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# Foreword

***'To bring in revenue, drive content and pick up subscribers utilizing PLR you need to take a step back from the gang, and get intelligent, while sustaining confidence 'Content makes cyberspace go round.....and if you are an net marketer that means you have to produce the material, or pay somebody else to produce it for you.***

***This is either (or frequently both) time depleting and expensive.***

***...and its likewise where PLR content comes in (although it's not always the paragon solution - read on to discover why)Private label rights products are digital products like articles, e-books and reports that are sold to you in a way that you are able to easily alter them.***

***These days they commonly come with graphics, and sales pages supplied....although not all of the time.***

***Depending upon the 'license' that's issued with the PLR product, you are able to utilize the material in assorted ways - sell them to others as 'end users'. Or sell them to others to sell on again (resell or MRR), or you are able to break them up and utilize the material is different ways.***

***PLR is like having material ghostwritten for you.....except it's much less expensive as you have to share it with others, depending upon how many licenses are distributed. Which is the main issue with how most people utilize PLR.***

***To begin from the top over again, I stated 'Content makes cyberspace go round'. It does not - unequalled e-books makes the Earth go round. Here's how a PLR Godfather would do it.....***

***PLR Godfather***

***Insider Tips To Be The "Don" Of PLR.***

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# **Chapter 1:**

*A Few Of The Deadly Kisses Of PLR*

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# Synopsis

*These are the things that prevent most marketers from earning a single cent from their PLR attempts.*

*These are the same guys you'll hear discussing how PLR 'doesn't work'. They're incorrect with a capital 'innnn.'*

*Avoid the matters in the next few chapters and you're midway to becoming a PLR Don.*

## **Choose Wisely**

Quit purchasing junk.

Selling PLR is a great way to make revenue. Which means that many low life marketers will throw bundles together just to make a fast buck. If you've purchased a lot of PLR in the past you will know exactly what I'm talking about. Hapless material, bad grammar, typographical errors, damn-near impossible to read and altogether pretty worthless. The only resolution is to bin the entire package. If you attempt to rewrite it you'll just get bogged down in the mud.

Get rid of it and put it down to experience. How come? Because you might be enticed to recoup your losses by reselling it. If you buy junk PLR, repackage it and sell it on to your buyers then look to ruin your rep. Even if you don't have a rep, you won't get any duplicate business from buyers who bought your product made from scrap PLR.

Reputation is everything in this business, do not lose it. And if you don't have any kind of reputation, then establish one for yourself by providing worth.

You are able to avoid purchasing crap by either utilizing only people who you are able to Google and see that they're accomplished PLR sellers, or by getting hold of unknown or fresh writers and asking for a sample.

You'll purchase some crap PLR at some time. It's a ritual of passage, but don't be scared of seeking samples or seeking testimonials from previous buyers. It's your revenue.



Don't be enticed by less expensive PLR unless it's from an entrusted source. You do get what you pay for where PLR is related.

Godfather hint - Give a greenhorn a break. Utilize little known writers (get samples first of all) to produce your PLR for you. You'll get good quality work at abject prices -at least till they realize their worth and ask for more revenue, but they'll thank you for giving them a break.

Purchasing PLR then leaving it idle.

Godfather hint - If you purchase it, utilize IT inside fourteen DAYS or it'll just get left behind, accumulating legendary 'cyber dust' and you'll never turn a profit from it.

Too many marketers buy PLR content on impulse and then they choose to not utilize it. Or they just totally forget. Before you buy PLR material, take a couple of minutes to decide if you really require it. If you do plow ahead with your purchase, save your PLR content to your desktop, so you're perpetually reminded to edit your PLR product.

Have a theme before you purchase what you're going to do with them. Resolve for instance prior to you purchasing, how you'll repackage it to sell.

If somehow, your business plan changes or you choose to go in a different direction, then at any rate get some use from your PLR material by adding it to a free blog or something- only when you're allowed, of course.

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## **Chapter 2:**

### *Graphics and Your Stamp*

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# Synopsis

*You have to make sure that you put your personal touch on the material and use correct nice looking graphics.*

## **Do It Right**

You have to put your 'stamp' on it!

