



# Road To ***PLR Riches***

***Your Path to  
Private Label Rights  
Riches in the Internet  
Marketing Niche!***

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## **Road to PLR Riches**

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# Introduction to Private Label Rights



Since the advent of the Internet, business had been good, if not better than before. This is because the Internet provides more viable means of disseminating information about the products and the business all at the same time.

Hence, most businesses know that the proliferation of the online business will definitely boost the income-generating potential of the business.

However, most online entrepreneurs contend that for an online business to generate good income in the Internet, the business must have its own product. This is because everything is a sale, even the thoughts that you have in your mind could count as a product for sale when presented in the Internet for other people's use.

But contrary to most popular beliefs, having your own product does not limit you to the many possibilities of earning more by using a "license" that is attached with an "information product" that you may acquire online. These are known as Private Label Rights.

**Private Label Rights** is just one of the three "basic rights" that are embodied in the concept of resell rights marketing. Among the three, Private Label Rights are considered as the most moneymaking and rewarding.

Private Label Rights are represented in a certificate or authorization that is attached with an "information item." The basics of Private Label Rights is to permit people to transform, reorganize, change, or improve the elements of the said merchandise to go well with the buyer's personal desires and yearnings.

For example, if you have a Private Label Rights, you can easily segregate the contents of an E-Book, and persuade somebody to buy the contents as sequence of pieces of writing.

One of the best things about Private Label Rights is that you can actually do the same thing inversely. For instance, if you were able to buy a set of information products like a collection of articles embodied with Private Label Rights, you can easily bring them together without the risk of some law-related predicaments. Hence, you can collect different articles from different owners. With a common thought, you can come up with a creative masterpiece.

In addition, with Private Label Rights, you can simply append some information on the said product to make it more meaningful and creative, thus, creating an impression of having a product of your own.

Best of all, you can even put your name as the author of the said work. This is the most gainful aspect of having Private Label Rights. In this way, you do not have to acknowledge the primary author of the work.

So for those who are not yet aware of the rewards of using Private Label Rights, here is a list of some of the advantages:

**1. It is just the thing for marking your name and your business' name.**

With Private Label Rights, you can easily acquire informative products that you can use as your own. Hence, this creates an impression that you are making your own product and that you are a professional and a skilled person on the given field.

In turn, you get the trust that you need in order to compel them to buy your product.

**2. It triggers creativity.**

One of the best things about Private Label Rights is that you can be creative in a thousand and one ways. This is because you can assemble the different elements and come up with a new and near-original work without having any difficulty of creating such product.

**3. Develop a product!**

With Private Label Rights, you can simply modify or improve a product if ever it does not fit your taste or needs. In this way, you can both cut back wasteful time by looking for products that are totally worthless or save more money by avoiding to create a whole new product.

However, even if some people contend that it is totally unethical for a person to sell the Private Label Rights for his creations, one cannot simply surmise the fact that engaging into this kind of activity is also beneficial to the seller especially if the product is already nearing the closing stages of its "market life."

This goes to show that people must learn how to give way to any possible changes to any product that might have already lost its income-generating potential. By allowing other people to modify or enhance the features of certain products, the advancement of such products will continue to take place. Hence, the cycle will go on.

Indeed, the basics of Private Label Rights are not just necessary for most of the Internet marketers who wish to earn more income aside from their own products but also for the whole market as well. This is because the whole system of a give and take relationship dwells in the business and that is exactly where income generates its power.

## Everyone Wins with Private Label Rights



Would you believe a person if they told you that it was possible to take another person's work, change it anyway you please and call the edited material yours?

What if that person also told you that besides being able to do so, you could actually profit from that work and not be liable for any copyright infringement?

If you haven't heard of Private Label Rights, then most likely you'd think they were pulling your leg. But all the above are true if you are able to secure these rights.

### But what are Private Label Rights?

To understand why Private Label Rights are so special, you need to know about resell and master resell first.

**Resell rights** are simply permission from the owner of a work (a book, for example) to allow you to take the said material and distribute it for your own profit.

**Master resell rights** take it a step further and allow you to sell the resell rights to the work. The reason why it is called master resell rights is because it covers a large set of permissible actions to the person who acquires those rights.

Experts would tell you that to get the most of your purchasing of master resell rights, the following list of actions should allow you to:

- Give the material away unaltered
- Combine the material with others
- Give the material away as a bonus item
- Use the material a content for websites
- Divide the product into separate articles
- Put the rights for the material or the material itself up for auction
- Provide the material as content for paid membership sites
- Sell resell rights for the material
- Change or alter the material

Buying the whole set of these rights are great but it can cost you. But there is a way to get almost all of these actions and not have to pay as much for master resell rights IF you acquire just the right to change or alter the material, which is exactly what Private Label Rights are.

