submitted to article banks and E-Book

repositories for other website owners and E-zine publishers to use free of charge.

They are required to include your resource box when these articles and E-Books are used and they cannot be modified in any way. So if you have included links to your website and thus to your opt-in list in these articles and E-Books, others will be promoting you to their own lists and on their own websites.

Private Label Rights articles that have been sufficiently rewritten can also be used as forum and blog posts above your signature tag that includes a link to your website. This is an excellent and time-saving method that will allow you to post to blogs and forums more frequently and even more effectively with a lot less time and effort on your part.

There are many ways to use private label products for the purpose of list building even if you are making a boat load of money at the same time.

You can probably come up with a few more and even more creative ways to use Private Label Rights products for list building on your on.

## **4.3 Build Your Branding with Private Label Rights**

Branding is such a vital part of all marketing ventures both online as well as off line.

The brick and mortar world of commerce understands the importance of branding and branding has been an important and vital part of all brick and mortar products for many years.

Branding and name recognition isn't as well established in the world of Internet Marketing but it certainly should be.

Think about the real world brand of say, Coca Cola.

Is there anyone in the free world (or even in the not-so-free-world) who doesn't recognize that red and white logo or recognize the name, Coca Cola or Coke? Probably not. The brand and the name are universally known.

Let's take that thought a step further. Do you know or would you recognize any of the names of the ingredients of Coca Cola? That's doubtful. The ingredients are merely raw materials that are mixed together to create what we all know and recognize as Coca Cola. There are many Coca Cola products.

There is Regular, Diet, Caffeine Free and Diet Caffeine Free and all of these products come packaged in a variety of ways. There is 12 ounce cans in any of the various varieties or 2 liter bottles, for example. But no matter how it is packaged, we still all recognize the brand...Coca Cola.

Okay, granted. Your digital products are not very likely to become as recognizable world wide as Coca Cola but you still need to promote your own brand.

Your digital products need to have brand recognition in your own niche market at least. Branding and name recognition are both vital pieces of success in any business enterprise.

You can use Private Label Rights material to provide yourself with brand and name recognition.

As a matter of fact, using Private Label Rights material to accomplish brand and name recognition will save you a lot of money and make the job a lot faster, as well.

How long would it take you to write 100 E-Books or how much would it cost you to have 100 E-Books written?

The answer would be, 'a lot either way'. You also need articles with your name on them in order to great brand or name recognition and you need a lot of those as well.

A great many 'reports' on what ever niche you are trying to establish yourself as a guru in are also of the utmost importance.

Unless you are a very prolific writer, you need help and Private Label Rights material can provide that help at a reasonable cost and in a reasonable time frame.

Private Label Rights material comes with editing rights. That means that when you subscribe to a Private Label Rights website or purchase Private Label Rights materials, you have to right to edit the work.

The first thing to do is to change the title. When you change the title, you put your own name or the name of your company into the title itself.

If you have purchased an E-Book with a title of 'Flower Gardening Made Easy', you should change the title to something you 'John Does' Easy Flower Gardening'.

After you have made other changes to the work, you can then market the E-Book with master Resell Rights attached and begin establishing yourself as a guru as well as making your name recognizable....what is known as 'branding'.



The same kind of title change should be made to all of the Private Label Rights articles and reports that you purchase as well. Don't ever miss an opportunity to put your name or the name of your company out there in the public eye.

Private Label Rights materials come with editing rights. Resell Rights materials do not come with editing rights ordinarily.

However, some Resell Rights materials will come with 're-branding rights'. If re-branding rights are attached to Resell Rights materials, this means that you can change the title of the work and include your own name in the title.

Use these Private Label Rights materials to build your own credibility and your own brand and name recognition.

## **4.4 How to Build an Online Empire with Private Label Content**

In the world of Internet Marketing, 'Private Label Rights' is a relative newcomer. The idea hasn't been around all that long but it is growing in popularity every day for the very simple reason that 'IT WORKS'.

Empires are being built using Private Label Rights content and fortunes are being made using Private Label Rights content. You can made your own fortune and create your own empire by using Private Label Rights materials.

The internet isn't called the 'information super highway' for nothing. It is called that because it is the way that people use to get information that they need or want.

Yes, there is free information available and people use the free information, but they also readily BUY information as well and that is where Private Label Rights materials come into play.

When Private Label Rights materials are purchased, they always come with editing rights attached. Private Label Rights articles, E-Books, reports, etc. are not 'ready-to-wear'. They MUST be edited to some degree.

You should remember that when you purchase a monthly or one-time-fee membership to a Private Label Rights website that you are not the only person who has access to the Private Label Rights materials on that website.

Granted, the memberships are always limited on the good sites but 'limited' does not mean 'exclusive'.

Several hundred other people can use the same material that you can use. So editing is a right that you should use and use to your own best advantage.