PLR material ought to be a 'rough blueprint' for an original product-Your product. If you can't author the material get a freelancer to add or take off content to make it unparalleled. The very least you ought to do is to re-title it - if you Google the PLR you've purchased you'll see a truckload of submissions for it. If you re-title it then make a few minor changes to material and graphics...

Wala!

You've an original product.

You are able to contend by not being as work-shy as your rivals who will just leave the package as it is, upload it and attempt to distribute it.

Godfather hint - Whatever else you do, make certain you at the least re-title it, preferably alter the images and do a rewrite or partial rewrite also!

Getting the images severely wrong.

Let's look at the facts here... no one in their correct mind wants to see badly created images, it's exceedingly unprofessional. When I say

badly produced images, I don't mean plain and easy graphics, occasionally they may work well.

I mean images that are low quality due to incorrect file formats. Images that look like they've been produced by a five year old are not satisfactory either (so do not do 'em yourself unless you're great with Photoshop).

Even if the PLR proprietor did supply you with the best looking graphics on the planet, then you'd still need to get your own images for your own unequalled product, or at the least edit the PSD files.

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# **Chapter 3:**

*Bonuses Prices and What To Do Next*

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# Synopsis

*The next steps in the PLR process in not any less important than the rest... You have to pay attention to these steps.*

## **Presentation**

Supplying junk bonuses.

I seldom give bonuses with my products. This gives my product the feeling of being a high-grade, stand-alone package. You might take issue - that's cool. However if you DO furnish bonus products, make certain they reflect the caliber of the main package. Buyers can spot a 'chunked on without thinking' incentive a mile away and it'll reflect on the caliber of your primary package.

Deciding cost.

Only amateurs vie on price. Period. If you abide by the instructions in this book you should not need to vie on price at any rate for you'll have built up your own unequalled PLR product.

If you purchase a PLR bundle then discover that it's all over the net (sold as an end-user e-book) ranging from forty-seven down to seven dollars you'd be loony to try to sell it at six dollars. As an alternative re-title it, rewrite it, get some fresh images made and come at the market with a spick-and-span unequalled product.

Not only will you be able to distribute this at a much higher price, but no one will be able to undersell you unless you decide to sell the PLR license to your fresh, unique product (which naturally you could do, for a big profit).

Understand what you're going to do with your PLR.



There's little riskier when it comes to PLR than purchasing a nice fresh lustrous PLR package about dog training or hair loss then finding that you have no knowledge of the issue, even less interest and the niche is concentrated beyond belief. Before you purchase, make certain you've a glimmer of where you are able to sell your PLR. If you've a list in the self-help niche then a nice PLR package on time management or relaxation strategies may fit very well beside your existing products.

If all the same you have a list of individuals interested in weight loss products you may not get very far with a PLR package entitled chocolate recipes.

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# **Chapter 4:**

*Avoid Self Destruction*

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# Synopsis

*There are certain things that can cause your business to go up  
in smoke... Here's how to avoid it.*

## **Avoid This**

View the condition of your private label rights package

As remarked before, among the worst things you are able to possibly do is to try to rewrite seriously foul PLR.

You'll be at it eternally and the end content will be a mess. Ditch it and either move on, or begin from the beginning once again.

You may perhaps utilize any titles, chapter headings, and other index/content notes that the original writer has included, as a pointer about where to begin though. You have to be viciously honest about the condition of the PLR package you purchase. If it's awful, then don't waste your time with it. If it was authored by a foreign-born whose grammar and use of language make it sound odd, then you are able to pay a freelancer to rectify this. It's really quite inexpensive too!

Don't produce a product that nobody requires.

Godfather hint - PLR creators are often authors, NOT marketers. This means that they occasionally don't have the dimmest idea of what represents a fruitful niche.

Don't presume that because a PLR package exists it will sell.

Existence of PLR has nothing whatever to do with how fruitful that certain niche is. Perhaps the guy composed it because he's interested in designing apparel for turtles, but don't purchase it without researching the niche first of all. Don't get me wrong, you are able to make income in most niches. But you can not sell a digital product in all niches.

