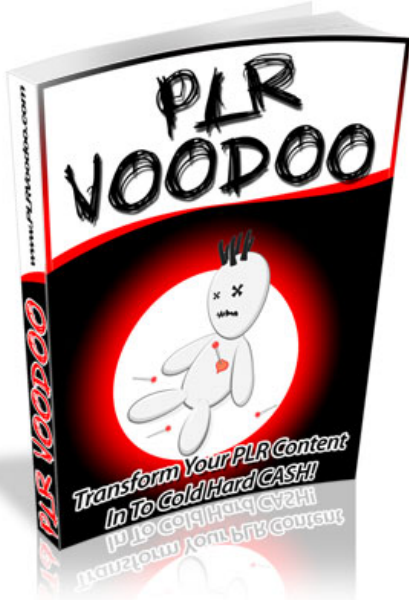


PLR VOODOO

Transform Your PLR Content Into Cold Hard Cash

Published By [Hodgkinson Marketing Ltd](http://www.hodgkinsonmarketing.com) 2007

Disclaimer : The information contained in "PLR Voodoo" represents the views of the author. The book is for informational purposes only. Neither the author nor the publisher makes any guarantee of income.



Master Resell Rights Terms & Conditions

Congratulations you now own the Master Resell Rights To PLR Voodoo (A **\$47.00 Value**) Please abide by the licence terms below:

PLR Voodoo Licence Terms:

- YES - Can be packaged
- YES - Can be used as bonus
- YES - PAID Membership sites
- YES - Can Be Sold Via Auction Site
- YES - Sell Master Resale Rights (Rights Are Transferable)

Side Note: Always keep up to date with the latest resell, master resell and private label rights product news by subscribing to the [Resale Rights Review](#)

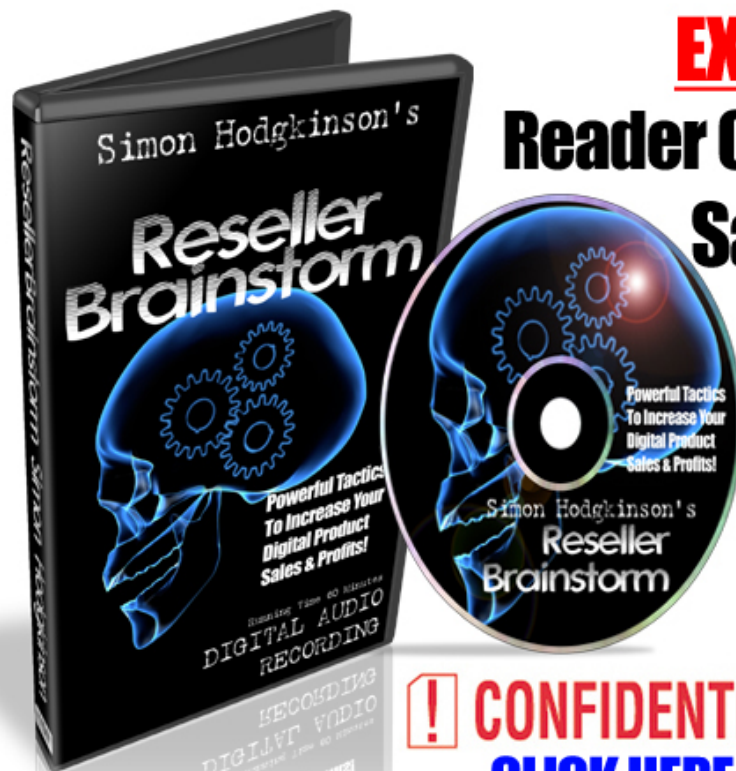
As A Subscriber You'll Get:

- Informed about all new 'With Rights' releases.
 - Exclusive 'Subscriber Only' discounts on NEW products.
 - Hot nuggets of info that'll maximise your profits.
 - Regular EXCLUSIVE low cost profit makers.
 - And the occasional FREEBIE for good measure.
-

SPECIAL **READER ONLY** BONUS:

As A Special Thank You For Ordering **PLR Voodoo** You Are Now Entitled To **Grab A HUGE 50% Discount** Off My Brand New Training Course

Reseller Brainstorm . . .



EXCLUSIVE

**Reader Only Offer
Save 50%**

! CONFIDENTIAL
CLICK HERE TO ACCESS
THE SECRET DISCOUNT PAGE

PLR Voodoo

You know what...

Private Label Rights are HUGE right now in Internet Marketing.

Everywhere you look you see PLR being used by big name "guru's" all the way down to "newbies" looking to just get started online.

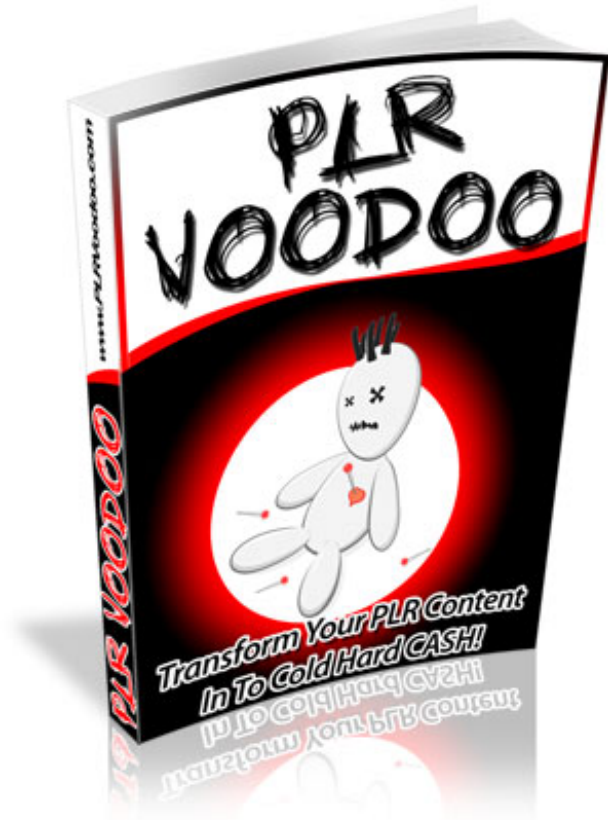
That's because there are incredible advantages to those who use PLR.

And it's not just on the buyers side.

Those who are content creators and writers are finding out that they can do very well for themselves simply doing what they are good at - writing, creating content, etc - and leave the heavy-duty marketing to the pro's. **The explosion of PLR recently is because PLR is great for those who buy it and those who sell it.**

Those who **buy** PLR save themselves time, energy, effort, and money by buying already finished products and content that they can turn around and instantly resell. Those who **sell** PLR are able to increase the profitability of their content by selling the PLR to several customers.

