

Private Label Persuasion: 101 Ways To Expand Your PLR Profits!

by Larry Dotson



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Introduction:

Hello,

My name is Larry Dotson.

When most people think of promoting private label products, what comes to mind is usually basic information that's not particularly interesting or beneficial. But there's a lot more to than just the basics in this report.

You should be able to find several indispensable strategies about promoting private label products in the following paragraphs. If there's at least one strategy you didn't know before, imagine the difference it might make.

1. The "Economical" Strategy

The "a ghostwriter may charge you (\$) per (product type)" strategy tells your prospects that purchasing your private label product is more economical than hiring an expensive ghostwriter. Money has a strange way of switching people's perceptions.

2. The "Better Than Money" Strategy

The "writing your own (product type) is time consuming" strategy tells your prospects that they will save tons of time by just purchasing your private label product. Most people think time is more valuable than money.

3. The "Blog It" Strategy

The "use the content on blogs" strategy tells your prospects that they won't have to write or find new content for their blog. Many marketers use blogs to update their opt-in subscribers, sell affiliate products and make money from displaying pay-per-click ads.

4. The "Tons Of Words" Strategy

The "that is over (no.) words of information" strategy tells your prospects that your offer is a real bargain. It makes it sound like they are getting more for their money with such a large number of words. You could also break it down into the number of pages, articles, niches, or tips.

5. The "Resell" Strategy

The "sell the resell and master resell rights" strategy

tells your prospects that they could use your private label content to create products that come with resell and master resell rights. Most marketers will realize they can then sell the products for a higher price.

6. The "Fly By Night" Strategy

The "ghostwriters could take your money and run" strategy tells your prospects that if they put an upfront deposit down for a project, a ghostwriter could end up not finishing the work. Most people would feel safer getting all their private label content right after they pay.

7. The "With Out Work" Strategy

The "sell the private label rights for commission" strategy tells your prospects that they could gain the rights to sell your private label content by just signing up to your affiliate program. It's also a great way for them to make their money back from buying your private label content.

8. The "Won't Find It Anywhere" Strategy

The "100% original private label content" strategy tells your prospects that they won't find your private label content in products that you or others have sold in the past. It would be a good idea to mention ways

they can easily keep the content original from your other new customers.

9. The "Follow The Money" Strategy

The "create your own autoresponder messages" strategy tells your prospects that they can use your private label product to create their own follow up e-mail course. Many marketers know they can increase sales by including a test ad or two in each lesson.

10. The "E-zine" Strategy

The "publish your own newsletter" strategy tells your prospects that they can use the content from your private label product for their e-mail newsletter. Most marketers know one of the best ways to get people to purchase is to build a relationship first.

11. The "Contextual Advertising" Strategy

The "sell products with the content" strategy tells your prospects that they could sneak in ads and mention their products within the content of your private label product. They could place ads at beginning, middle and/or end of the content piece.

12. The "Sell Space" Strategy

The "charge for advertising around the content" strategy tells your prospects that they can use the content from your private label content to increase their traffic or opt-in list. People will want to advertise on their web site or e-zine to get a piece of their success.

13. The "No Cost PLR" Strategy

The "free private label (product type)" strategy tells your prospects that they can get your private label product for no cost. People will flock to your web site just to be able to get the free private label content.

14. The "Edit It" Strategy

The "edit the content how you wish" strategy tells your prospects that they can easily add their personality or information to the content without rewriting all of it. People like to make little changes to private label content that will make it their very own.

15. The "Plagiarize It" Strategy

The "rewrite the content" strategy tells your prospects that they can totally rewrite your private label product. People sometime want to convert and target the content for a different niche or market.

16. The "Spread The Wealth" Strategy

The "create free viral products" strategy tells your prospects that they can slice and dice the content into viral articles, e-books, reports, etc. Most marketers know how powerful it is to give away a viral product with their ads in them and allow other people to give them away.

17. The "Become Famous" Strategy

The "add your name as the author" strategy tells your prospects that your private label product will help them become known as an expert and an authority. Most marketers realize it will help them sell more products.

18. The "I Rather Listen" Strategy

The "create an audio recording with the content" strategy tells your prospects that they could create audio CDs and files for their customers and web sites. Audio products are becoming more and more popular because some people rather listen than read.

19. The "I Rather Watch" Strategy

The "create a video recording with the content"

strategy tells your prospects that they could create video DVDs, files, infomercials, how-to products, etc. At the time of writing, online videos are starting to become mainstream.