With these set of rights, you are given permission to change another person's work. By altering the material, you have made the work your own which then allows you to profit from the material anyway you intend to.

Let's say you were able to acquire Private Label Rights for a particular E-Book. What can you do?

For starters, you can break up the book into separate chapters and then sell these as articles. On the other hand, if you were able to acquire Private Label Rights for a set of articles, you could combine them and package it as a book, which you then can sell.

You can change the material's content by adding or removing details. You can also add pictures or illustrations as well as other media like sound or video clips.

All of these actions are possible but the best part about Private Label Rights is that you are not obligated to mention the original author (or pay them any royalties) for the

changes you have done to his or her material. You can claim the material as yours by putting your name as the author of the material.

With these changes, the ways on capitalizing on them are many.

You can come up with a whole new set of products from a single material source. Take an E-Book for example. On one hand, you've broken up the book to sell them as articles. On the other, you've enhanced the book's content with media to package it as your own work and putting it up for sale on the market.

Acquiring Private Label Rights are great for creating a brand for your business. As you may already know, one of the keys to a successful business is to distinguish yourself from the rest. With Private Label Rights, you can change the material and make it uniquely yours. If your target market likes your material, your market can perceive you as an expert in your line of business, which is something you can really capitalize on as you sell your products or services.

However, it is not only the person who acquires Private Label Rights who stands to benefit from it. It may be difficult to understand at first, but selling Private Label Rights benefits even the original creator.

With the increasing demand for original material to be sold with Private Label Rights, a writer can make good money from his or her work. The incentive is that he or she can command a higher price for the work given the rights that go with the material.

Furthermore, selling the right to change the material any way the buyer wants is actually giving new life to the material. By giving the buyer the freedom to change the content in a number of creative ways, the material's usability and relevance is extended.

By compensating the original content creator well; by allowing freedom and flexibility for the purchaser; and by giving the end user a wealth of very useful information, Private Label Rights are by far one of the best things out there in the world of online marketing.

## **How to Make Money with Private Label Rights**



One might wonder at the difference between Private Label Rights and product resell rights. With product resell rights, a person obtains the right to resell the product as is, without changing its form, design or name.

On the other hand, if you have a Private Label Rights to a particular product, you would gain the right to modify or change an original product, create your own specifications, apply modifications then claim it as your own original product.

E-books, software, articles and other written, raw materials are just some examples of products where you can obtain Private Label Rights.

Take an E-book, for example. If an author of an E-book would give you Private Label Rights about "Cellular Phone Technology", you can modify the content to tackle the latest developments about this ever-changing technology.

You can add features and create helpful sub-topics that would best fit the current trends in cellular technology.

After the modifications, you can claim rights to the e-book that you modified.

The idea may have been copied or bought, but you get to have the rights to resell the "new" product resulting from the one that was modified.

### **'New versus modified'**

In a basic business course, you are taught to develop an original product which will "sell" to a particular market.

You have learned that an original design and functionality will pave the way towards introducing a great new invention in the market.

However, developing and manufacturing your own product is quite a tedious process.

The good thing is that once you have an output, you can profit from your original product by several ways.

First, you can sell the rights for business owners to resell your products without any modifications whatsoever.

You can also build a web site for your product and get other related web sites to advertise your products for you.

Once you find that your product is not anymore at par with the current technological standards and it does not meet the consumer's needs, then you can modify it.

The resulting product with the new modifications will again earn you the rights to resell that new product. The possibilities are endless once you have developed a product of your own.

Now, take a look at the advantages of a modified product as a result of gaining Private Label Rights.

First, this is the easiest way to build a business if you do not have the time to develop your own product. Gaining Private Label Rights would make it "legal" for you to re-use an original product content without having to worry about infringements on intellectual property rights.

This principle mostly applies to written and electronic material such as e-books, articles, even source codes.

Second, you can use your creativity to modify an existing product and make it your own.

If you put together ten articles about a common theme, modify them a bit to come up with one basic idea, you would have a resulting product which is more comprehensive than the original material. This is better as compared to just combining two articles with the same idea and packaging them individually.

You can also use an original material or text and use the Private Label Rights that you obtained to develop a web site about the same topic.

There are hundreds of possibilities about how you can earn money with the use of Private Label Rights. Affiliate sites and other web sites offering Private Label Rights would make modifications seem effortless.

This area of Internet marketing shows such potential that many online businesses are grabbing the opportunity.