In a few niches the market is just searching for free info, hint, and tips and tricks and so forth. In those niches a simple site containing Google ads would be ideal.

How can you check if there's need for a digital product in your niche? Well there are a few of ways to go about ascertaining if a niche is fruitful.

You are able to go to Google, type in your primary niche keyword to check if there are any sponsored ads on the side of the search page. If there are you are able to almost guarantee that there's income to be made in that niche as those site owners are paying good Revenue to be on the sponsored advertisements list.

You are able to likewise check to see if there are any rivals selling digital products in your niche. Rivalry commonly means individuals are making revenue by selling a like product to what you're going to sell.

If there aren't any contending sites, then you are able to probably assume that other marketers have attempted to make revenue from that niche but have bombed. In these cases, it's better to stand back from that niche.

.....or you've discovered the fabled untapped niche.

In all likelihood not though....

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# **Chapter 5:**

*PLR Uses*

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# Synopsis

*The chief thing that commonly happens to PLR is that it gets left untouched and unloved on your PC desktop.*

*By really utilizing it you're lifting yourself into the 10% or so of individuals who actually DO something with their PLR.*

*This is where many PLR attempts go.....*

## Use It

### E-Books

A good deal of PLR actually comes as an e-book with images, salespage and so forth. And a lot of it goes directly back onto the market as an e-book, whether it's altered or not.

### Benefits:

Does not take much work to bang an e-book out into the market - title it and fine-tune the images. It's quick.

### Disadvantages:

You won't be able to charge a high price, as you're likely to be limited in the rights set by the PLR proprietor.

If you sell it outright of the box, it won't be unequalled (think you've supposed by now you shouldn't ever do this)

### Turn a frog into a prince:

This is the way to go (in my view) with PLR.

Read the license cautiously and see what you're permitted to do with it. If you're permitted to alter the way it's laid out then consider turning it in to a series of videos or sound recordings. I know of individuals who have even had easy software made to work beside PLR packages, added video and have turned an easy \$97 PLR package into a premium big-ticket item priced at \$497 and over. It's simpler to add to a product than it is to produce one from nothing.



Benefits:

You will be able to bill more.

As you're charging more, you'll get a lot of aid from affiliates as their commission will be rather high.

Buyers will be happy as you're supplying a wealth of quality material.

Disadvantages:

More time is called for to formulate the product.

You'll likewise need to formulate a brilliantly written sales letter as the product is going to be of a high price (this may be outsourced).

Repeating revenue:

Among the best business models is the membership model, merely because of the repeating revenue. You sell to a buyer just once and you hopefully keep them in the membership site for more than a couple of months.

You'll need a lot of material, and regular material, to run a membership site, so much work is called for.

If your rights permit you to you are able to take chapters out of the PLR e-books and produce articles out of them, and send those articles to your buyers on a weekly basis, or pile up your membership area with them.

If you get hold of a PLR course of study then you're doing well.

Include video with the material (you are able to get PLR video too) and suddenly you've got an adequate membership site with very little work.

I imagine that if you've got 3 month's worth of material you've enough breathing room to sell your memberships. As long as you stay a few months ahead you should be fine. Remember you'll have to perpetually source more PLR in the same niche to keep repleting your content.

Benefits:

Repeating revenue.

You'll draw in more affiliates as they'll be getting repeating revenue also.

You are able to buy a lot of PLR content for your first few months of running your membership site, which will let you center solely on marketing your business.

Disadvantages:

Much work is called for to set the membership site up.

Much work is called for to produce material on a monthly basis (unless you launch it and discover the content as you go).

Give Your Product Away free of charge - buzz Marketing and List Building.

You are able to utilize your PLR content to produce an e-book that you are able to give away free of charge. In a few cases you'll really

make more revenue by giving it away free of charge instead of selling it. How come? Your gratis book is going to be seen by more individuals than if you were selling it. Then you are able to monetize the e-book by enclosing affiliate links to related products.

AND you'll be establishing a prospects list also. What you need to do is produce a squeeze page with an opt in form. They insert their name and email address into the form to get the e-book... Then you've those prospects on your email list, so you are able to keep in contact with them. You are able to supply them with more free material, market your own products or merely promote others as an affiliate.

