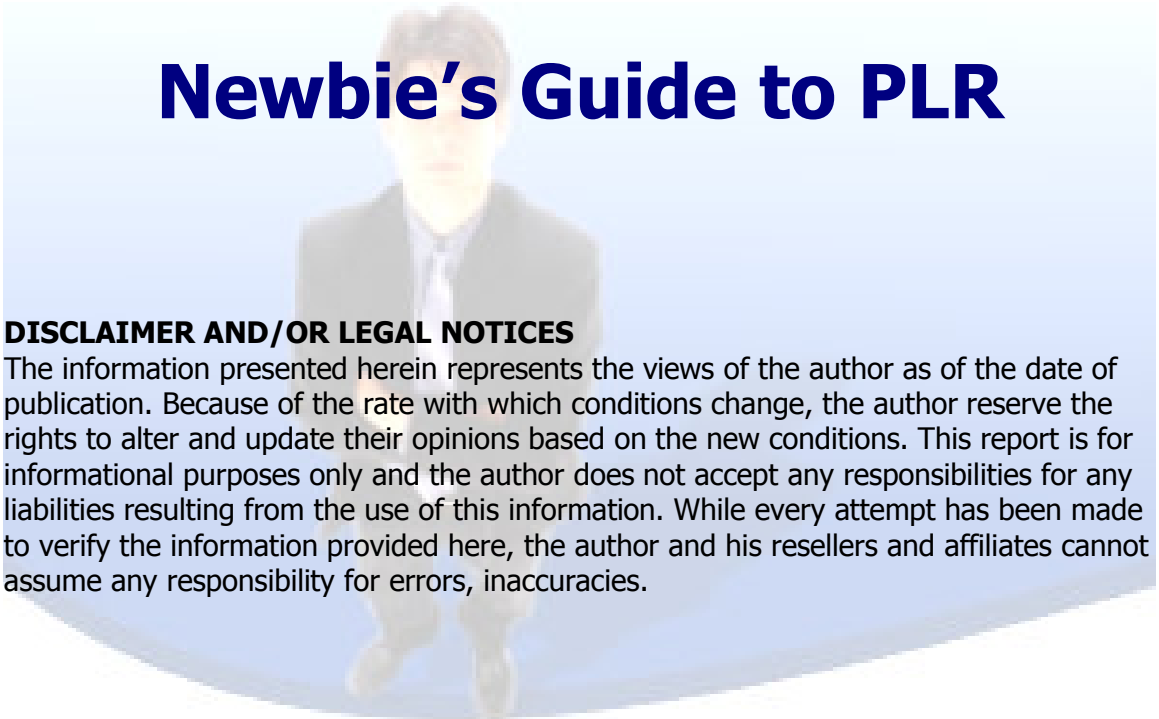




Newbie's Guide to PLR

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Newbies Guide to PLR (Private Label Rights)

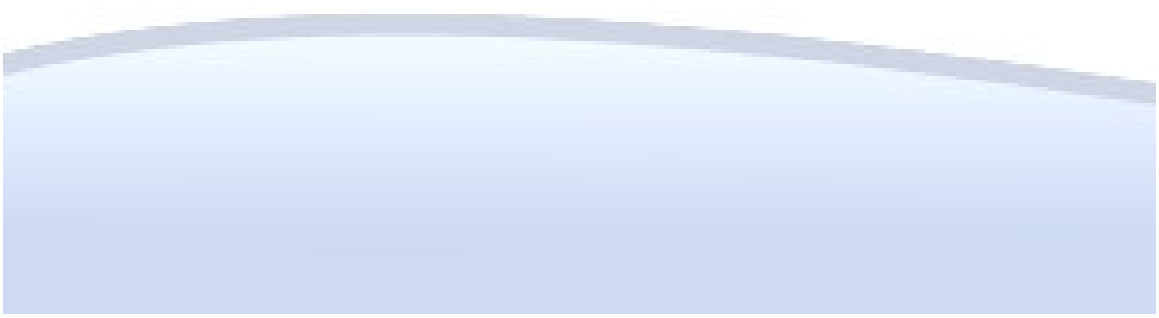


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CHAPTER 1:

THE Newbie PLR Profit Formula

Creating original content for the purposes of selling is a hard proposition. With affiliate marketers scrambling to earn commissions off dime-a-dozen products and software enthusiasts looking to earn a quick buck with content programs, webpreneurs have turned towards creating rock solid, original content to jumpstart their money making campaigns. Creating a product from scratch, whether it is an e-book, a small software program, or an item, is not the easiest way to earn income. Private Label Articles allow you to take shortcuts and claim complete ownership of a product, meaning 100% of profits go to you.

The Nuances of Product Creation

Product creation is a booming business on the Internet. Webpreneurs scramble to hire freelance writers to write articles and software programmers to create that hot, new karaoke program. The problem is – creating your own content requires lots of time, money, and energy. Misinformed webpreneurs may settle with AdSense dollars on 20 articles at \$10 each to see profit in six months on a generic niche site. Plus, hiring web content writers and developers means setting deadlines, monitoring progress, and the fear of unfinished work. When it comes to product creation, there are a lot of moving parts. When one is ignored, it could ruin the whole process.

(Private Label Rights)

The Alternative – Other People's Products!

Using private label rights means selling someone else's products. A product can come complete with fresh graphics, original articles, lead generation forms, autoresponder series, and more. The kicker is – with Private Label rights, you can modify, add, and delete content to original, copyrighted content in any way and add your name on top (like a cherry.)