With that said, there truly is a lack of information out there about PLR. Most people who buy PLR simply turn around and try to resell the product as is.



Fact is, the majority of people out there don't realize just how powerful a tool PLR can be.

Those who use PLR properly will be able to create constant streams of income with virtually zero effort.

First, the very basics for those of you who are new to the concept of PLR. I assume most of you are fairly familiar with the concept, so we won't waste too much time here.

Just a short and sweet explanation.

PLR is short for **Private Label Rights**.

Private Label Rights are also sometimes referred to as "Private Label Resell Rights". The simple definition of Private Label Rights is that they are rights passed on from the creator of the product or content, that allows the purchaser of PLR to edit and modify the content and also claim authorship of the content.

This is **NOT** always the case, as some people who sell PLR to products or content make specific restrictions on what the customer can do with the rights they've purchased.

It isn't important what the rights are called.....in this instance, PLR.

What is important is the **TERMS** that come along with the content you purchase.

For the most part PLR are rights that give you freedom to use the content as you choose. However, just because someone labels what they are selling you as "PLR", doesn't mean that you have total freedom to use the product as you choose.

Simple answer to this problem - Read the terms of the agreement BEFORE you purchase.

If the terms aren't available, ASK the seller what the terms are BEFORE you purchase.

Allow me to say, this can be completely and utterly confusing for people unfamiliar with the concept of PLR.

For the sake of simplicity, in this ebook when I talk about PLR - I am referring to rights that allow you to "do whatever you want" with the product or content.

Perhaps we should change PLR to "DWYW" (Do Whatever You Want) rights 😊 (Just a thought)... For now, I guess we're stuck with PLR, so that's what we'll use in this ebook.

AGAIN - For simplicity's sake PLR when used in this ebook refers to rights that allow you to "do whatever you want" with the product and/or content you purchase.

This is a question many people have, so I decided I should cover it for those still trying to grasp the concept of PLR.

When you purchase **Resell Rights** to a product you are buying the right to Resell that product to others.

When you purchase **Master Resell Rights** to a product, you are buying the right to Resell that product to others. You are also buying the right to sell the Resell Rights to others as well. This really gives you 2 "products" to sell.

The product itself and the Resell Rights to the product.

With Resell and Master Resell rights, you cannot edit the product. The product you purchase is delivered to you in a format that does not permit editing. Often PDF or as an EXE Ebook. When you purchase PLR (Private Label Rights) to a product, you are buying the rights to make changes to the product and claim authorship of the product. You can also sell the product "as is" if you so choose.

With PLR the product will be delivered to you in a format that allows you to make changes to it. Often as a RTF (rich text file) or as a simple TXT (text file).

PLR does not automatically mean that you have Master Resell Rights to the product. This is a tricky thing for many people to understand.

Always - always! - check with the person you are buying the rights from to find out EXACTLY what rights the product/content comes with.

I suggest you do always do this BEFORE making a purchase, this way you don't have to ask for a refund. Ask questions first, then decide if the product/content is right for you.

Right now, the definition of PLR is changing and evolving constantly in the world of internet marketing. Some people consider PLR (Private Label Rights) the right to take the product and label it as your own, while making few or sometimes no changes to the work.

At the same time, the term PLR is evolving online into rights that basically give those who purchase PLR the freedom to do whatever they would like to with the content.

As I said before, always find out the TERMS of the license you are buying. Just because 2 rights are both called "PLR" doesn't make them the same. The terms of these rights are what is most important.

You need to understand that before doing anything with the content you purchase.

PLR rights allow you to purchase content and place your name on it as the author. This makes it an easy "turnkey" solution for people looking to sell their own product, but don't have the time or skills to create a product on their own.

When you buy PLR rights, as soon as you change the name from the original author's to your own....you INSTANTLY become an author.

No long hours, slaving over a hot keyboard or staring at a blank screen trying to figure out what you should write.

Purchasing PLR also allows you to save time.

Time is a valuable commodity, one we can't get back once it's gone.

Sometimes the fastest way to accomplish what needs to be done is to spend money to get it done.

With that said, the most effective way to use PLR is to do MORE than just change the name of the author. Every change you make to PLR content that you buy, makes it that much more unique. That much more of your very **OWN** product or content.

PLR gives you something to start with, that you can use to create your own product. Which, for most people, is a whole lot easier than starting from scratch.

Broken down at the most basic level, there are 2 ways to profit from PLR.

1) You can buy PLR rights to products and use the content yourself

2) You can sell PLR rights to products/content that you create
Basically, you're either buying PLR rights or you're selling them. This line blurs the deeper you get into understanding PLR rights.

But for the sake of keeping things simple at the start, this is a good way to look at things. This is the fastest and easiest way to make money with PLR products that you purchase. **But it is also the most inefficient way to profit in the long run using PLR.**

Boom!... You buy the product, download it to your computer, and upload it to your website. Add a "Buy it Now" link, and you're ready to start making sales.

The only problem is there will be other people who do the very same thing. This means not only will you have direct competition, but you'll have direct competition selling the **EXACT SAME PRODUCT** as you.

This often means that the only way to compete is on price, which will lead to a "price war" between everyone selling the product this way.

This "price war" only lowers the value of the product in the customer's eye, and cuts into the profit margins of the sellers.

The only efficient way to make money selling a product "as is", is if you have a responsive opt in list to immediately sell the product to.

This way you can upload the site and immediately send out an email and start making sales.

I'll cover this method a little more when I talk about what I call "PLR Brokering" later on in the ebook.

This is a fantastic way to develop your own line of information products in a short period of time.

While everyone else is busy trying to sell the same exact product to the same exact market, you work behind the scenes making a few changes to the PLR product you purchased. You find a part of the product where you feel the quality is lacking and you add some additional valuable info.

Basically what you are doing here is taking the PLR product you purchased and using it as a "template".

Instead of trying to write a brand new product from SCRATCH.....you simply take the PLR product you purchased and make it your own.

This is the one of the main reasons why you bought PLR rights.....to become an INSTANT author without any of the aggravation that comes with writing.

Make sure you put your name as the author, so you at least get some of the respect and prestige a "real" author does.

Just having your name on the product will make everything you say that much more credible. Over time, this will help you establish yourself as an "expert" and help your business grow.

Sometimes the only thing that separates a HOT product and a "dud" is the title.

The title of a book can often take it from failure status to best-seller.

Direct marketing legend, Ted Nicholas took a book titled "The Entrepreneur's Manual" and changed the title to "Why S.O.B.'s Succeed in Business and Nice Guys Fail" . . . sales went thru the roof.

E. Haldeman-Julius, the publishing genius responsible for the "Little Blue Books", regularly changed the titles of books that didn't sell well.