All you have to do is find the right material to work with and you can have an instant product to work with. Just change the graphics, modify the text and you are good to go.

The great thing about this is that you can re-package the material and present them to buyers in any way that you would like. Additionally, you get the glory of the byline since you can put your name on the printed or electronic material because the product is yours to claim now.

With a little creativity, resourcefulness and effort, you can earn hundreds of dollars by using Private Label Rights to come up with original products that you can distribute to your target market.

With this, the difficulties of conceptualizing and manufacturing an original product will be eliminated, yet yield almost the same results when it comes to profit.

## **The Pros And Cons**

Resell rights works in such a way that when an owner of an article or a book sells one the authority to sell that book to others then keep the profits. Private Label Rights however goes much further, efficiently granting the “Private Label Rights” buyer to do what he wants with the articles or text materials.

PLR makes available to you the benefits wherein you have your very own product and without the effort of making it by yourself.

Having ownership rights to articles, you are allowed to do all the revisions or editing that you want. Likewise, you can incorporate any link that you desire, any illustrations or images and add in any additional content and include your byline after revising the article.

“Private label materials” include information products, graphical files, software, and more. E-Books, reports and articles are the easiest to work on.

## **PLR Disadvantages**

The only downside of PLR articles is that these series of articles that you purchase are **not unique**, since these are often sold to several individuals, although the numbers of articles sold are limited.

However, because you are permitted to alter the articles' content, you have the capability to make the articles unique, and even arrange it in a very different manner and tone that will result to be an original piece.

Simply put, if you have a smart thing with words and the talent for writing, the outcome of the article that you will sell is totally different from everyone else's and instead of competing with some 400 other individuals who have the very same "Private Label Rights" as yours, by simply changing the content, rearranging the chapters, adding new sections, deleting some irrelevant paragraphs, constructing a catchy title, changing the author's name into yours, then you have an original article.

## PLR Advantages

1. **Saves time.** For a well researched, informative and good quality article to be written, containing several chapters and comprising of about fifty pages, it can very well take at least fifty hours of your time and effort. With PLR contents, you easily get instant content access.
2. **No "outbound links".** With PLR articles, you are not obligated to incorporate "outbound links" at the ending of your articles. No distracting advertisements means your readers can concentrate well on your articles. Take note that you can add links to your website or your affiliates.
3. **Cost efficient.** Hiring someone to write articles for you can be expensive, costing around \$17 a piece; so then if you need a 50 page article, then it will cost about \$850. Whereas PLR articles are much cheaper generally available for \$29 - \$30 for 200 PLR articles.
4. **PLR articles can be revised or altered.** You can add some chapters and delete some too. You can rephrase words and add your preferred keywords, which is a great influence in achieving high search engine rankings.
5. **You can brand your own name.** Almost anybody purchasing something prefers to buy from someone they trust and know. With your PLR articles, you are able to display your name in the article as the author then you are supplying clients with important information. Then when prospects are pointed to your site, seeing your name once more, they instinctively have that certain feeling of knowing and trusting you.

6. **Complete in themselves.** PLR articles are entirely complete. At just a glimpse, “private label articles” articles offer one with the whole “view” of the contents issues and elements involved.
7. **Well written by experts.** Generally, almost all “private label articles” are professionally written and compiled or collected with the most up-to-date research, investigation and information done by experienced writers. When you purchase and then use “private label articles” from a trustworthy seller, then you are guaranteed that you are purchasing quality. Just keep in mind that you look into the terms, making certain that you are allowed to alter the content, as this is the only way that PLR articles can be used with full advantage.

Private Label Rights articles and E-Books fill a webmasters requirement because they are written purposely to answer specific questions as well as problems within a position on a “well-searched” market. If properly and correctly marketed, they produce steady sales.

## Cashing in With Private Label Articles

Not a lot of people know about the PLR articles, much less why they should pay attention to them. Give yourself the edge and find out why you should know all you can about PLR and how you can profit from them in the most efficient and effective way possible.

### **1. Saves time and effort.**

You probably already know how much work and time it will take to write an article. On average, a single 700-word article will take about two hours to compose from scratch. If your intention is to create a website with over 50 pages, then you can see how daunting and time-consuming the task of simply writing content will be. PLR articles will save you this time and effort.

### **2. All credit goes to you.**

You are under no obligation to credit the original author for PLR articles. As such, when you publish them on your website, no outbound links and advertisements will be there to distract your visitor / customer. All links will be focused on your brand and your affiliates.

### **3. Saves you money.**

This point requires a different point from saving time and effort simply because of economics. Hiring writers to create content for your website averages about \$15 per article. If your site were to hold even just 20 articles that you need to update regularly (say every two weeks), you'd see how the bill could add up.