The Run-Down

With Private Label Rights, you could –

- Buy 50 articles on home furniture design, modify its contents (even just one word, although it isn't recommended), and re-distribute them for sale without breaking copyright laws.
- Add twists to your Private Label Rights content to meet your individual style (i.e. corporate logos, industry jargon to articles) and pass it off as your own groundbreaking product.
- Combine PLR articles into reports
- Use them as part of an email autoresponder series to lure more visitors and subscribers to your pages.
- Submit them to article directories for maximum exposure and links back to your page
- You are the sole author of the work. No credit is given to its original author!
- Pay less money for content

Digging a Little Deeper –

Private label rights create new products out of original sources. Different markets could be tapped into. It creates a brand and an image, where you have free reign over content, logos, structure of the work (i.e. turning a bland Private Label Rights e-book into dozens of articles for distribution), etc.

PRIVATE LABEL RIGHTS JARGON in a NUTSHELL

There are Resell Rights and Private Label Rights, and it's important to know the differences. Basically, resell rights allow you to resell a product as is to earn money. In contrast, private label rights allow you to edit, change, and rebrand products to make them your own and create new products out of them. Let's take a closer look:

- 1) **Unrestricted Private Label Rights** – the most flexible of all rights and therefore most valuable. You can do nearly anything with these products including renaming, branding and selling as your own, editing, and bundling with other products in a package. You can also give them away, and you can sell or giveaway rights for others to resell, master resell, or private label. The danger with giving these rights is nothing prevents buyers from turning around and selling them the same day at ½ price and “stealing” your sales.
- 2) **Private Label Rights** – similar to unrestricted in that you can rewrite, edit, and call products your own. But usually they have some limitations like only sell above a certain price and cannot give for free.
- 3) **Master Resell Rights** – Resell Rights, vs. Private Label Rights allow you to resell products but not edit them in any way. You cannot call them your own, you cannot add or edit the content. With Master Resell Rights, you can also give away the resell rights to others, and often you can give away the Master Resell Rights, allowing others to resell the resell rights.
- 4) **Resell Rights** – these are the weakest of all rights and therefore least valuable. You can only resell the product. You cannot change it in any way and you cannot giveaway or sell resell rights.

CHAPTER 2: Frequently Asked Questions about Private Label Rights Content

Normal content vs. PLR Content – What's the Difference?

Normal content are the 15 500-word articles you hire Elance or Getacoder.com copywriters to do. Sometimes, you may write them yourself. PLR content is content created by one webpreneur for sale to other webpreneurs where you can do whatever you want with it based on whether it has rebranding rights, resell rights, or master rights.

What's the magical number in paying for PLR content?

****Use the Newbie PLR Profit Formula****

Article quality + Number of people sold

Typically, PLR content with a 1000 person membership is grounds for concern. The more copies of PLR content sold, the more it will be used. However, keep in mind that the majority of buyers will NOT take action and publish these articles to their sites. Estimate that 70 to 80 percent of members (based on the ever changing webpreneur climate and those collecting articles for other purposes) will not follow through with their content.

But, you might be thinking...

"I have 100 PLR articles that I'd like rewritten into an e-book on healthcare and I'd also like these rewritten individually as well. I really, really, really cannot write. With all the hiring I have to do, PLR content doesn't seem cheap!"

It really is. Many professional writers will rewrite content for as little as \$1 per 400 words. Don't believe it? A project description by service provider 'Prince Projects' on Elance.com that read:

Hello all -

I'm looking for a writer to rewrite approximately 500 400-500 word articles at \$1 a piece to start. If everything goes well, I plan on awarding more articles. Subjects include real estate, internet marketing, health, finance, and more. Articles can be paid for on an ad-hoc basis if you wish (paid as you receive them through Paypal, Elance, etc.). My main concern is securing a writer I can work with in the long term.

generated this response from 2 writers:

Bidder Comments: *Hi. I am experienced in writing articles, proofreading and re-writing pieces. I have written a number of articles and other copywriting material. I can turn around the articles quickly, whilst still providing a high level of work. I would normally charge between \$2-5 an article but I am willing to offer my services for \$0.95 an article to yourselves.*

Bidder Comments: *Hi, I'm ----, heading a multidisciplinary writing group with perfect feedbacks so far. Kindly spend a minute reading our profile and feedbacks. We are constantly doing article rewrites for some months now. Although we usually charge US \$2-3 for rewriting an article of 500 words, we are willing to do this at your price in the hope that it will be increased in our subsequent projects, if awarded.*

As you can see, the first writer actually LOWERED his price from \$1 to 0.95 per article on a 100 rewrite project!

****Many writers are known to lower their bids on Elance.com if subsequent work seems likely. Use this to your advantage.****

Since PLR articles have large portions of them which may be the same from article to article, how does that affect its placement into article directories?

To start, article directory sites hate duplicate content. PLR articles are generally a no-no for them. The majority of PLR content people do not rewrite their articles. If they do, they rewrite small portions or rewrite the entire first paragraph at

most. As a general rule, rewriting 50% to 60% of the article will have your content passed into the directories.

How come this latest PLR site rejected me for membership?

With the search engines intelligent crawls through the Web searching for duplicate content, PLR membership sites have to cap the number of members to maintain exclusivity. Poorly rewritten content can get you banned from many article directory sites. As a general rule, you want as few people having access to your PLR articles as possible. However, lean with the ratios. A site that awards 200 articles to 2000 members is probably not going to affect you. Plus, many members do nothing with their content.