He called it sending the book to the "hospital". The title of the book would be changed to something more powerful and the contents of the book would be left the same. Trips to the hospital often resulted in HUGE jumps in sales. Haldeman-Julius sold these "Little Blue Books" by title only (there were no sales letters), so the title was the only information the customer had about the book.

Some examples of titles that turned around sales :

- With sales struggling, the book "Fleece of Gold" had it's title "spiced up" into the more seductive "The Quest for a Blonde Mistress"**Sales increased by 833% from 6,000 to 50,000.**

- With the simple change of the title, 2 Little Blue Books saw their sales **more than triple in volume**.

The first was titled "Patent Medicine", the title was changed to "The Truth About Patent Medicine".

The second was a book by Oscar Wilde called, "Pen, Pencil, and Poison", whose title was changed to "The Story of a Notorious Criminal".

E. Haldeman-Julius talks about the titles of his "Little Blue Books" in his hard-to-find book,

"The First Hundred Million".....a marketing classic.

He devotes an entire chapter to the process of changing a book's title. The chapter is titled, "The Hospital" with the subtitle, "How Little Blue Books Are Given New Zest by New Titles!".

Controversial and thought provoking titles SELL.....plain and simple.

This goes right along with changing the title.

Give your newly-titled ebook some brand new kick-ass graphics.

Most of these PLR products that are sold come with rather boring, generic graphics. Yeah, they look "professional" but they just seem to have a generic feel to them.

Spice up your new version with some sharp graphics. If you can't do this yourself, have a pro do it. You can usually get a nice header and an ebook cover done for around \$47 or so.

If you're serious about taking your new product to the next level it may be worth the investment.

Here is a list of very capable designers who can help you create some original graphics

www.flycovers.com <http://ecoverexpert.com/>
<http://www.ecoverartist.com/>
<http://graphics4marketers.com/>
<http://ecoverfrog.com/>
<http://www.ebookgraphics.com/>
<http://www.MinisiteGraphics.com>
<http://www.ecoverslab.com/>
<http://www.trendyecovers.com/>
<http://www.affordablegraphicsandbanners.com/>
<http://www.HiDefCovers.com>
<http://www.BlingCovers.com>
<http://www.eCoverFX.com>
<http://www.eCoverDesign.com>
<http://www.Amazing-eCovers.com>

If you'd like to try and make your own graphics, I suggest checking out –

<http://www.thelogocreator.com/>
and <http://www.webgraphicscreator.com/>

Both programs are made by the same company but have different functions. For ebook covers and headers all you really need is the second software I mentioned the "Web Graphics Creator"
<http://www.webgraphicscreator.com/>

Now that you've taken your PLR product and turned it into your own unique product, **you need to make sure you use it to add even more money into your bank account.**

Add affiliate links to products that you mention in the book.

Far too often, I see people publishing ebooks and linking to a product, but NOT using an affiliate link.....that's what affiliate programs and affiliate links were MADE for.

There is **nothing wrong** with adding an affiliate link when you recommend a product or service in your ebook.

If you're not doing this, then maybe you need to re-think your decision to be an internet marketer.

Maybe you have a higher priced product that relates to your newly modified PLR product.....

Why not use your new product to **promote your other product?**

Another way to maximize the potential of your modified PLR product is to **make the product viral**. Use the product to help you build a list. *Or promote your own site or e-zine.*

Include links to all of your other products, services, mini-courses, ezines, etc.

A good way to do this is to include a short "**About the Author**" or "Author Bio" section. You'd be surprised how many people like to know about the person whose book they are reading.

Maybe think of including a picture of yourself. Don't be shy. The majority of people out there like to put a face with the name and words of the author.

Some authors even include banner ads or some other form of straightforward advertising in their products. **Be careful with this.** Especially in ebooks you are selling.

Too much blatant advertising will turn many readers off, and may result in more refunds. It's best to keep things simple by using recommendations and other forms of "soft selling". Blatant advertising has it's place, but it's probably better to use this method only when publishing a FREE ebook, which we'll discuss more later on.

Add to the ebook - pictures, screenshots, graphics, affiliate links, recommendations, tips and tricks boxes, etc

Add some Pizzazz to your new product.

Make it stand out from the rest.

Add pictures, stock photos, screenshots, graphics, audio or video snippets, etc.

Make you ebook MORE than just PDF file with some text.

Make it something special.

It's incredibly easy to add all of these features to products with Open Office or Word. (Open Office is a FREE software makes your life as a digital product creator easy. <http://www.openoffice.org/>)

Getting creative and spicing up your ebook makes your product stand out from the rest, and adds value at the same time.

People are always looking to get their articles published online.....

Why not publish their articles in your ebook?

There are tons of articles written on almost every topic you can think of.....why not add them to your current PLR content???

Contact the author of the article(s) and ask them for permission to use their article inside your new product. You'll credit the original author in the ebook....**I'm not talking about "stealing" content here.**

Yeah, there's tons of article sites out there....but here's the thing.....people are lazy, some people don't want to go around looking for articles. Why not take these articles and add them to your PLR content? This way you are saving your customers time by putting all the information in one place - your product.

Talk to the article's author.....if they have a product or service they are promoting with the article, see if you can link to it with your affiliate link. This way you'll be adding value to your product, creating viral traffic for the article's author, and also adding a possible stream of income to your product.

While also providing more information and value to your readers...
EVERYBODY wins!

Another way to take a generic PLR product you purchase and spice it up is by **adding related resources, links, interviews, etc...**

You'd be surprised how many authors, especially of PLR content, don't do a good job of providing easy access to resources for their readers.

Personally I HATE it when ebooks don't tell me about other resources I can find on the topic. I also hate it when ebooks don't use active links in them...

I know it makes me sound lazy, but I get upset when I have to take a link in an ebook and TYPE it into my browser.

What a hassle... (laugh)... It's SO easy to make links in an ebook live and clickable... do your readers a favour and **make their experience with your product as user-friendly as possible.**

Interviews are another great way to add content to an existing generic PLR product you purchase.

Interview an expert and plug their answers to your questions right into your new product. Or get even sneakier and ask someone a couple really specific questions about information in your product, then add something like this to your PLR content :

"I asked John Smith, the author of "Affiliate Marketing For Beginners", for his opinion on how to find a good product to promote. His opinion was that....."

See you can take an expert's answers to your questions and weave and flow them into the generic PLR content that you bought.

Talk about a way to make your content **UNIQUE!**

Yet another way to make your content unique is to add famous or inspirational quotes to your PLR content.

People love quotes. They take quotes they love and put them on their walls, they tape them to their desks, heck some people even have quotes TATTOED on their body. Add some related or simply inspirational or educational quotes to your content to give it some added ZEST.

If you wanna get really sneaky... you could make all the quotes in you ebook clickable.