But if you were to acquire PLR for a set of articles, you could save money because of the economics of scale. Articles are bought at bulk and as such it is possible to get your hands on 200 articles for only less than \$30.

#### **4. Editorial freedom.**

You don't like how the article is written or the information it is presenting? PLR allows you to change the material right away without needing to ask permission from the writer.

This is also especially useful for optimizing your website for search engines since you can enrich the content with keyword phrases to improve your rankings in SERPs.

#### **5. Create a brand for yourself.**

Today, it's all about distinguishing yourself from the rest. PLR articles allow you to provide content that is both relevant and updated. By doing so you build a reputation with your target audience as an expert. And since people would much rather go with someone they trust, your chances of return visitors increases significantly.

#### **6. Get professional results.**

Many of the writers who offer articles with PLR are professionals and have access to the latest information regarding your field of interest. By acquiring the rights from them, you avail yourself of their professional results without having to retain their services regularly.

With one set of PLR articles and some creativity on your part, you can extend the life of the articles to the point where the content has more than paid for itself. So when sourcing out a supplier for PLR articles, ask for sample works to demonstrate the quality of articles you would be purchasing.

Now that you know why you should seriously consider getting PLR articles, here are some ways to get you started on profiting from them.

#### **1. Compile a list or report.**

You can consolidate a series of articles of a similar theme and package them as a report or listing of information. While you may think that anyone can do this, you'd be surprised how little of this is done.

Many people don't have the time to read or the willingness to read several articles at different times. Providing them a simplified version of the information they want will be a welcome offer for your visitors. You can either give away the report for free, sell it as your own product or use it as content on your website.

## **2. Use PLR content to create a series of small articles.**

This is especially useful when producing material for an email campaign. A series is by far, one of the more effective ways to create a following with your audience.

Give enough to allow them a feel for what you're offering and hint at giving more of the same if they will subscribe to your mailing list. In turn, your emails promote your website by inviting them to visit you on a more regular basis.

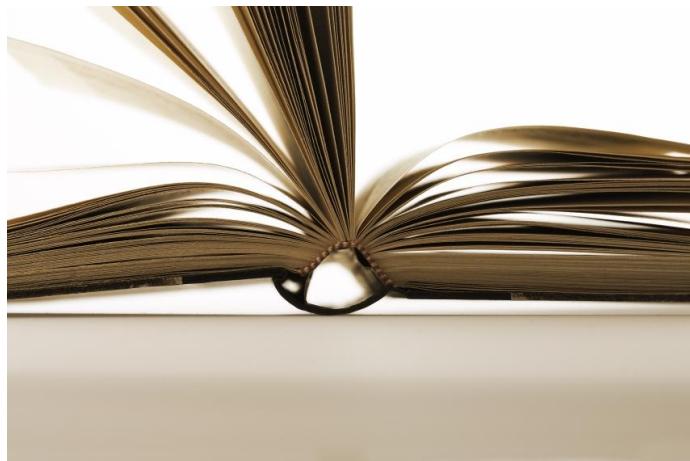
## **3. Produce E-Books.**

It is very possible for you to take a set of PLR articles and come up with an E-Book, for which you can credit yourself as the author.

Since you have created an entirely new product you could repack this and sell this with your own resell rights. Just like you, there are people who are looking for material they can use for their own promotion needs so cater to this market as they are increasingly growing in number.

As you can see, using PLR articles are not only effective in providing truly useful content. They are also cost and labor-efficient, which means you can focus more of your time to more important matters, whether they are for business or otherwise.

# **Cashing in With Private Label E-Books**



Among private label products, one of the most profitable is the **E-book**. In the past, marketers purchase resell rights from an e-book author, and resell the text of the material as it is. This strategy works to the advantage of the authors, because their works can be sold with the content intact, and not being compromised. Plus, many of these e-books contain links to products that the author has interest in. The result is that the seller of the e-book will double as the author's marketing agent, because in each sale of the book, the affiliate links that it contains are exposed to each customer.

Recently, however, a new kind of resell rights became increasingly popular among marketers. They not only purchase the rights to sell the book, they also obtain the rights to do whatever they want with it, then sell it. Essentially, they edit, modify, rearrange, or change the contents of the books to suit their needs without being held liable. This allows the reseller to create new unique products from the material which is specially designed to suit the customers of the reseller.

Usually, the e-books that are being resold under Private Label Rights are specially commissioned and have ghostwriters as authors. These works are usually basic texts that is geared to a specific market, but they are not the type that will win literary awards or climb bestseller lists. But it does not mean that these books are not worth a lot. Actually, they fill the need of niche markets because they are written specifically for them. They can gain a lot profit if the reseller manages to aim it at the correct target market.