****Avoid unlimited PLR membership sites at all costs****

Newbies Guide to PLR (Private Label Rights)

CHAPTER 3:

NOT ALL PLR PRODUCTS ARE EQUAL

PLR products are popping up all across the Internet like scions. Expert authors are offering alternatives to article directories by promoting articles that are keyword optimized, searched, and articles that have enough flexibility to change dramatically. Their sales pitch is always the same:

- ***1000 original articles across 20 different niches written by professionals!***
- ***Articles targeted with a magical keyword density to beat the search engines!***
- ***A batch of 1000 fresh articles every month!***
- ***Limited membership!***

To begin, private label rights articles are one of the most popular ways of adding search engine friendly content to your websites. When hiring an Elance.com or Guru.com writer means dropping \$600 on 60 500-word articles, webpreneurs may turn to these membership sites that claim hundreds of PLR articles for as little as 10 cents each.

****Fact: Many PLR article sites are OVEREXPOSED with POOR CONTENT.***

Many private label rights membership websites have a cap on the amount of people who can have access to its articles. For instance, a cap of 1,500 members is intended to limit the amount of exposure its members' articles receiving, keeping search engine triggers inactivated. The problem is: many PLR enthusiasts are not **rebranding** and **reconfiguring** these articles to create an

entirely new concept! At most, many switch the first few words of each paragraph to resemble something else.

The same "high quality article package" touting unlimited access to unlimited niche topics in hundreds of categories is *worthless* if you don't do one thing: *REBRAND*

The PLR Profit Formula for Rebranding PLR Content Articles:

- **Create a new character** – "The Rich Jerk" character is a purple shade wearing, slick haired businessman in a buttoned down blue collar shirt, a white blazer, and white pants. Reinvent your main idea of the "author" behind the articles. At the very least, claim expertship.
- **Rewrite, rewrite, rewrite!** – 50% to 60% of solid rewriting is a good idea. Many may rewrite PLR articles completely. Articles in list form (i.e. 30 Ways to Pick Up a Woman) may be converted to e-book or article format to resemble a new idea. Articles can be summarized, elongated to add new information, or combined into two and three at a time as part of a mini-series.

At the very least –

- **Change the article's title.** Pay attention to optimizing by adding the keyword to the title. Make it creative! "The Battle of Two Titans: Credit Cards vs. Debit Cards" sounds better than "Credit and Debit Cards Explained."
- Rewrite the first paragraph.

Brand – A singular idea or concept that you own inside the mind of the prospect.

CHAPTER 4:

STEP BY STEP PLAN FOR MARKETING OR PROMOTING PLRS

A set of private label rights, whether it's an e-book or a set of articles, has unlimited untapped potential. There are many creative ways to approach it. Generally, the more creative you become, the stronger your brand will be. For example, one client of mine purchased e-books in bulk and hired a writer to create synopsis' of these 80-90 page e-books into 30 minute audio format tapes.

Marketing PLR with Multimedia – CD/DVD/MP3s

Recording your private label e-book and repackaging them into audio tutorials, courses, and transcripts is branding genius. Suppose you have a PLR e-book on '30 Ways to Seduce Women' written by scientific researchers of pheromones and psychologists. With this, you could *repackage* and *rebrand* the e-book to produce a series of audio tutorials on "The Love Boss (you): Picking Up the Love of your Life," complete with a fictional character (see Rich Jerk series, one of the best selling e-books ever) and a new voice.

Burning your recorded files onto CDs/DVDs and MP3s is easy with cheap equipment and packaging with software case levels is easy through an office store. A cover could include the front cover of your online e-book complement with a fresh logo. To jumpstart your multimedia campaign, you could introduce a sign up page on your website and offer a free recording with it to build a consistent list of opt-in subscribers.

Ever notice how many sales letter sites have recordings by the site's owner explaining the new product? You can do it too by adding either 1) an audio sales pitch, 2) an audio version of your PLR content, or 3) a combination of both to your site. For this, you'll need an MP3 Audio Mixer (available at <http://www.acoustica.com/mp3-audio-mixer/>) where you could edit your voice

during long recordings. If you're a poor public speaker, there are many freelancers at elance.com that can do the job but the cost may be high.

****Audio recordings create the illusion that your PLR content is booming!****

Acoustica MP3 Audio Mixer - Mix music, sound effects, and even your own voice! It's your soup! Mix it well! - Mozilla Firefox

http://www.acoustica.com/mp3-audio-mixer/

ACOUSTICA
software should be easy to use!

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You are here: [Acoustica](#) > [Products](#) > [MP3 Audio Mixer](#)

Acoustica MP3 Audio Mixer

Whether you're a DJ or just creating cool mix CDs, this tool is for you! Mix MP3s, WMAs, WAVs, record your own, set volume fades and pans via a simple graphical interface! Its your soup. Mix it well! Exports to MP3, WMA, RealAudio™ and WAV files.

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◆ Cut and paste sounds (MP3s, WMAs, WAVs) quickly and easy!
◆ Mix, record or export as many simultaneous WAV and WMA & MP3 files as you want

Hook, Line, and Sinker – the 'Hook' and 'Follow Up' Explained (Tying it to our "Picking Up the Love of Your Life" example)

Capturing the imagination of potential buyers means hooking them from the very first minute they access your page. A sales letter may do an exceptional job of hyping your PLR product, but might not 'reel' them in as much as you would like. Like perfume sprayers at the department store, you have to give potential buyers a taste of your product. *Use a portion of your private label ebook content to lure readers into subscribing to an opt-in list or ezine.*

The best way to do this is to offer a free .PDF file download of the first ten pages of your PLR product on your main page. Add a 'Table of Contents' page with a powerful introduction and stop where it gets "interesting." When the last sentence of your last page urges readers to pass on to the next "How Pheromones can Attract Women" chapter available in the full-version, you've "reeled" them in.