20. The "Rank High" Strategy

The "optimized for the search engines" strategy tells your prospects that your private label product is already set up to rate high in the search engines. Most people know that search engine traffic is essential to an online business.

21. The "Little Report" Strategy

The "create special reports to sell" strategy tells your prospects that they can use your private label product to create a special niche report to sell. Many people don't want to read through 300 pages to learn something that only takes 5 to 20 pages to explain.

22. The "Time To Write?" Strategy

The "create your own e-book in (no.) minutes" strategy tells your prospects that they could use your private label product to almost instantly sell their own product. Many people just don't have the time to write a new e-book over weeks or months.

23. The "Sticky" Strategy

The "high quality content" strategy tells your prospects that your private label product is useful and people actually are interested in it. Most marketers realize that type of content can increase repeat visits, readership and sales. It will make your business "sticky."

24. The "Missed Deadline" Strategy

The "ghostwriters can miss your deadlines" strategy tells your prospects that even though they can hire a ghostwriter, they can never solely rely on them. Businesses don't want to make promises to their visitors, subscribers and customers that could backfire and jeopardize their relationship.

25. The "Reoccurring Fee" Strategy

The "create your own membership web site" strategy tells your prospects that they could use your private label product to create a residual income stream. They could charge a weekly, monthly or yearly membership for just making one sale.

26. The "Virtual Salesman" Strategy

The "create your own affiliate program" strategy tells

your prospects that they could have tons of other people selling the product they create with your content. You could even supply them with step-by-step information on how to start their own affiliate program.

27. The "Not A Word" Strategy

The "your own product without writing a word" strategy tells your prospects that they literally don't have to write anything except maybe their name. Most people detest brainstorming, researching, writing and editing information products.

28. The "Never Run Out" Strategy

The "a new private label (product type) every month" strategy tells your prospects that they will never run out of content to create products, articles, reports, etc. Most people rather pay a monthly or yearly fee than constantly write.

29. The "Rich Words" Strategy

The "keyword rich private label (product type)" strategy tells your prospects that your private label product is loaded with keywords and phrases for its specific niche. Most marketers know the search engines rely on keywords to rank/rate a site higher.

30. The "Submit And Forget" Strategy

The "submit the content to article directories" strategy tells your prospects that they can use your private label product to create their own articles and submit them to article directories. Most marketers know that their article, small ad and web site link will be republished by tons of online publishers.

31. The "Money List" Strategy

The "increase your opt-in subscribers" strategy tells your prospects that they could create a bonus product to give away to people that subscribe to their e-zine or opt-in list. You could use a squeeze page to collect e-mail addresses of people that want access to the bonus product and place a one time offer on the download page.

32. The "Waiting Room Books" Strategy

The "submit a free e-book to the free e-book directories" strategy tells your prospects that they could use your private label content to create a free e-book. Many marketers know that free e-book directories can get a lot of traffic.

33. The "Community Content" Strategy

The "post informative content on online forums" strategy tells your prospects that they could post some of your private label content as their own on targeted message boards. Most forums allow you to include an ad, text and/or signature about your web site.

34. The "Offline Profits" Strategy

The "create your own physical products" strategy tells your prospects that they could create tapes, CDRs, DVDs, printed books, etc. Most people know that physical products usually sell for more money, which means more profits.

35. The "Increase Your Conversion" Strategy

The "create bonus products for your customers" strategy tells your prospects that they could create bonus products and package them with for sale products. Most marketers know that bonus products can increase their conversion ratio.

36. The "Content Vacuum" Strategy

The "create your own article directory" strategy tells your prospects that they could create an article directory from your private label product. Most marketers know articles directories will increase their

traffic.

37. The "Garbage" Strategy

The "some ghostwriters take too many short cuts" strategy tells your prospects that their ghostwritten content could just end up being a bunch of rehashed, plagiarized, highly repeated garbage.

38. The "Master" Strategy

The "get the master private label rights as a bonus" strategy tells your prospects that they can actually sell the private label rights to your private label content and keep 100% of the profits. Most marketers know that private label content sells like crazy.

39. The "Super Affiliate" Strategy

The "use the content to sell affiliate products" strategy tells your prospects that they could actually become a super affiliate. They could place affiliate links in the products they create from your private label content.

40. The "Display Ads" Strategy

The "use the content to earn money running pay-per-click ads" strategy tells your prospects that they could earn huge commissions using your private label content to create targeted, keyword dense web sites for displaying pay-per-click ads.

41. The "Unique Content" Strategy

The "make the content unique without writing" strategy tells your prospects that they could make your private label content different by using all the content changing software that is now available. You could give them a list of web sites that offer it for a fee or for free.