That clickable link would take visitors to a quote web site you set up... heck you don't even need a whole website... just make a simple quote page... throw some AdSense on it, and maybe some Amazon links and you just created another potential source of income...

This may not make you a ton of cash right away, but if you set up a simple "famous quotes" site or page.....and then have all the quotes in all your products link to it, you'll start to see free traffic flow to that page. **Just a wacky idea...**

You can always **add public domain content to your PLR content.**

Public domain content can be used "as is" or you can edit it before you add it to your content. This is a quick and easy way to add more content to your PLR content.

This page here –

<http://www.booksforabuck.com/general/pubsources.html>

does a good job of listing good sources for public domain content.

Yes, it's great to be able to have your own products that you resell yourself. But don't let they way of thinking stop you from maximizing the profits you pull out of your new product.

Once you've modified the product, changed the title, changed the graphics, etc... **You now hold in your hands your own unique product.**

This allows you to do things like sell the Resell Rights and Master Resell Rights to this new product. If you've done a good job making a high quality, unique product then you will soon find that you have a handful of people practically BEGGING you for the rights to resell your product.

Amazing isn't it?

Remember, have a plan in mind when selling Resell Rights or Master Resell Rights. Make sure you're product is viral and has ways in it for you to make money by letting other people sell it.

Resell Rights are not something you should just attach to a product "just because...". Make sure you have a system and plan in place **where you profit from the resell rights that you sell.** Attaching Resell Rights to a product for no good reason, just devalues your product in the long run and takes away portions of your profits.

TIP: Also consider an investment in a software program called: **Resale License Manager** <http://simonhodgkinson.com/likes/RLM>

Now for something really tricky.....

You see, now that you've taken that somewhat generic PLR product you purchased, and added a little "sugar and spice" to it. **You now have the opportunity to sell PLR rights to YOUR product.**

Think of it like taking an old car, and fixing it up. Then selling it for a higher price. That's what you're doing here. You're taking a generic PLR product, making it even better, and now selling the PLR to it.

If you've done a good job creating a high quality, in-demand product some people will pay you handsomely for the PLR rights to it.

Again, remember that PLR rights take away the control that you have over your product. They also devalue the product over the long run.

Know and realize this before you decide if selling PLR is the right thing for you to do. The more PLR you sell, the more you devalue your product.

Also remember that the more PLR you offer, the less customers will be willing to pay for PLR.

NOTE - As mentioned earlier in the ebook, make sure the PLR rights you purchase to a product allow you to resell the product with RR, MRR, or PLR. Some products do not allow this.

Although many of these products WILL allow you to do this as long as you make significant changes to the product. Always double check what the EXACT terms of the rights are before you do anything like this.

TIP: Another good software program you should have in your toolbox – **Word Flood** <http://simonhodgkinson.com/likes/wordflood>

This is a powerful word replacement program designed to help writers, internet marketers, and 'private label rights' content users choose the best words and phrases during the creative writing and editing process. *(It will also tell you percentage 'changes' from the original to your new version at the click of a button)*

Back to the fun stuff...

Take your hot new product and get an affiliate program put in place for it so other people can sell it.

This is a great way to build your business with zero effort.

If your product is hot, and your sales letter converts then you will have affiliates and maybe even SUPER-affiliates ready to promote your product across the Net.

Having an affiliate program already in place also makes it that **much easier to do a Joint Venture with other marketers.**

Once other marketers see you have a hot-selling product they will want to recommend it to their subscribers. If you've already got an affiliate program in place, they may even start emailing YOU with JV offers instead of the other way around.

I'm going to give you a "guru secret" here about affiliate programs.

Affiliate programs are one of the ways the big "guru's" build their huge lists. I know what you're probably saying,

"What does an affiliate program have to do with list building?".

Well, many of the "guru's" offer large affiliate commissions on all of their products because these commissions entice affiliates to promote their product(s).

Affiliates start sending traffic to the product so they can make their commission. Well, the "guru's" are smart. They sit back and happily pay out the commissions because they know that any money they make via affiliates is FREE money.

That is, it's money they didn't have to do anything for.

They didn't pay for advertising, or spend time promoting.

Even though they may only receive 25% of the purchase price, that 25% they receive **is 100% pure profit.**

On top of that, they use squeeze pages, pop-ups, and opt-in boxes to turn the traffic sent to them by their affiliates into a hands-free list building machine.

So, even if someone visits the site through an affiliate link but doesn't buy....the "guru" still has a chance to add that person to his/her list.

Now they can sell to them later.....or notify them when their new product launches, etc.

See the full power of having an affiliate program now??

TIP: If you look around you'll find many good affiliate management scripts on the market that you can install on your site but if you can check out www.marketingmainevent3.com (May 2007) because this will include a complete web based business management system with an integrated affiliate management program built in –

The system cost over \$100K to develop and it'll be unlike anything else in the marketplace ☺

Now that you've taken the steps and created your OWN product, you can now **start leveraging the actions of others** to build your business on auto-pilot and take your business to the next level.

"Guru's" here you come!

Now let's talk a little about repackaging PLR products. The whole idea here with repackaging is that you take several PLR products and package them together to create more value for your end customer.

A creative way to do this is to package together products that are somewhat **related and give the package a topic-specific title.**

For example, if you took 4 or 5 products that all related to AdSense, you would package these together in something like "**Ultimate AdSense Volume 1**".

By taking these related products and packaging them together you create a more focused product and provide value to your customers.

This is a great way to create an "**irresistible offer**" to your customers.

Give them so much value, all in one place at a great price, and they won't be able to say "No".

There's big money to be made in membership sites. And not only is it big money, it's recurring money that gets paid to you month after month.

Membership sites are a great way to build a steady income online.

With the popularity of PLR right now, there are more PLR membership sites out there than you can possibly imagine.

I believe that market will continue to grow, as more and more internet marketers and entrepreneurs continue to look for low cost, time efficient ways to come up with content.

There are several avenues available to someone looking to start a membership site using PLR.

Perhaps the easiest way to start a membership site is to simply start buying collections of PLR products and articles from others and then use this content as the content you offer to members.

Because PLR can be resold, all you are doing here is buying PLR content and packaging it all into one nice little site. **This saves your**

members both time and money. For them to find and purchase all that PLR content would put a strain on their time and wallet.

The only problem here is that you must **make sure you are buying quality content.**

Members aren't going to stay members for very long if the content is poor quality. Another problem is that you need to add content every month. This can often be troublesome.

Finding good content can sometimes be difficult.

Once you hit the point where you have trouble finding quality content, you are going to probably have to find people who will write quality content every month for a fair price.

This can get expensive but if you have a steady membership site going, you will just have to budget a portion of your revenue every month towards buying fresh content.