"The Follow Up"

Creating a series of 3 follow up emails to market your PLR product and mail to your list 2 days apart with each email focusing on a different value/benefit of the product is one way to market. Instead of asking subscribers to sign up to a weekly ezine, offer a snippet or news on "Love Boss" spread out through 3 emails. One sample email may look like this:

Love Boss Newsletter #2: The Mirroring Technique Explained

LOVE BOSS NEWSLETTER, #2, 1/1/2008

A Loveboss.com Publication for the Romeos

Love advice, dating advice, and advice for men of all ages.

Welcome to this week's Love Boss Issue.

In this issue:

- 1) Special deal on full version e-book**
- 2) The Mirror Technique Explained**
- 3) Ask the Love Boss – 3 Questions**
- 4) Love Boss now released on DVD**

1) Special Deal on Full Version E-Book

In today's issue, we will provide a brief overview of the "Mirroring Technique" discussed in the "Love Boss" e-book (valued at \$97, yours for only \$29.99 as an opt-in list subscriber.) Releasing the power of your subconscious mind requires ... (followed by a small "hook" on what to expect from your Love Boss e-book, with not many important details given out.)

2) The Mirror Technique Explained

3) Here, you can list frequently asked questions by love-challenged men and answer them "Love Boss" style. Remember, at this point, you've taken that ancient PLR product "30 Ways to Seduce Women" and turned it into the "Love Boss" brand equipped with its own lovable character, logo, packaging, content, formatting styles, and more. "30 Ways to Seduce Women" is unrecognizable at this point with its main idea forever rebranded.

4) Offer a free DVD (or reduced price) with the purchase of an e-book, combine it as a package, or sell it individually.

Like screenplays and novels, Hollywood and webpreneurs loves a packaged script for maximum marketability and exposure.

FOLLOW UP EMAILS and AUTORESPONDERS

A series of three follow up emails are great for any PLR content where you can

- 1) Provide a "message of the day"
- 2) Promote your PLR product

Here is a list of *Free* Autoresponders to check out:

Easyresponders.com – provides an unlimited number of auto responder messages for PLR enthusiasts. It has customization features, a mailing list feature, and works great for e-mail newsletters. When your potentials request information, here is an automatic response to keep them on their heels.

Freeautobot.com – A customized service known for its interval feature where you preset your emails to be released at a certain time or day of the week. Plus, it has no pesky advertisements like other autoresponder series.

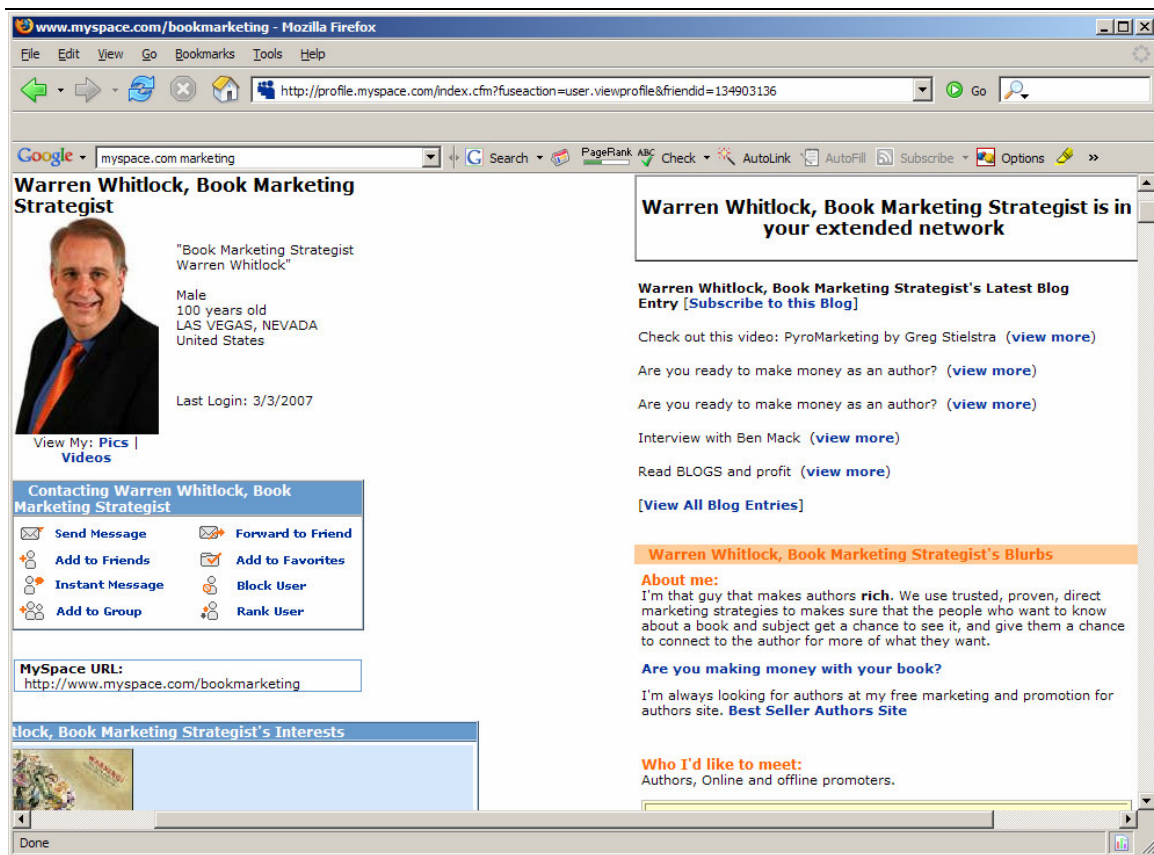
Autoresponder Direction

Autoresponder readers may get a kick out of "10 Ways to Make Her Say Yes" theories and philosophies but real news is the key. Your private label product, once a mind numbing e-book retransformed into article series, CDs, and eye catching e-covers, has to generate the buzz needed to keep it afloat. One trick of the trade is to send your autoresponder subscribers to a blog. Blogs are the latest craze and spreading like wildfire. There are multimillion dollar blogs in operation, including Jossip, X17online, and other celebrity hunter sites with a passion. Although we're not paparazzi reporters, we can attract the same number of visitors. Move traffic to your blog with a message at the top of your autoresponder for maximum effect.

