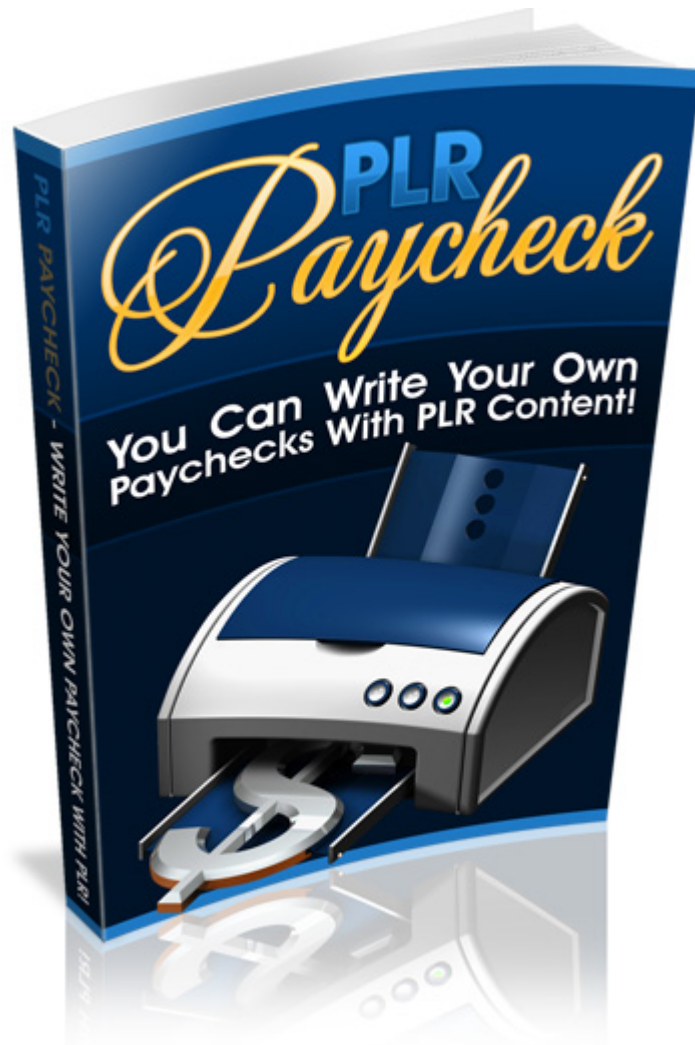


## PLR Paycheck



**LEGAL NOTICE:**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

## **Disclaimer**

Please note the information contained within this document are for educational purposes only. Every attempt has been made to provide accurate, up to date and reliable complete information no warranties of any kind are expressed or implied. Readers acknowledge that the author is not engaging in rendering legal, financial or professional advice.

By reading any document, the reader agrees that under no circumstances is the author responsible for any losses, direct or indirect, that are incurred as a result of use of the information contained within this document, including - but not limited to errors, omissions, or inaccuracies.

## Table Of Contents

|                                         |    |
|-----------------------------------------|----|
| INTRODUCTION TO PLR PAYCHECK .....      | 5  |
| PRIVATE LABEL GOLDMINE .....            | 7  |
| CREATING YOUR ONLINE EMPIRE.....        | 17 |
| KNOW YOUR RIGHTS.....                   | 27 |
| BUILDING BLOGS WITH PRIVATE LABEL ..... | 30 |
| LIST BUILDING UNLEASHED.....            | 35 |
| AFFILIATE MARKETING PROFITS .....       | 38 |
| GIVE IT AWAY AND THEY WILL COME .....   | 47 |
| PLR TRAFFIC GENERATION STRATEGIES.....  | 49 |
| FINAL WORDS: CONCLUSION .....           | 56 |

## **Introduction To PLR Paycheck**

You're aware of the term, PLR otherwise known as private label, but what you might not know is exactly how you can exploit this 'ready made' content to generate consistent profits online from a variety of different methods.

In fact, the majority of those buying PLR with the intent to sell get it all wrong, and instead of optimizing it and leveraging the material in their arsenal to generate multiple streams of income, they simply slap it up online, add their name to it and expect the cash to pour on in.

And then it doesn't. After all, why would it when you are presenting the exact same offer as countless others who also have access to the material that you do?

Within the pages of the PLR Paycheck, I reveal my personal strategies for effectively monetizing PLR so that it works towards building my online business, enhancing my existing sales funnel, and working to establish my online brand as an authority in my markets, and as a leader in delivering exceptional material at an unbeatable value.

You will learn how to replicate my results by following my step by step action plan and integrating it into your own online business or advertising channels.

Within just a few short days, you can have your entire system set up to deliver consistent content, while generating instant paychecks to your bank account, just by following this guide.

Read along as I show you how to really make money with high quality private label, and then instantly put these strategies into action.

Don't let this ebook collect dust on your hard drive like so many others, because there's one thing separating the content found within this guide and the hundreds of ebooks filed in your collection: **These strategies actually work.**

Are you ready to start building your own online empire?

Then, let's get started.

## **Private Label Goldmine**

When it comes to finding private label material online, there's no shortage of options available to you. When it comes to finding high quality private label however, there's a lot less up for grabs.

One of the biggest mistakes that new marketers make when trying to incorporate private label into their online business system is in collecting as much private label as they can, from various sources online.

They don't spend the time evaluating the material, determining whether or not the content is acceptable or the actual work tagging their name on.