Long term, this is what most content sites will need to do.

You can start a membership site with readily available PLR that you buy up, but eventually you're going to need to find a steady source of content creation.

Let's talk a little bit more about the types of PLR membership sites you can run...

Most PLR membership sites will focus either on creating **PLR products** or **PLR articles**. It is up to you to determine which site will be easier for you to run.

If you're running a PLR product membership site, you'll probably need to be producing 2 or 3 PLR products every month, depending on the price of membership, of course.

It may also be a good idea to include some articles that relate to your products.

This is an added bonus that your customer's will value.

If you're looking to run a PLR article site, you're going to need a ton of content. **Lots and lots of articles.**

100 articles a month might not even be enough, depending on the price members are paying monthly.

Some current article sites provide 150 or more articles a month.

This is probably too much for one person to try and write on your own.

Most membership site owners find writers on Elance.com or even at the Warrior Forum.

The Warrior Forum WSO forum is also a good place to find ready-to-buy PLR articles at a fair price.

Many of the writers there are also looking for steady writing assignments, so you may be able to find some steady content producers there.

This philosophy of "**brokering**" PLR products is the same basic strategy involved in running a PLR membership site.

The only difference is there is **no monthly fee involved.**

The idea behind being a "PLR Broker" is that you run a service for people where you buy PLR rights and then turn around and sell the PLR rights to them at a discount.

The best way to do this would be to set up a Squeeze Page or Opt-In page where people would sign up to receive information and discount offers on PLR products and content.

Your job would be to find quality PLR content and buy it.

Then you would turn around and sell the same content to your "list".

You would be doing your list members a great service by providing them with PLR rights at a discount.

For example, let's say you find 10 quality PLR articles on a hot topic. All you would do is pay the money upfront for these articles... let's say \$20 (\$2 per article).

Then you would turn around and offer the pack of 10 articles to your list for, let's say, \$7.50. Even with a rather small, but responsive list it's not out of the question that you could sell 10 copies of the pack of articles. Bringing in around \$75 for content you paid \$20 for.

Leaving you with a \$55 profit.

This is a simple example.

If you were able to slowly grow a large list you could make a very good money with this strategy. You could even start writing your own PLR content or hire a writer or 2 to write for you, and then market this content to your list.

This strategy also benefits your customers because they aren't "forced" to buy content they don't want or won't use as they are in a membership site.

As a member of your PLR "broker" list, they simply buy the PLR content they want, when they want it.

You don't have to take PLR products you purchase and resell them in order to use them effectively.

Using PLR products as freebies and giveaways is a great way to build a list, create viral traffic, and spread your affiliate links around the internet.

When I talk about a totally free giveaway, I'm talking about giving the product away 100% free. That means without collecting an email address from those that download it. If you're going to use this technique with PLR products it's important that you do a few things to take full advantage of the strategy.

First you need to put your name as author of the product/content. **This will help to "brand" you as an "expert".**

Second, you need to include a link inside the product that leads those who read it to a place where they can go and Opt-in.

You need to have some sort of system in place where you try and get the readers email address.

This is the exact opposite of asking readers for their email BEFORE giving them the product. The thinking behind this method is that if you give the reader quality information for free and THEN ask for the opt in, you aren't holding the person "hostage" for their email address.

Using this technique can help you build a higher quality list that is looking for information and not just FREE stuff.

Your list may not be as BIG number-wise, but it will hopefully be more responsive this way.

TIP: Get yourself an account at Aweber <http://visit.aweber.com> to manage all your lists (use the link above and you'll be able to take a simple 'test drive' of their system... I highly recommend their service

The third thing you need to do to **make this method effective is to add your own links to the product.**

If you have your own products you need to link to those. The best way to do this is to include an "**About the Author**" section. You will put all the links to your products here.

You also need to put your affiliate links in the product. If you recommend or mention a product, place a link to it in the product and make sure it's your affiliate link.

Another good way to include your affiliate links is to include a "**Recommended Resources**" section, or maybe call it "Author Recommends", or even "Some Cool Links".

This is a good way to include affiliate links without making them look too much like blatant advertising.

TIP: Rather than include the affiliate link to the book use a program like **GoTryThis** to create a series of friendlier URLs

Go Try This - <http://simonhodgkinson.com/blackhat>

This also give you the added ability to change Urls inside a product that has already gone out – For example if the affiliate program you promote ends or you find a better product it would be impossible under normal circumstances to change the links in an existing product – When you use a managed redirect you can do it easily – GoTryThis will also enable you to see how many links and which ones are being clicked on inside your products (plus a whole load of other cool options too)

You can also try putting flat-out ads in your product. But be careful... It's important to know your market here. Some markets will frown upon being "bombarded" with ads in an ebook.

Other markets won't even care.

Taking your PLR products and giving them away in exchange for an email address is another way to use PLR products.

There are several ways to do this.

One way is to simply offer the product(s) as a "bribe" to someone.

They enter their email address and your autoresponder sends them a download link to the product. You build your list and the customer gets their free report.

As mentioned earlier, it's still important to have your PLR products have **your name on them**, and **your affiliate links in them**.

Remember, on a Squeeze Page **you still have to sell**.

You are selling the "free" product you are giving away.

The "cost" of that product is the visitors email address.

Don't expect the visitor to opt-in just because it's FREE.

Establish that the product(s) you are giving away has value.

You can show value by listing the benefits of the product(s) on your Squeeze Page.

Another way to capitalize on PLR products you purchase is to **offer them to people who sign up to a free membership site**.

Once inside the membership site, the members will have access to the products. You will also make an offer to them, possibly a one-time-offer (OTO). These sites grow virally and can grow very rapidly because members get a commission when the members they refer buy something.

You could also go a little simpler and simply use an OTO script instead. With this script, you'll offer a product or products for free.

Then after someone signs up for the free product they are presented with an "OTO" , an offer they will see only once. You can even use other PLR products you have as part of the "OTO".

A popular script used for this is Mike Filsaime's [Butterfly Marketing Script](#).

Use PLR products along with new scripts like List Formula

<http://simonhodgkinson.com/listformula>



AND *SITEVIRALIZER*

Release March 2007

Remember you saw it here first ☺

<http://siteviralizer.com>

SiteViralizer is a comprehensive script that will give you a massive edge over your competitors **and it will work like gangbusters in any niche – Go check out the list of features!!!**

These new scripts allow you to sell products at a 100% commission rate for your affiliates...

So when your affiliates make a sale, you actually receive nothing.

I'm sure you're asking,

"Well, how do I make money if I pay my affiliates 100% commission".

Easy... you use these sales as a way to build your list.