Newbies Guide to

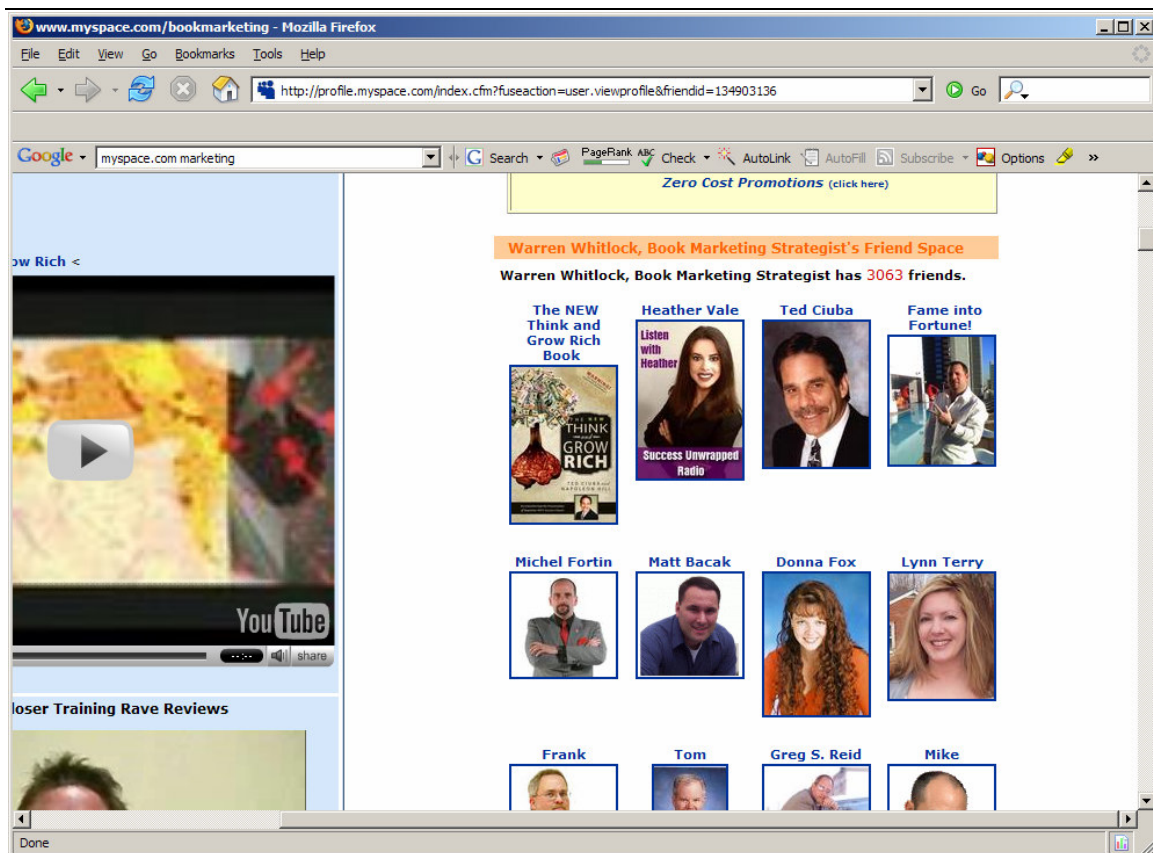
The Power of Social Networking

Social networking sites serve a dual role: to keep friends connected and to market, market, market. With today's top selling artists creating Myspace pages to keep in touch with fans, they use it as a tool to promote albums, airplay, and expand their networks. A Myspace.com page can direct people to your private label product. Plus, these sites have high Google page ranks which mean your own site rank can propel to the top of the search engines. Be careful: spamming and spreading your links all over the place will have your message ignored.



Here is an example of a Myspace.com page selling a product by Warren Whitlock, Book Marketing Strategist. Look how many friends he has below! What a way to promote!

(Private Label Rights)



3063

Upsells in a Nutshell

Another bona fide trick of the trade is a technique not many PLR marketers are familiar with. This trick is an upsell. Upsells are a marketing strategy that means producing a lightweight, condensed, or shortened version of your e-book or article package product where you sell it as a lower price. When this flies off the cyber shelves, you can upsell these same products to the complete version after they buy it.

Show Me How!

Access your 'Love Boss' e-book under Word, click 'Save As' in the File menu, and give it a different name. Make sure you have a copy of the original, complete file somewhere in your C drive. Have two copies: the original and this new shortened

version. Since you'll be removing content, you don't want to touch the original. Once you've 'Saved As' remove about 1/3 to 1/2 of the e-books content and change the table of contents. You'll want to remove more important pieces of information. For example, your Table of Contents might be something like this:

Chapter 1: Intro (Change Your Mindset)

Chapter 2: Picking the Right Woman

Chapter 3: Take Care of Her by Taking Care of Yourself

Chapter 4: Pheromones (Attract Her with Testosterone!)

Chapter 5: The Mirroring Technique

Chapter 6: Arab Mating Techniques

Chapter 7: Icelandic Romance

Although your new version will have lesser content, you want it to have enough to entice the reader into considering the upsell. Stopping at Chapter 5 with a powerful introduction and themed chapters should be enough to lure.