### **What can a reseller do to maximize a private label e-book that he acquired?**

A lot of things, actually.

With a little ingenuity, a reseller could end up offering a book to customers that they will not find elsewhere. They do not have to compete with other resellers who have the same product that they are selling. The contents of the book can be changed and modified to suit the target market. Chapters can be rearranged. New sections can be added. An entirely new and eye-catching cover can be created. Titles can be revised. Pictures and

illustrations can be included. Even the name of the author can be changed, and after overhauling a whole book, a reseller has already created an entirely new and unique version of the material which customers can appreciate.

Of course, there are protests regarding the idea of allowing marketers to do whatever they want with written materials. There is the possibility that the market will be flooded with books containing different titles but have basically the same content. This can bring about the loss of consumer confidence in the e-book industry. Another disadvantage is that materials that are distributed in this manner will not be as credible as the books that have a known and respected author associated with them. These kinds of scenarios cannot be easily dismissed and requires consideration.

Marketers should see private label e-books as means to explore countless ways to create and maintain profit, and should view it as the beginning of building an Internet business empire.

## **Cashing in With Private Label Software**

In the case of private label software products, the core technology of the product can be created and owned by another person or company, but resellers can place his brand and have the software tailor-made by utilizing layout and color schemes, logos, languages and other options that can be configured to make the software look like it was created by the reseller. IN addition, the reseller can choose the name of the program and company, and the website to be associated with the software.

The makers of the software will offer the reseller full resell rights to the branded version of the product, with the understanding that sales choices will not be interfered upon, and royalties will not be collected, which will enable the reseller to establish his own price for the software and pocket all the profits.

Also, in the deal between the creator of the software and the reseller, a demo version of the product, along with the full version, can be provided. This demo version can be distributed by the reseller without any hindrance. The benefits of having a demo version is that the traffic to the web site of the reseller will increase each time the demo is downloaded.

Usually, there are two levels of private labeling or branding offered for resellers: first is the tests and surveys that the reseller will manage and implement, and second, the technology and application that permits the reseller to author and host the tests and surveys.

When it comes to transferring the ownership of the software, the following may be provided by the software's creator: documentation of the transaction and a special URL for each software title purchased by the reseller. This URL is provided so that resellers can dispense it to others to verify the ownership of the software.

Software is only one among the many products that can be offered under private labels. A reseller with great marketing savvy can profit greatly from venturing into Private Label Rights product. What they have to do is to choose the right product that they can improve on and market in order for them to rake in the profits.

## **Making Maximum Profits From Private Label Products**

As the guide draws to a close end and nears publication, here are guidelines on how to maximize your usage and profits from Private Label Rights, overall:

### **1. Construct articles that will be displayed for your site.**

Affix your byline or resource box to all articles then publish them. Permit visitors to “republish” your articles in exchange for publishing also your “resource box” in their site. This will spread your advertisement over the web at the same time increase your “link popularity”.

### **2. Make e-zine articles.**

Affix your byline or resource box to your articles then publish and distribute in your “e-zine”. Announce that your articles can be republished if your subscribers will publish your “resource box”. Aside from the fact that this will spread your advertisement as well as increase link popularity, this can also improve your “pagerank”.

### **3. Offer PLR articles as free bonuses.**

This will increase your products' perceived value and encourage prospects purchase your products.

### **4. Offer PLR articles as bonuses for opt-in list.**

It will entice visitors to sign up for your email list.

### **5. Create your very own original info-products.**

Modify or rewrite the articles so to create a completely different article, include yourself as the author.

**6. Create completely new articles to submit to e-zine “article directories”.**

**7. Create and then trade your content with different websites.**

Affix your byline or resource box and then trade them with many high traffic sites.

**8. Make articles out of your PL articles and then promote other person’s products.**

Affix your byline or resource box to promote an “affiliate program”.

**9. Make promotional content for your “affiliates”.**

With your byline or resource box, permit your “affiliates” to incorporate their “affiliate link” to your articles.

**10. Construct whole new original info-products then sell also resell rights.**

Almost all PLR packages are controlled to only a certain quantity of buyers; so there is no worry that 'your' material will show up 3 million times over on Google.

Having the authority to rewrite, modify or alter the PLR articles indicate that your article is entirely different from everyone else's who purchases and repackages that same article or material.

**Tip:** Before purchasing any PLR package, you must read carefully the terms and make certain that you will have authority to rewrite, alter, delete or cut the content in whatever way you want it and affix your name unto your new article.