42. The "It Seems Lower" Strategy

The "that's only (\$) per (product type)" strategy tells your prospects that purchasing your private label product is a sweet deal. When you divide up the price into specifics, it makes the total price seem lower.

43. The "Huge Web Sites" Strategy

The "easily create huge content-based web sites" strategy tells your prospects that they could divide up your private label content to turn it into a huge web site. Remind them that they could divide your content into individual web page tips, articles, audio files,

video files, etc.

44. The "Saturation" Strategy

The "you don't have to worry about saturation" strategy tells your prospects that it won't matter how many people purchase the same private label content. You could remind them they could use a thesaurus to change a few words into different words that mean the same thing.

45. The "Copyright Violation" Strategy

The "ghostwriters can accidentally make copyright violations" strategy tells your prospects that they could actually get in trouble and lose their business by hiring the wrong ghostwriter.

46. The "Instant Web Site" Strategy

The "instantly create your own web sites" strategy tells your prospects that it will take them no time to create their own web site. As a bonus you could also give them a list of fee and free software that will convert text into html and add special money earning links.

47. The "What It All Means" Strategy

The "private label (or public domain rights) are" strategy tells your prospects exactly what the term(s) mean. It will be hard for newbies to understand those types of terms the first time they visit your web site and they may not buy based on that fact.

48. The "Think Twice" Strategy

The "is it really worth it to write yourself" strategy tells your prospects to think twice about writing their own information products. You want to remind them about all the researching, market planning, web site designing, writing, editing and copywriting that is involved.

49. The "Help Your Affiliates" Strategy

The "allow your affiliates to use the content" strategy tells your prospects that they can create promotional tools for their affiliates with your private label content. Many marketers know that the more tools you give your affiliates, the more sales they can make for you.

50. The "Trade It" Strategy

The "trade the content with other web sites" strategy tells your prospects that they can trade content ads with other web sites. They will realize it's a free way

to get their advertisement on high traffic web sites.

51. The "Trade Them" Strategy

The "trade articles with other e-zines" strategy tells your prospects that they can trade articles (with resource boxes) with other e-mail newsletters. They will realize it's a free way to get their advertisement published in high circulation e-zines.

52. The "They Are Hungry" Strategy

The "people are hungry for information" strategy tells your prospects that people are searching for information 24 hours a day/7 days a week to improve their lives. Remind them that your private label product can help fulfill that need to a target niche.

53. The "Auction Off" Strategy

The "create products for online auctions" strategy tells your prospects that they are allowed to auction off the products they create using your private label content. Most people know how much traffic the top online auction sites get.

54. The "Coupon Rebate" Strategy

The "get a purchase coupon for the same amount" strategy tells your prospects that they will virtually be paid back for purchasing your private label product. You could tell them the coupon is good for your past products, future products or even advertising that you sell.

55. The "Keyword List" Strategy

The "keyword lists included" strategy tells your prospects that they won't have to go through the hassle of researching top paying keywords and pay-per-click bid amounts for the products they create with your private label content. It's just one less thing they will have to do and another incentive to buy your product.

56. The "Content Into Links" Strategy

The "turn your keywords into affiliate links" strategy tells your prospects that they could use your contents keywords as links and add related affiliate products. It's just another income stream they haven't thought of before. You could also sell software that does it for them as a backend sale.

57. The "Legal Contract" Strategy

The "do you know about ghostwriting contracts"

strategy tells your prospects they will have to research or pay for legal advice to find out for them or just purchase your private label content. Most people will take the easy and less expensive choice.

58. The "Downline" Strategy

The "let your downline use the content" strategy tells your prospects that they can create products that their network marketing or MLM matrix can use to grow their downline. Remind them that they can create a lot of free viral products from your private label product.

59. The "100% Legal" Strategy

The "legally sell these (private label/public domain works) for 100% profit" strategy tells your prospects that you had a lawyer verify that your private label/public domain product is legal to use. Most people don't want to use or sell something that can get them into copyright or legal hot water.

60. The "Programing" Strategy

The "it's like having your own software developer" strategy tells your prospects that you are including the source code rights to your private label product. Most people know software developing and coding

can be expensive.

61. The "Expert Training" Strategy

The "get training from other experts every month" strategy tells your prospects that, with their purchase of your private label product, they will also have access to gurus who will help train them to create or market their own product.

62. The "Safeguard" Strategy

The "safeguard every product you sell" strategy tells your prospects that you will provide software that will prevent thieves from stealing the products they create. If you can't give away that type of software, you can just point them in the right direction.