Shorter versions of your PLR content can lead to cheaper but steady sales.

WORK YOUR SALES LETTER TO REFLECT THE SHORTER VERSION & CREATE AN UPSELL SALES LETTER

Like the shorter version, remove important bulleted points in your sales letter and only add information that is in the shorter version.

A new upsell sales letter works best on auction sites on Ebay where you auction off your shortened PLR content version for \$14.95 and give the option of buying the full e-book for 5 dollars more. Throw down a \$34.99 figure as the cost of a 'full version' to make customers believe they are getting a bargain.

LAUNCH THOSE SALES WITH VIRAL MARKETING

Word-of-mouth continues to be one of the most genuine marketing tactics on the Internet today. Like clients who recommend their hairstylists to friends, that hairstylist develops a clientele list worth dying for. What drives those customers back again and again? Quality PLR content!

Viral marketing is the online version of word of mouth advertising. Every person "in the loop" with your clients becomes a potential customer. Soon, those loose words will penetrate the Internet scene like a friendly poison. How do we go launching an effective viral marketing campaign? Here are some top suggestions:

Purchase 6000 PLR articles for only \$6. These deals are being widely circulated throughout the Internet. On top of it, you get 33,000 e-books and a vast library of templates all in one zip file. Using these PLR products, pick out some neat information, organize topic documents, and turn them into a short e-book. Saturate it throughout the 'Net through discussion board signatures, autoresponders, and submit your rewritten PLR content to article directories to boost your name in the search engines and as a credible expert. Little by little, the PLR community will recognize you and you'll be better prepared to launch another PLR product in the future to much success.

Submit to Article Directories

Article directories are the bread & butter of the Internet. These extensive content libraries hold articles written by thousands and thousands of niche marketers and article writers looking for exposure to their websites. Through a simple "by-line" on the bottom of each article submitting to directory giants such as ezinearticles.com and directorygold.com, readers can be linked to your page after impressing them with your content. What content should you use for submission to the directories? Three words ...

PLR CONTENT REWRITES

With a 1000, 2000, or 5000 PLR article package, you can rewrite (remember the 50-60% golden formula of rewriting) as many articles as you'd like on the subject your PLR product is revolved around. PLR content files are divided into numerous categories from internet marketing to cooking Jamaican food. Pick and choose your most relevant articles, rewrite, and submit it to article directories with your by-line on the bottom. Here are a few of the most popular article directories on the 'Net today:

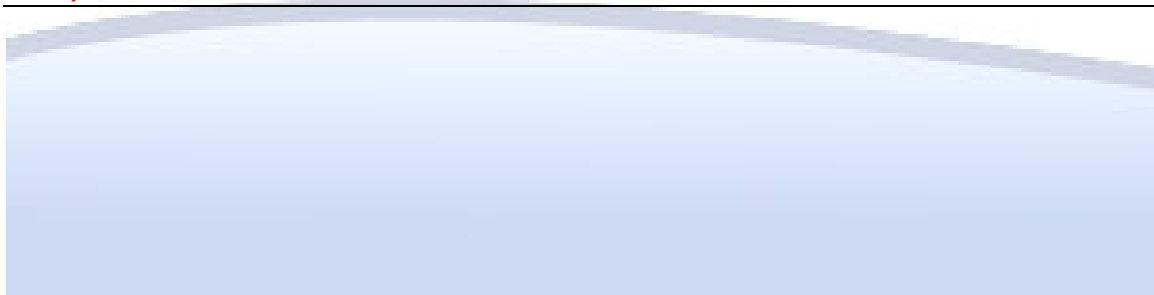
Articledashboard.com
Kokkada.com
Ezinearticles.com

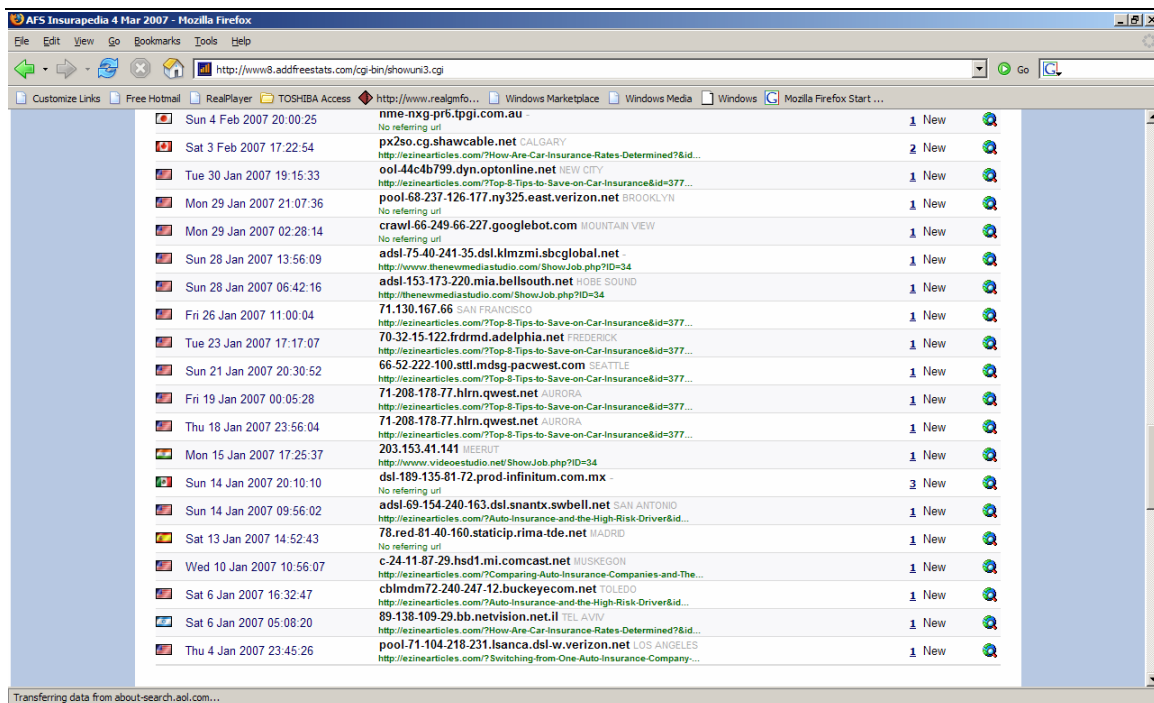
QUESTION: Hold on a second ... to maximize my PLR content website's exposure, its important for me to submit to the most article directories right?