Each person who joins becomes a subscriber to your list... once they purchase the product and join your list, they also can now become an affiliate themselves and promote your product for 100% as well... **this creates a very powerful viral effect.**

You as the merchant won't receive a dime from these upfront sales... you'll make your money on the back-end because you'll have a large list of prospects to market to in the future.

Not only will this be a list of prospects...it will be a list of PROVEN buyers....not a bunch of freebie seekers and tire-kickers.

This makes your list even more powerful and valuable.

Also the software allows you to make a One-Time-Offer, so you can make money there as well.

You could build a very large valuable list with scripts like these using PLR products that you purchase. You could purchase a PLR product and make some changes to it... give it a new title, put your name as author, add some hot new content, etc...

then use these scripts to let other people start selling your report for 100% at a price that goes up every hour(another feature of these scripts)...

as more and more affiliates start making sales, you'll steadily be building a list of actual buyers.....

If you write and sell PLR products and content you could use a script like this to sell your content.

Maybe instead of 100% commissions, you pay 75% so you make a little off of each sale. Because everyone who buys your package is now an affiliate, you now have one more person promoting your package for you.

Mini-courses are a great way to educate prospects.

By educating them first, you establish yourself as an "expert" and also build trust with your prospects. This results in higher conversion rates when you attempt to sell them something.

A great way to quickly create a quality mini-course is to break up a PLR product into pieces and deliver it to subscribers over a period of a few days.

This daily conversation with your prospects lets them take their "guard" down and makes them more open to your recommendations because you have used your PLR product in minicourse format to educate them BEFORE trying to sell them.

You can also **use PLR articles to create a mini-course.**

Just find 5-10 informative articles on the same subject and plug them into an autoresponder. As the course progresses or at the end of the mini-course, you can make suggestions to your prospects.

Add these PLR products as bonuses for other products that you already sell. With the new bonuses you may just see a jump in your conversion rates.

Even if the bonuses don't help conversion, **they'll help you OVER-deliver to your customers.** These products will have your links and your affiliate links in them, so why not pass them along to some of your customers while also **adding more value to your current offers at the same time.**

Buying PLR articles is a quick and easy way to build an online income with blogs and content sites.

You can take the PLR articles you buy and use them as content on blogs that you either have on your own domain, or on free blogs you have, maybe at Blogger.com.

You can build a quality blog using PLR content that you add daily.

This saves you the time and energy of having to come up with something to write everyday.

PLR articles are an excellent way to add valuable content to both blogs and content sites. You can monetize these sites using AdSense, YPN, or other pay-per-click options.

Affiliate programs like those at Clickbank and Commission Junction can also provide revenue.

You can use PLR articles to drive traffic to your sites and/or to affiliate programs you promote by submitting them to article site like EzineArticles.com.

When you do this, it is best to take the PLR articles that you purchased and rewrite them.

You don't have to make major changes, but it is best to at least make a few.

Again look at **Word Flood** software to do this:

<http://simonhodgkinson.com/likes/wordflood>

After you've edited the articles you can submit them to article sites.

This is a great way to drive free traffic to your websites and to affiliate programs you promote. Simply include a link in the author resource box at the bottom of the article.

This is also a good technique to increase the amount of one-way links to your site. Submitting articles is a great way to get tons of backlinks to your sites, which is an important factor in getting ranked higher in the search engines.

Sometimes the most profitable thing you can do is to think outside the box, and do something a little different.

In this section we'll cover some "out of the box" ideas on how to make money with PLR.

Audio products are extremely popular right now. People can take audio products that they purchase online and take them "on-the-go".

They can upload this audio to their Ipod or mp3 player and take it with them. They can listen while in the car, on a plane, or while out for a walk.

Audio is mobile and that simple fact makes audio products extremely popular and valuable right now.

Why not take a generic PLR product you buy and turn it into a powerful audio product that you can sell with virtually NO competition?

All you need is a microphone and the ability to read clearly.

Maybe you don't even READ the product? Maybe you simply make notes for yourself and use the PLR product as a guide, then speak freely about the topic using the PLR product as a "template"?

Perhaps you're too shy for this... that's fine. If this is the case then you can find someone who will record the product for you. There are people with very clear "radio voices" who will be able to turn that generic little PLR product into a professional sounding audio product for you.

You can even take that audio and put it on a CD for customers who still use CD's, giving you a physical product to add to your arsenal.

Want to discover one of the easiest and simplest ways of doing that then check out my [Product Creation Secrets Videos](#)

Video products are perhaps the hottest thing going on the net.

Why not use PLR products that you purchase and turn them into video products?

You can use **Camtasia** to record a screen capture video.

You can use this method to create a step-by-step video tutorial.

The you can take these video products and sell them as a product. Or even take them and use them as a way to drive traffic to your websites or affiliate programs using services like **Youtube.com** or **GoogleVideo**.

You could even post them on **MetaCafe.com** or **Revver.com** and make money based on the revenue sharing plan they have in place to pay those who produce quality video content.

Tip: Check out this report that provides some great case studies on doing this (it's very comprehensive)

<http://www.infoclicks.co.uk/tubetraffic>

If you're not into screen capture videos, perhaps you could take your PLR products and use them to produce how-to videos starring YOU!

Video products are also becoming portable because of devices like the Ipod and Zune.

There are a ton of customers out there looking to buy video products that they can watch "on the-go". Cater to these customers by providing them with quality how-to information they can watch on their portable device.

There are several ways to take a PLR product and turn it into a physical product. The first, and simplest way, is to print the product out yourself.

If you turn the product into something like a "home study course", you can simply print it out yourself and put it together in a binder.

Try laminating the pages and put them into a binder or some other type of folder.

The most powerful physical product you can create is still a professionally bound, paperback book.

Most people hold authors in high regard.

There is a sense of "accomplishment" in having a book published.

Who has to know that you published it yourself? Unlike the "old days" it is now fairly easy and inexpensive to get a book published, even if you only want to have a few copies run off at a time.

Once the distribution company has your book in their computers they can print out copies of it for you , ON DEMAND.

Websites like:

www.lulu.com , <http://www.outskirtspress.com/> and www.cafepress.com all cater to those looking to self-publish.

For more options simply search for "publish on demand" or "self publish".

How cool would it be to have your own physical book?

How cool would it be to have that book listed on Amazon.com?

Can you see the power of this?

You can take some generic PLR content you've purchased, use it as a guide, add your own thoughts and ideas, improve the quality of the product, and then publish it as your very own book.....

INSTANTLY giving you a sort of "expert" status.

The potential power of this idea is truly amazing.

What a powerful credential to have on your side to help you get your business going, huh? This may sound strange to "internet marketers" but try taking your product offline.

Why not take a PLR product, modify it and see how it sells offline?

Try selling your product via Mail Order. This way you have more of a reach to potential customers.