"That's great", you say, "but how can this editable Private Label Rights material be used to build my own empire and make my fortune?"

We'll get to that but first let's discuss the editing that you need to do before you are ready to make money with the Private Label Rights material.

Every title of Private Label Rights material needs to be changed. Think of Private Label Rights material as raw material.

You need to mix it and make it your own. The first way to start accomplishing this is to change the title and include your own name or the name of your company in the title of every article, E-Book, report, etc. that you have downloaded.

Enough changes need to be made in the text so that the search engine spiders will not identify the material as duplicate content. Always change the first paragraph. Add to it. Take from it. It doesn't matter how you do it but you do need to do it.

E-Book covers need to be changed. Sometimes E-Books come with generic covers when they are purchased from Private Label Rights websites and sometimes they do not. It doesn't matter because the cover needs to be changed anyway. The same is true of reports.

Once you have made the necessary changes to the Private Label Rights material that you have downloaded or had the changes made for you, you will be ready to start construction your own internet kingdom and making your own fortune using Private Label Rights content.

**Promote and sell reworked Private Label Rights material with Resell Rights attached:**

Once you have rewritten and reworked Private Label Rights material sufficiently, it is a new work. It is a work with your name on it and one that can be sold. You now have a product....your own product....a whole bunch of products!

Selling a product which has been constructed from private label content is accomplished in the same way that selling any other product is accomplished.

You can, of course, advertise, promote and sell the product to your own list and on your own website. You can promote it using all of the established paid-for and free advertising methods.

You can find joint venture partners and hold a major launch event for the product that you have created using Private Label Rights materials.

When you do a joint venture, of course, you usually give your joint venture partners at least 50% of the selling price.

Considering that creating the product took very little time or money, it is a very good deal.

**Use your reworked Private Label Rights content to open your own paid membership site:**

The Private Label Rights website from which you purchased your original Private Label Rights material will probably have a stipulation in the agreement that you must agree to that prohibits you from taking the material from the site and posting it unchanged to another Private Label Rights membership website.

They are within their rights to do that. You wouldn't want to do that anyway unless you were really lazy or just not to bright. The search engine spiders would find it and shut down such a duplicate site in a heart beat.

However, once Private Label Rights materials have been reworked and rewritten, they are new materials. You can use that material in any way you wish including starting your own paid membership site.

Now, this site might be a Private Label Rights membership website or it might be a paid membership site devoted to providing information on a particular topic.

It could be a site devoted to providing Resell Rights material to members. The point is that you have all of this now original material and there are those who will be happy to pay you for the privilege of using it.

Membership sites, particularly those who have limited memberships available, are a very lucrative income stream. The income is on-going rather than one-time.

Fortunes have been built with membership websites in the past, are still being built today and will continue to be built into the distant future.

Why are limited membership sites so popular? That is a really rather easy question to answer. People like exclusivity.

They really like being one of the few and they are perfectly willing to pay for that privilege.

A word of caution: the material that is offered on a paid membership website must be of the highest quality.

When you use Private Label Rights material as content for a paid membership website, it is vital that you make sure that the material is unique, timely, and valuable to the website members.

**Use reworked Private Label Rights content to build multiple e-zines or blogs and make money from adsense/advertising:**

Online empires are built in many different ways. One of the ways is by producing multiple E-zines and running multiple blog sites.

One of either or even one of each will not likely produce enough income to build a fortune but many can. Each E-zine takes time to produce and each blog requires multiple posts.

Both can be extremely time consuming occupations. However, if the material that you need to produce the E-zines or make blog posts has already mostly been written for you, your time can be cut down to near zero for each.

Private Label Rights materials can be used with very, very few changes in E-zines. You will only need to change the title and add affiliate links or links to your own products.

When you have your E-zine form already established, all you need do is insert Private Label Rights material, load it into your auto responder and hit send.

Only slightly more rework of Private Label Rights articles are needed for them to be easily converted into blog posts.

Then it is a simple matter of visiting your blog site, copying and pasting your post to a screen and hitting send.

Each E-zine and each blog site will no doubt have adsense advertising included.

When you don't have to spend hours producing content for E-zines and blogs it means that you can have a great many of each and each one will have a list and each list consists of people....some of whom will purchase the products that you are advertising. The more blogs and the more E-zines you have, the more potential customers you reach.

It's just simple math.

There are a multitude of ways in which Private Label Rights materials can be used to build your own online empire and build your own personal fortune. You don't have to be a genius and you don't have to spend 25 hours a day in front of your computer.

When you purchase Private Label Rights materials, the research has been done for you. The organization of the information has been done for you.

The ideas are there and all they need is for you to make a few changes to the material for it to become new material that you can use in any way you see fit.