63. The "Member's Only" Strategy

The "your own monthly membership web site" strategy tells your prospects that your product will give them private label rights to a membership site that you already created. Most people know that they can make repeat residual income with these types of sites.

64. The "Capture And Squeeze" Strategy

The "a squeeze page template included" strategy tells your prospects that you will provide them with a way to capture e-mail addresses with the products they create from your private label product. Most marketers know the money is in the list.

65. The "Ready To Go" Strategy

The "pre-designed ready to upload content sites" strategy tells your prospects that you will provide them with a fully designed web site they can customize for the products they create. Remind them how easy it will be just changing a few words and add money-making links.

66. The "See Yourself" Strategy

The "picture working for yourself" strategy tells your prospects to imagine all the benefits of owning their own product. Many people will imagine taking vacations, working when they want, telling their boss to shove it, having tons of cash, etc.

67. The "Multiple Income" Strategy

The "create multiple streams of income" strategy tells your prospects that they can use your private label product to create a ton of different money-making products. You should just give them a big list like, e-

books, reports, articles, courses, etc.

68. The "Money Shot" Strategy

The "see a screenshot of my sales for just one day" strategy tells your prospects that you've proven you can make a lot of money selling your own product so they will start to believe they could too. Tell them you're not trying to brag or guarantee they will have the same results.

69. The "Master Bonus" Strategy

The "as a bonus get (no.) master resell rights product every month" strategy tells your prospects that they will be able to make money selling resell rights to ready made products too. It's a great complementary bonus to go along with your private label product.

70. The "Teaser" Strategy

The "just check out a sample" strategy tells your prospects they can see an excerpt of your private label product before they even invest any money buying it. It shows you're confident about your product and builds a sense of trust.

71. The "By-Line" Strategy

The "resource box (or by-line) templates included" strategy tells your prospects that if they create articles from your private label content, they can just fill in a few blanks to create a resource box. It really is a nice little bonus you could add that wouldn't take you much time to create to increase your conversion ratio.

72. The "Funnel It In" Strategy

The "create mini, funnel web sites" strategy tells your prospects that they could use your private label product to create tiny separate web sites to funnel traffic to your main web site. You could also mention that they could expand their existing web site to more pages.

73. The "Tool Box" Strategy

The "keyword search tools included" strategy tells your prospects that they won't have to buy separate keyword software in order to find the most profitable keywords for the products they create. If you can't provide them with the keyword software, you could make a list of fee and free ones to point them in the right direction.

74. The "TOC" Strategy

The "check out the table of contents (or titles)" strategy tells your prospects that you have a very organized private label product or a ton of private label articles. It really shows them just how much information they are getting for pennies in the dollar.

75. The "Private Viewing" Strategy

The "subscriber only pre-release" strategy tells your prospects that they will have the first shot at buying your private label product before the general public. It will give them a head start creating products and profiting.

76. The "Pick And Choose" Strategy

The "it comes in PDF and MS word format" strategy tells your prospects that your product has more than one way to customize your private label product. Plus, many people don't have a PDF editor. You could also point them to free PDF products and services on the Internet.

77. The "Niche Empire" Strategy

The "a laser-targeted niche" strategy tells your prospects that your private label product is written for a specifically targeted niche. Most marketers know that small niches have less competition and can be

just as profitable.

78. The "Magazine" Strategy

The "publish your own subscription magazine" strategy tells your prospects they won't need to hire expensive writers to publish their own print magazine. They will use your private label content. Plus, they will be able to make a residual income from the yearly subscriptions.

79. The "Done For You" Strategy

The "all the ground work is already done for you" strategy tells your prospects that they won't have to go through the whole public domain hassle to profit. You can remind them of doing public domain research, doing a copyright search, scanning the book in digital format, editing the book, writing the sales letter, etc.

80. The "Removed Regularly" Strategy

The "old private label content is removed regularly" strategy tells your prospects that new members of your private label membership site won't be able to get the old content that you already paid for the previous month. This tells them that you respect them and will reward them for being a loyal, paying

member.

81. The "Unlimited Bonus" Strategy

The "get unlimited autoresponders as a bonus" strategy tells your prospects that they won't have to invest in an autoresponder if they want to create follow up messages or multipart e-courses out of your private label content. Remind them how easy it is to set it up and tell them they can send unlimited broadcasts.

82. The "Extra Income" Strategy

The "a list of targeted affiliate programs is included" strategy tells your prospects that they won't have to take the time to search for affiliate programs that are related to your private label content. Most marketers like to add affiliate links to the products or web pages they create. It gives them an extra source of income.