Maybe selling offline is too much work for you... okay.

Why not use a PLR product as a free report?

Use your modified product as a free giveaway via mail order.

Run a small ad offering your free guide.

When your prospects receive the guide, it can lead them to your online business. Or even an affiliate product, if you don't have your own product. This is an excellent way to use "niche" products you obtain PLR rights to.

Niches like golf, for example, often respond to this type of thing.

You can run a small ad in Golf magazine... then when your prospect receives the physical guide it will heavily promote your online golf product, or maybe promote your golf site, or golf newsletter.

If you don't have your own sites or products, then you could heavily promote a product you are an affiliate of in your physical guide.

A powerful way to really pull some big profits from PLR products is to take them, and modify and focus them into a specific niche.

Let's say you buy a PLR product on "Affiliate Marketing".....why not take that product and "**Niche-ify**" it by focusing it on "Affiliate Marketing for Stay-At-Home Moms"??

How about "Affiliate Marketing for College Students"?

Take your product and "**Niche-ify**" it and market it to that specific niche. When you do this you'll make your product stand out while, at the same time, **eliminating direct competition.**

Several things come into play when you start looking for PLR rights to purchase. One thing to look for is how many copies of PLR rights are being offered. If you intend on selling the PLR content "as is" then it's important to realize that you will have direct competition selling the exact same product as you. **This method of selling PLR content is the hardest and most difficult way to make a profit with PLR.**

Identify PLR products that you can easily convert and focus on certain niches. Keep an eye out for products that can easily be "spiced up". Look for a product in a hot market.

Look for a generic product that with a few minor changes, can be turned into a scorching hot report.

Quality is also important. Try to get a sample of the work you are buying before you buy, if you are purchasing PLR content in bulk.

Once you find a source of quality PLR content, keep going back to it. The major benefit for writers who sell PLR is that it enables them to write something once and sell it several times.

Using this strategy means a writer who creates quality content may be able to make \$40 or \$50 per article written, instead of \$10 or \$20 per article.

If a writer was writing unique content for just 1 client, that writer might expect to receive maybe as much as \$10 or \$12 per article,

although this is a high estimate. *To be honest, most writers don't get this.* But by selling the same article with PLR, a smart writer can sell the article 10 or 20 times for around \$2 an article.

The author can double his/her profits by selling PLR to the content. This is also true for writers who create products.

A writer who creates an ebook on a niche topic now has 2 options.

The writer can either develop the ebook and put it online and try to market it, selling individual copies for \$19.95 or so... Or the writer can sell 50 copies of PLR to the product at a price of \$49 and then move on to the next project.

This is great news for the writer who loves to write and create, but doesn't enjoy the marketing side of things.

Now he/she can focus entirely on the creation aspect, collect the cash, and move on to the next project.

This allows writers to focus on doing what they do best, and gives marketers, opportunity seekers, and entrepreneurs the opportunity to save time on product creation and instead, focus their time on what they do best - **marketing**.

A **win-win** scenario for both parties.

Writing and selling PLR content can become a very nice part-time or full time business for someone with the ability to create quality content and find ways to profit from it. If you are churning out good or even great content, you'll eventually have people begging you for it.

The way things are right now, there is a lot of poor content out there. Many of the people who buy content are often disappointed with the quality they receive. Because of this a brand new market is opening up online to solid writers who can produce quality work.

The best way to **build a business as a writer is to do quality work**. The higher quality of content you produce, the more repeat business you will receive. You will even get people to start placing requests for specific content they want or need. **They will often pay more for this kind of content.**

The other benefit of producing quality content is you will start to get approached by past customers or people they referred to you, to do larger more lucrative projects. There are many entrepreneurs out there who are willing to pay handsome sums of money to have a writer (ghost-writer) create quality content for them that they can claim as their own.

Right now the market for writers is perhaps as "hot" as it's ever been.

If you have the ability to churn out serious content every month, then you may want to start your very own membership site selling only your own content.

Let's say you can crank out 100 articles a month... on your own.

Why not start your own membership site?

For 100 articles a month, you can almost certainly get \$10 a month. That's \$0.10 an article for your members.

If you limit the number of members to something like 50-100, you are still providing excellent value to your customers.

You've also now used your writing to create a steady flow of \$500-\$1,000 of income every month.

That's not bad, especially if it's only a business you do part time. 100 articles isn't as many as it sounds, either. It's only about 3 a day.

Many writers find that on a good day, they can crank out as many as 10 articles, sometimes more, in a day. This is another "secret" some online "guru's" use.

They create 5 to 10 products, package them together with PLR rights and sell them with a big price tag attached.

Sometimes the prices for these Firesale packages can be as much as \$247....and they are NEVER lower than \$97.

The creators of these products sell a limited number of these packages (usually somewhere between 100 to 200), and then close the Firesale down.

Let's take a look at what these authors are doing.

Instead of creating products that they are going to try and resell themselves, they are instead creating products **strictly for the purpose of selling the rights to.**

The creator then sells 100 packages **in a very short period of time** and moves on along to the next project.

Let's say you do this and sell 100 packages @ \$97 each. That's almost \$10,000 in total sales. In a very short period of time.

I know what you're probably thinking... "How can little old me create 5 to 10 full products?" Well, the secret that many of the big shots use is that they **DON'T** actually create the products themselves.

Nope...

Instead they outsource the products out to other people. You can often get a good quality ebook created for a couple hundred dollars.

The "smart" guys out there pay other people to create these products for them, then they turn around and sell the rights to them. Maybe it costs them \$500 a product.

For a package of 5 products, that's a total cost of \$2,500.

They gladly spend this money upfront because they know if they sell 100 packages, even at a low price of \$97, they will still make about \$7,500 of profit.

Then they move right along to the next project.

Easy as that.

Okay, I know the other thing you're saying...."I don't have \$2,500 upfront to do this....".

Okay, I understand, **but what's holding you back from creating your very first Firesale on your own?**

Create 5 ebooks and package the PLR rights to them.

Too much work?

Then create 5 "**special reports**" and package them together with PLR, only at a lower price. Find 5 hot topics, put together 5 quality special reports(not crap!), and sell 100 packages with PLR for \$27 or \$37 or \$47... that's only a couple dollars per report which means you are **providing excellent value to your customers.**

TIP: Check out my **ConverTron** script and consider using it on your sales pages to inject ACTION in the people that see your offers – (I've used this regularly and it always increases the conversion rate of my offers) www.simonhodgkinson.com/CONVERTRON

These sales will also provide you with the instant cash you need to **move on to an even bigger and potentially more profitable project.**

Maybe you don't want to move on to bigger projects... why not repeat the very same strategy again... heck , **why not do it month after month???**

When it comes to selling content you have to understand the basic principle that **people will pay more for 100% unique content than they will for content with PLR.**

The reason PLR is more profitable for the writer, is because the writer can sell PLR on the same content **more than once.**

If you're writing 100% unique content, you write it, you sell it, that's it. When you sell it the ownership transfers over to the person you sell it to.