You can everything in a package of Private Label Rights material or you can use only a few things. You can add to it or take from it. You can put your own name in the titles. You can sell them outright or you can use them to create your own membership website.

Buying and wisely using Private Label Rights materials can build your empire and your fortune and allow you the time to enjoy your life now as it is happening.

## 5.0 In Closing

### 5.1 The Single Most Important Success Factor in PLR Marketing

Private Label Rights (PLR) marketing is a rather new concept in the world of Internet Marketing in general. It isn't brand new but it hasn't been around more than a couple of years so you might say it is still in its infancy.

Like all marketing, both of the online and off line variety, Private Label Rights marketing will be tried by many.

A few who delve into Private Label Rights marketing will become shining successes and build empires, others will do alright and make a decent income but most will become complete failures.

In most marketing endeavors the secret to success is 'hard work and long hours' but that isn't the determining factor between success and failure for Private Label Rights marketing.

Hard work and long hours can be invested in Private Label Rights marketing but without **uniqueness** they will be wasted.

Yes, being willing to work hard and being willing to invest as many hours as are required are both essential to the success of all business enterprises. Those two factors are 'givens'.



Those who are lazy or unmotivated should just keep their day jobs and forget about empire building and fortune making because neither will happen without work and time investments.

However, hard work and long hours are not the deciding factor when Private Label Rights marketing is the endeavor. **Uniqueness** is what separates success from failure.

The same Private Label Rights materials are made available to many people. Private Label Rights membership sites usually have limited memberships, that is true, but the membership is limited to as many as 350 people are more.

Let's say you belong to a Private Label Rights membership website with a membership that is limited to 350 people.

That means that you and 349 other people all have access to the same identical material. All of you can download and use it. This is where **uniqueness** comes into play.

Each person who downloads the material can edit it...that right comes with the membership....and just how uniquely you edit and use this material will be the determining factor of the success of your Private Label Rights marketing endeavor.

Private Label Rights materials should always be viewed as raw materials. They are not ready to use.

The right to edit always comes with Private Label Rights materials and that right is one that should be exercised so that your copy of the Private Label Rights material is made completely unique.

Titles must always be changed. This includes titles of E-Books, articles and reports. There are no exceptions.

The trick to changing a title and making it unique is a fairly simple one. Just use your very own name in the title and rearrange the way that the key words in the title are presented.

For example: if the title of a Private Label Rights E-Book that you have downloaded is, "Help Yourself with Self Help Techniques", change that title to, "Let John Doe Help You Help Yourself". All of the key words are still there but the title is uniquely your own.

This same uniqueness needs to be applied to all changes that you make in Private Label Rights materials that you download no matter how you are planning on using them to build your online empire and your fortune.

Always change the first sentence of every Private Label Rights product. Add your own key words.

You can add your own original graphics to downloaded Private Label Rights materials.

There aren't any good free graphics programs that I am aware of but there are some very good ones out there.

Add your affiliate links to Private Label Rights materials. The best two places in a work to add affiliate links is at the very beginning and at the very end but affiliate links may also be added in the middle of Private Label Rights materials as well.

It is true that the internet is a big place and if only a few hundred people have access to the same Private Label Rights material that you have access to, that in itself makes the material fairly unique but not unique enough.

You must add your own flavorings to the Private Label Rights materials that you are going to use to build your online empire.

They have to be different from other offerings of the same material that are available even if that number is extremely limited.

Empires can be built and fortunes can be made using Private Label Rights materials but not unless you include one very important ingredient....**UNIQUENESS!**

# Recommended Resources

## Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

## All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

## Recommended Payment Processors

[2Checkout.com](#) – start accepting credit card payments from customers from several parts of the world!

**BONUS!** Grab Your Lifetime GOLD Membership Access To:  
**PLRSECRETSEXPOSED.COM**

**(\$97.00 Value)**



Discover the jealously guarded secrets of Top Internet Marketers who are making a killing from Private Label Rights! Imagine learning things like:

- ✓ **The expert answers to the most Frequently Asked Questions on Private Label Rights!**
- ✓ How to take full advantage of every Private Label products you have in your hard drive and convert them into cash!
- ✓ **How to effortlessly create your very own Private Label content at **ZERO** cost!**
- ✓ What to look out for in a Private Label product before purchasing it,
- ✓ **How to smack your competitors flat even though they may own the Private Label Rights and (Master) Resell Rights to the same products as you do!**
- ✓ **And so much more! This is barely in a nutshell.**

**[Click Here to Join PLRSecretsExposed.com](http://PLRSecretsExposed.com)**  
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Gain INSTANT access to Resell Rights Mastery as a Gold member and get your hands on:

- ✓ **A constantly adding collection of brand new Resell Rights products** that you can resell and keep all the sales,
- ✓ **Rich Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,
- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.
- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,
- ✓ **And much, much more!**

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