83. The "Bunch Of Deals" Strategy

The "get a ton of target discounted products" strategy tells your prospects that, along with your private label product, they will get discounts from other businesses for related products. You can negotiate and set up a bunch of deals for your customers.

84. The "Track Everything" Strategy

The "get free ad tracking software" strategy tells your prospects that they won't have to invest in ad tracking software to promote the products they create with your private label content. Tell your prospects that they won't be wasting their time or advertising budget using one.

85. The "Prediction" Strategy

The "(company) predicts there will be over (no.) Internet users in (no.) years" strategy tells your prospects that they will be sitting on a goldmine if they invest in your private label product. You could even list predictions for individual, specific niches and markets.

86. The "Personal Rolodex" Strategy

The "get a list of the best private label/public domain resources" strategy tells your prospects if they buy your private label product, they will get your personal rolodex as a resource for no cost. The list could even include affiliate programs that you've joined so you can make a commission.

87. The "Change It" Strategy

The "sales letter can be change or edited" strategy tells your prospects that they can add their own personality, their picture and other personal information to the sales letter. You could even tell them they can get their own testimonials for the resell product to add to it.

88. The "Future Bonus" Strategy

The "another (product) will be added soon" strategy tells your prospects they will actually get another private label product in the future if they purchase right now. Of course, it could be a resell or master resell rights product too.

89. The "I'll Show You" Strategy

The "a free video training center" strategy tells your prospects that you will not only tell them how to set up their business but actually show them if they purchase your private label product. Many people today hate reading and understand instructions better in video format.

90. The "Live Event" Strategy

The "use the content to create a (type) seminar" strategy tells your prospects that they could use your private label product for a live seminar, teleseminar

and/or a webinar. Many marketers get paid to speak at seminars and sell tons of products to the audience.

91. The "Always Accurate" Strategy

The "updated regularly and for accuracy" strategy tells your prospects they can get new versions of your private label content for no cost. As the world changes, older information becomes unusable and outdated.

92. The "Mystery Bonus" Strategy

The "a mystery private label product bonus" strategy tells your prospects that if they order your private label product, they will get another one for no cost. It will make them very curious to buy because it will be a mystery till they do. You could even make a blank product cover with a question mark on it.

93. The "Writer Within" Strategy

The "become a successful writer or ghostwriter" strategy tells your prospects that they could generate income by rewriting and editing your private label content and selling it to magazines or other publishers for big bucks.

94. The "Refund Reduction" Strategy

The "reduce your product refunds" strategy tells your prospects that they could create product bonuses for other products they sell. Many marketers know that bonuses deter a person from requesting a refund.

95. The "It Takes 7" Strategy

The "get free professional, prewritten follow up e-mails" strategy tells your prospects that they won't have to write follow up sales e-mails to people that don't buy their product on the first contact. Most marketers know it can take up to seven contacts in order for most people to buy. They can just load them into an autoresponder.

96. The "Pop It" Strategy

The "get free pop up generator software" strategy tells your prospects they won't have to invest in pop up software to capture visitors' e-mails addresses or give them special offers for the products they create. Most marketers know pop ups can increase their current and future income.

97. The "T And C" Strategy

The "legal, prewritten term and conditions" strategy tells your prospects that they won't have to hire a

lawyer in order to sell the resell or master resell rights to the products they create. You could even give them a report on how different terms and conditions can affect their sales and business.

98. The "Solo" Strategy

The "professionally, prewritten solo e-mail ad" strategy tells your prospects that they won't have to write or hire someone to write a solo e-mail ad to send to their list. Most marketers have an opt-in list they can send product offers to make quick income.

99. The "Pass On Bonuses" Strategy

The "bonuses for the private label product" strategy tells your prospects that on top of getting your private label product, you will be providing bonuses for it that they can give to their customers. Most people know related bonus products will increase sales.

100. The "Up, Up And Away" Strategy

The "prewritten upsell web page" strategy tells your prospects that they could make even more income by upselling their customers without all the work. They could just insert any product to that upsell page or you could provide them with one.

101. The "Part Time" Strategy

The "do it part time while you keep your job" strategy tells your prospects they can sell the product they create on the Internet only working a few hours a day. Most people don't want to take any risk not making any money with a business till the profits start rolling in.

Conclusion:

You can't predict when knowing something extra about promoting private label products will come in handy. The more you know, the easier it will be to focus on what's important for your business.

So now you know a little more about promoting private label products. Even if you don't know everything, you've done something worthwhile, like expanded your knowledge.

To your success,
Larry Dotson

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