Benefits:

Less effort, as you don't have to sway them to purchase anything.

You establish a list of prospects that you are able to contact at any time.

As you're providing your prospects with something valuable free of charge, they'll be more inclined to purchase anything you recommend.

Disadvantages:

You don't bring in any revenue upfront.

The individuals who sign up are not tested buyers.

Site or Blog material - for flipping.

Check the rights in your PLR license 1st to ascertain if you're permitted to do the following, and if you are.....

Among the best uses for PLR is to construct blogs and sites to sell.

The same rules apply naturally - make it unequalled - as search engines aren't keen on repeat content.

But why utilize rewritten PLR in an e-book and go through the fuss of selling 50 at \$27 when you may make twice that building a blog or site and 'flipping' (selling) it as a set up site? Particularly if you monetize it by imparting Adwords Ads or building traffic patterns. There's a lot of revenue to be made distributing 'ready to go' sites. If you are able to show that site bringing in \$200 a month from adsense or by selling a simple report or e-book then you'll make a lot of profit.

Make a tangible product.

Not many individuals do this at the moment but with service like Kunaki and Amazon for distributing physical ('real') products then I predict this is going to be among the greatest growth areas on the net this year. Not many individuals - even knowledgeable marketers - utilize PLR as their framework for physical products. Its loony, as in many cases you don't even have to re-script the content - you just make it into a video recording, audio or do a Skype interview with an acquaintance and record it! And naturally the obvious benefit is the high perceived value of physical products as contrary to e-books and reports.

Godfather hint - making a physical product automatically sets you above 90% of the folks! You earn credibility and become an authority overnight.

Utilize your PLR E-Book as an incentive.

I remarked earlier that you're likely better off having no bonuses than delivering icky ones. Naturally if you've a great PLR package that you rewrite and re-title you may use it as a really effective incentive to give away beside any of your own products. It sets you apart as you wouldn't be giving away the same old cheesy bonuses that everybody else seems to.

## Wrapping Up

PLR isn't a long term income source. I'll state that again with a slight alteration...unless you're distributing PLR to other marketers, PLR isn't a long term income source. So you need to get your 'wham bang thanks ma'am' brain in gear. It's all about speedy turnaround time.

I've seen marketers purchase a PLR package then drop two months diddling with it but essentially altering nothing, then bring it to market only to discover that a hundred others who purchased the same package have been in, made a net income and saturated the market with the same e-book, and now it trades for \$1.

You have to be fast. And really that calls for building a list.

I've a list of individuals who on a regular basis purchase my PLR packages.

I've the PLR made (or purchase it and make it unequalled) then provide 75 licenses at \$37 each.

I alter it enough to be able to provide either MRR OR PLR rights and get it out to my list ASAP.

Seventy-five licenses at thirty-seven is \$2775. Smashing for a bit of 'fine-tuning'

Even if I drop \$775 on getting fresh graphics made and having an easy rewrite done, I'm in profit by 2 grand, less the price of the PLR.

You may likewise sell the personal right to the e-book (e-book alone) for \$17 then sell the PLR rights as a one time offer to everybody who purchases, priced at \$37. To establish your PLR list you need.....PLR! What's the most beneficial way to build a list of purchasers - offer them precisely what they want free of charge.

Impart a quality PLR package free of charge, calling for just email details and name in exchange.

Then when you've accumulated perhaps five hundred names, purchase and fine-tune a PLR package so it's unequalled, and offer it to your list.

You ought to make more than decent profit to cover any costs and the cost of your next PLR package.

Many long-familiar marketers make a really nice profit doing this.

You ought to limit the number of licenses you provide to produce a 'scarcity' atmosphere that will

Promote individuals to buy, and to be fair, you're likewise giving much more value for money if you only issue a specified number of licenses.

PLR is a dandy way to get started in internet marketing an even better one to include in your marketing 'armory' if you're already in the game.

The golden rule is to never utilize the PLR as it arrives - always fine-tune it, better it and make it unequalled.