Very few article directories enjoy success. Most article directories are launched by unscrupulous "wannabe webpreneurs" who hire freelancers to use recycled codes to create directory sites for the purpose of Adsense and ad earnings. Although this is legit, it takes thousands and thousands of articles to join the high ranks. Go with a reputable article directory like ezinearticles.com which attracts over 1 million visitors a month. Submitting to 10-20 directories with article submitters takes time. Much article submission software is known to take forever, so be weary.

(Private Label Rights)

Check out the following screenshot of Insurapedia.com's stats page to see how many inbound links from ezinearticles.com





As you can see, ezinearticles.com is the life of this website at its early stages.

Business Cards

Cheap business sites are all over the Internet today. From overnightprints.com business cards for \$9.95 to 250 business cards for \$3.99 from vistaprint.com, business cards are an excellent way to earn your PLR product fame. One trick is to customize your business card to match your e-cover, add a small description, along with your contact and website information. If you live in a major city, you can simply distribute your business cards in a pouched envelope on bulletin boards from building to building, letting you avoid passing them out yourself.

Change the E-Cover of your E-Book to Create a New Product with NO Competition

Leaving the same original cover for your e-book is grounds for marketing suicide. An entirely new makeover with a fresh logo, fresh text, and a fresh layout will work wonders for your sales. Cheap, homemade e-book covers are unprofessional. Who wants to trust the Love Boss' advice when his e-book has a

cheesy heart with a picture of Cupid next to it. According to Derek Arnold of <http://www.master-resale-rights.com> .8% to 7.2% since adding a cover on the sign up and index pages.”

****Invest in a freelancer to design your e-book cover from scratch or hire a professional. Avoid e-book cover software that creates generic prints and fuzzy graphics. The extra cost is worth it.****

MONETIZE YOUR PLR CONTENT BY SELLING PRODUCTS AND *IMPLEMENTING GOOGLE ADSENSE*

PLR content are profit generators in every sense of the word. In addition to using them for e-book and content creation, you can turn every individual article from a PLR package into a breadwinner. One way to do this is *by creating a Google AdSense* website. After registering at adsense.google.com, research all keywords associated with your PLR content. For example, if you're selling an E-book on "How to Achieve a Perfect 700 Credit Score", use a keyword research tool to learn the words your target articles should revolve around for better performance in the search engines.

Tool of the Trade: <http://www.digitalpoint.com/tools/suggestion>

Based on results for "credit score" through the Digitalpoint Keyword Suggestion website –

Wordtracker		Overture	
How many times is this phrase searched for?			
Check out what else Wordtracker can do for you	credit-score	credit score	5,502.2 / day
	2.0 / day	free credit score	1,810.2 / day
		credit report score	589.4 / day
		free credit score online	291.5 / day
		good credit score	268.9 / day
		free credit report and score	266.8 / day
		improve credit score	194.2 / day
		average credit score	166.7 / day
		credit score rating	112.9 / day
		credit score range	110.2 / day
		raise credit score	83.4 / day
		credit score scale	72.4 / day
		check credit score	60.0 / day
		online credit score	55.2 / day
		fix credit score	54.2 / day
		increase credit score	53.9 / day
		repair credit score	53.9 / day
		fico credit score	53.1 / day
		improving credit score	45.6 / day
		get free credit score	38.9 / day
		get credit score	32.4 / day
		trans union credit score	30.8 / day
		free credit score check	30.4 / day
		get credit score online for free	29.6 / day
		credit score meaning	28.8 / day
		average us credit score	27.0 / day
		check credit score online for free	26.7 / day
		equifax credit score	25.0 / day
		3 credit score	24.6 / day
		whats a good credit score	21.0 / day
		credit score chart	20.7 / day
		find my credit score	20.6 / day
		credit score nation code	19.8 / day

Based on the results above, crafting articles on 'credit score', 'free credit score', 'credit report score', 'free credit score online' and other derivatives of the root word need to be done. Don't write about topics those 20.6 people a day is searching. Aim for the top words for the best results.

Browse through your 6000 PLR article package, which almost certainly would contain useful articles on credit scores. Articles may include such subjects as 'How to Improve Your Credit Score', 'How Experian Determines Your Credit Score', and more. From then, *monetize your PLR articles* by rewriting them to standard and adding them to your site. Although your 'How to Achieve a Perfect 700 Credit Score' package may include "insider information", your articles will direct visitors to your offer. Building an AdSense website will also help you generate a secondary income with a lucrative, high paying keyword.

****MANY PLR PACKAGES INCLUDE HUNDREDS OF ADSENSE TEMPLATES****

FLIP YOUR REWRITTEN PLR CONTENT and add Affiliate and Resell Rights

With your powerful, rewritten PLR content, you can “flip it” and sell it with rights just like you bought the original PLR content the first time.