However, you still can make money selling 100% unique content because you're able to charge and get more money for content that is 100% original.

The key to doing this is finding people who are looking for excellent quality content and are willing to pay for it.

A simple and easy way to create articles, small ebooks, and reports that sell quickly is to **write articles around an affiliate program.**

Doing this makes it extremely easy for your customers to simply take the PLR content they purchase from you and instantly turn it into something that makes money for them.

It's great to be able to publish content and monetize it with AdSense, but sometimes there more profitable ways to monetize content.

And don't just instantly think of Clickbank, either.

Think big picture here. Write articles, reports, ebooks, that buyers can use to promote Commission Junction programs, AzooglesAds programs, other pay-per-lead networks.

By writing your articles focused specifically around an affiliate program, you make it almost BRAIN DEAD easy for your customers to just plug in their affiliate ID and start making money.

Making things easy for your customers instantly skyrockets the value of your content.

By making your PLR articles, ebooks, and reports almost completely turnkey, you'll have people knocking down your door for your content.

Wouldn't you LOVE to be able to buy stuff where all you had to do was PLUG IN your affiliate links? (Heck, yeah!)

Guess what?

Your customers feel the same way!

With the increasing amount of PLR content out there, lots of marketers are looking for writers to re-write PLR content for them.

They don't have the time or ability to re-write the PLR content they purchase to make it their own, so they need someone else to do it.

You could start a PLR re-writing service for those looking for someone else to do their "dirty work". You probably won't make a killing, but it could be a simple way for you to make some extra money with very little work.

Re-writing often doesn't take much talent or effort. There are little tricks you can use to make it very easy.

One trick is to change some of the words using the "Thesaurus" feature found in Word Processor programs like Microsoft Word, Open Office or Word Flood

Another way to go about this is to buy PLR content, re-write it, and then sell it as PLR content.

All you're doing here is taking someone else's content and using it as a template to create your own.

I've heard this method referred to as "**flipping**" PLR content, because it is similar to "flipping" real estate, because you buy it, fix it up, make it your own, and then resell it.

If you are going to do this, it's important the re-writes are still quality work. Don't just change a couple words and then sell it... that's not a good idea and may cause you more headaches than it's worth.

Instead, put the effort in and give the articles a true re-write.

Bonus Time - A "Trick" to Help You Sell

More PLR Content . . . Well, I was going to publish this little trick as a separate report, but I figured I'd add it on to "PLR Voodoo" instead.

This is a simple little method you can use to sell some PLR content.

It's simple, yet very effective.

If you're someone who writes and creates PLR content, then it's something you definitely want to take a look at.

Here's the trick.....

Add a link at the end of anything you write that leads people to your website where they can buy PLR to the material they just read, and other content you have written.

So if you write a 10 page report that you'd like to sell PLR to, then simply place a link in the back (or front) of the report. **This link will take people to your site where they can buy PLR to the report they just read.**

Or if you write articles, this could work as well. Let's say you've written 10 articles on "gardening". Take a few of those articles and put them into a PDF file, and start giving it away.

In this PDF, you'll include a couple links, so if the person reading it likes your writing, then they can click on the link and buy your entire package of 10 "gardening" articles.

All you're really doing is using your content and giving it away as a "sample".

One reason many Internet Marketers are sometimes hesitant to buy PLR content from someone is because they don't really know if the content is quality content or not.

There's a lot of below average content written in broken English out there. Make it easy for potential buyers to see that your content is well written. This will make you stand out from the crowd, and help you sell more of your PLR content.

Some more quick PLR Tips....

Create a PLR Library - This way you can keep all your PLR content you've purchased well organized. There's nothing worse than wanting to use some PLR content you've paid good money, only to have to search all over your computer for it.

Keep all your PLR in one place. That way when you need them, you know right where they are.

PLR Dashboard is a great software that makes this simple and easy.....and it's **FREE**.

Definitely worth checking out!!

<http://simonhodgkinson.com/bonus/plrdash>

Use it!!

The problem many people have with PLR products that they purchase is that they **NEVER** even use them!

It's amazing but some people join PLR membership sites and pay their fees month-after month-after-month... and never do a darn thing with the content they've purchased.

You have to **DO something with the content you buy.**

Even if it's just simple stuff, like copying and pasting the PLR content you buy to a couple blogs with AdSense on them.

This may not be the most effective way to use PLR content, **but it will make you more money than doing NOTHING with it.**

To Your Success



Recommended Reading & Resources:

Check out these other great resources from Simon to help you succeed in your online business

Resale Rights Review – My newsletter where you'll get advance warning of new PLR offers and packages before everyone else has seen them. Go to <http://www.infoclicks.co.uk> for a free subscription

Simon's Blog – See all the latest updates and news plus get special reader discounts on new products and packed with articles, tips and tricks to help you succeed online: <http://simonhodgkinson.com/>

Millionaire Marketing Mindset – Written to provide you with solid, proven methods to generate a fortune online (for many years to come). And it also reveals the necessary skills and insights you need to know. <http://www.simonhodgkinson.com/MILLIONAIRE/>

continued...

Traffic & List X – My best selling book on how to generate floods of traffic and build a hyper-responsive mailing list **the right way**.

<http://www.trafficandlistx.com>

Marketing Explosion – Over 5 hours of audios explaining how Jeremy Gislason and I generated a Million Dollars in sales in less than a year – Highly recommended material for anyone looking to increase their online earnings: <http://www.marketingexplosion.com>

Mining Hot Niches – Video tutorials that will reveal the secrets of hot niche market research – After watching these you'll never be stuck for product ideas again: <http://www.mininghotniches.com/>

Controversial Conversion Tactics – Here's 3 ways to boost your sales page conversion rates and increase your product sales:

<http://www.infoclicks.co.uk/3M>

Cash Pulling Copy – some of the most unspoken methods for devising superior sales messages that will command higher conversions: <http://www.simonhodgkinson.com/cashpullingcopy/>

Simple Online Business – Everything you need to start your own business on the Internet, and to get it into profit fast

<http://www.simonhodgkinson.com/SIMPLE/>

Action Script Video Tutorials – If you're a Photoshop user you'll love these videos because they will show you how to create your own ecover action scripts (it's a lot easier than you think)

<http://www.simonhodgkinson.com/ATNSCRIPTS/>

Outsourcing Strategies – Discover how to get other people to do the hard work for you – lots of tips here on how to get the best work done cost effectively: <http://www.infoclicks.co.uk/outsource/>