Affiliate Rights – you can let affiliate marketers earn a commission for selling your ‘Love Boss’ product by signing up to clickbank.com and inviting webpreneurs to enlist through your website where they’ll be provided with a unique affiliate ID. If your e-book sells for \$39.99, a typical commission could be \$5. Typically, you would want to provide your marketers with your revamped PLR package, provide a small website with logos and icons, an order button, an end ‘Thank You’ page and a sales letter.

Resale Rights – The purpose of offering resale rights to customers is to make a profit – plain and simple. Remember, your customer will be able to modify your content only if you offer PLR, and resell it through his website. More customers are compelled to purchase an ebook if it held PLR rights, like yours may have (with resale rights.) Be sure to package your ebook with a relevant sales letter and graphics.

****MANY PLR CONTENT PACKAGES HAVE THOUSANDS OF TEMPLATES AND GRAPHICS TO USE****

BREAKTHROUGH KILLER TECHNIQUE FOR GETTING BOTH VIRAL MARKETING & BIG TIME SALES FOR VIRTUALLY NO COST!

There is a great way to absolutely skyrocket the sales of your PLR product, AND spread it virally at the same time...

Use the **Viral Friend Generator** Tool, and set it up in a specific way. If you don't know what it is—simply the **Viral Friend Generator** allows visitors to download your product free, but only AFTER they have referred a certain number of others (you specify) and with a TWIST.

Most Tell-a-Friend type products can fail because visitors can just supply fake names and emails and grab your product—Viral Friend Generator can be set to REQUIRE those referrals be verified first, and if some are not it will tell the referrer they must refer more until they reach the number you've set.

Here's the exciting part:

You giveaway a basic version for free using this tool, and when members proceed to download it, you make an upsell on the download page to give them private label rights to it or an audio version, or something else that's tied to the product they can purchase.

Do you see the value? You'll get fewer sales, but each one can make you more money and tons more people will see your offer than if you simply promote because each one needs to refer a few others in order to get it—you'll get tons of free promotion that YOU can cash in on!

(Private Label Rights)

The ways you can use and profit from Private Label Rights are truly limitless. The important thing to remember is to make your products unique and think outside the box for different ways to do that.

Recommended Resources:

PLReBookClub --- <http://www.plrebookclub.com>

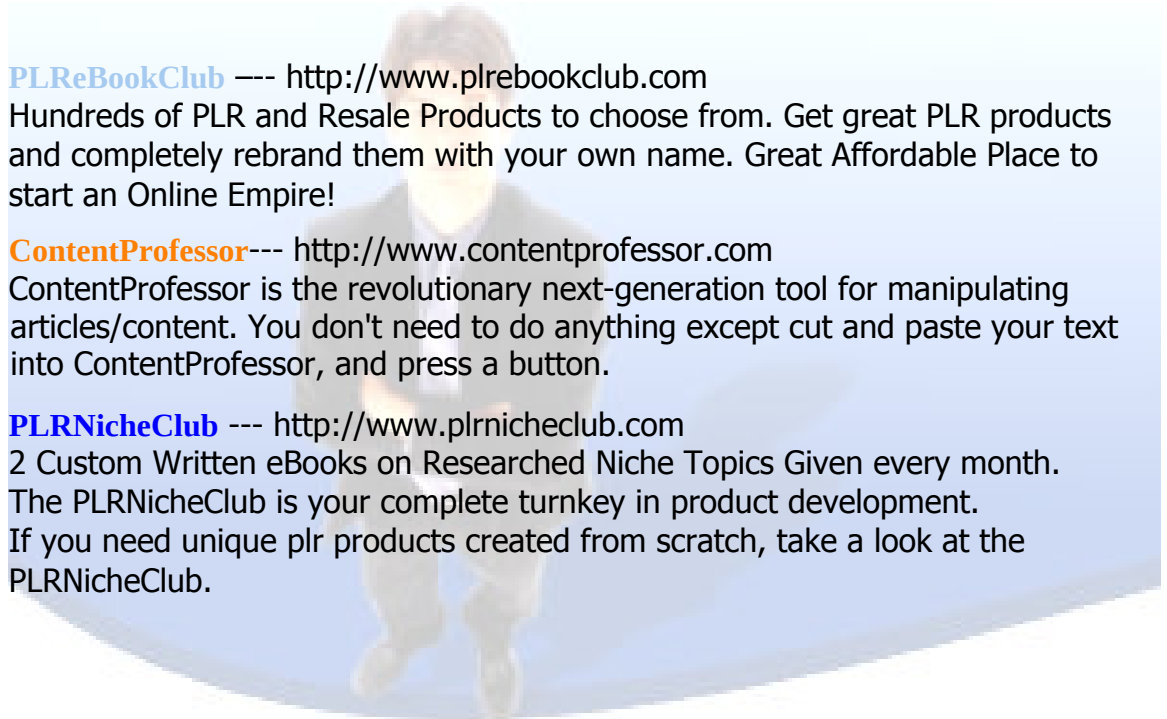
Hundreds of PLR and Resale Products to choose from. Get great PLR products and completely rebrand them with your own name. Great Affordable Place to start an Online Empire!

ContentProfessor--- <http://www.contentprofessor.com>

ContentProfessor is the revolutionary next-generation tool for manipulating articles/content. You don't need to do anything except cut and paste your text into ContentProfessor, and press a button.

PLRNicheClub --- <http://www.plrnicheclub.com>

2 Custom Written eBooks on Researched Niche Topics Given every month. The PLRNicheClub is your complete turnkey in product development. If you need unique plr products created from scratch, take a look at the PLRNicheClub.



Newbies Guide to PLR (Private Label Rights)