Before too long, they've saturated their brand as someone who puts out low quality, repurposed content, and if they aren't careful, they'll end up destroying their chances at being successful in their chosen markets.

The internet revolves around content, and ghostwriters and developers know with certainty, that regardless of trends and changes, as well as the economic situation, people will still come to them for content. What you need to do as an online entrepreneur is choose your sources carefully.

You need to make absolutely certain that the material you present as your own is worth selling. After all, even if it's not your content, it's your reputation.

One of the few private label resources online that focuses heavily on stocking top notch content is available at [NicheEmpires.com](http://NicheEmpires.com)

The site is run by Alex Major, a seasoned internet marketer. Whilst NicheEmpires isn't the only private label provider worth pursuing, it's definitely on my list of top recommendations.

## **Using Private Label Content**

How many ways can you think of successfully using private label to generate an online income?

If pushing it out on marketplaces like ClickBank first come to mind, think again.

While marketplaces like PayDotCom or ClickBank allow you to sell private label as long as you have the permission or valid license to do so, it's not the most lucrative technique to effectively monetizing PLR.

Private Label was originally created to act as 'filler' to existing products or in replacement of original products for marketers and entrepreneurs who just weren't able to hire a freelancer or ghostwriter to create their own product. After all, it costs a lot of money to hire an experienced writer to product high quality material, especially if it's well researched, thorough and accurate.

Instead of being the primary product on a website, it served as instant content to use as bonus products, or as an affordable upsell or back end offer.

Throughout the years, newcomers have changed the way in which the majority of PLR is used, instead barely making any changes to the content and using it as it, in its original condition.

The truth is, **no successful marketer** has created a name of their own by using private label as their primary product release.

If you want to be taken seriously in your market, you absolutely need to re-evaluate the way you intend to use private label, as if used properly, it can be an incredible resource in powering up your online business.

When it comes to your own product release, it should be custom created, exclusively for you, so that you are able to present the information as unique, as your own, essentially using it to build

---

your own brand and help you establish yourself as an authority on your subject matter or niche topic.

If you use private label to represent your 'doorway' product, you aren't given the same special privileges as your competitor who hires seasoned freelancers to develop their own custom content are able to do.

You can't present it as unique, or exclusive to your website, and you'll struggle to convince people that you are a reputable marketer if they discover that the content you are claiming as your own, is available elsewhere.

That doesn't mean that you can't profit from private label, in fact, many of the leading marketers online (names you know) use private label to successfully expand their outreach and to power up their bank accounts while maximizing exposure.

**But few successful marketers uses it as their primary product.**

And neither will you.

But here's the thing. Just because you shouldn't use private label as your main product launch or release doesn't mean that you can't use it to create your own product.

In fact, using well crafted, high quality private label as the foundation, or outline for your own product can instantly eliminate any time consuming research process and help you develop a rock solid info product of your own with very little work.

And better yet, with pre-written PLR, you can eliminate the need for any expensive freelancer, if you are prepared and equipped to write it yourself, using the private label document as your blueprint or guideline.

Thousands of successful product launches were created from what was originally private label.

As someone who worked as a ghostwriter for over 11 years, I can't give names but you'd be rather surprised at just how many of the products currently raking in thousands of dollars on sites like Clickbank.com that were revisions and 'remodelings' of someone else's creation.

The thing about it is that it's not only the most cost effective, fastest method in which to develop your own info product, but it's also a legal method of 'swiping' ideas, revamping someone else's content, strategy or techniques and transforming it into your own.

---

You can't do that with general content. If you visited someone's website or blog, decided that you rather like a specific writing style or news story, you can't just rip it off and remodel it without fear that someone will have a serious problem with it or be sued for plagerism, but with private label, the content is up for grabs, readily available for you to use any which way you like, license permitting.

You can save hours of research time and with a good size collection of high quality private label content in your arsenal, you can not only get more done, faster, but you can cover more ground in regards to the niches you venture into, the coverage you provide and even the number of email marketing lists you create.

Not an expert on acne? Use private label to recreate a guide on home based acne remedies.

Not knowledgeable with online dating tactics? Grab a copy of Online Dating for Men, and hire a freelancer to revise it, or have a go at it yourself.

When it comes to private label content, there's an ever-growing library online that will provide you with information on every topic imaginable, without having to consult with an expert, hire a

researcher or pay ridiculous fees for a \$50 per page writing professional.

One thing to keep in mind when you utilize private label material to create your own product however, is that simply changing a percentage or portion of it, isn't good enough.

Quite often, you'll see private label packages available for resale with the author requiring that 30% or even 50% is modified from its original format before being able to be resold.

You want to change a lot more than that whenever possible, especially if you are intending on using this as a primary launch product.

Remember, using private label as a GUIDELINE to developing your own product is acceptable in any industry you're a part of, but simply rewriting the odd line here and there will not give you the competitive edge you need in your market, to be able to offer something new, and refreshing to potential buyers.

Here are a few important factors to keep in mind when creating your own product from existing private label:

### **1: Change The Graphics**

The ecover graphics represent the product and when it comes to

---

developing your own product, you absolutely need to consider having a new ecover created that is unique and custom to your brand.

Consider hiring an affordable graphic designer to create something special, just for you.

## **2: Change the ebook title**

You need to show your creative spark when it comes to choosing a compelling title for your info product. Never use the existing product title given to the private label ebook by its creator, it's a giveaway that you're using private label as your source of content.

Instead, think about what your product will be about, who you are targeting, what keywords will likely garner attention, attract interest and provoke curiosity?

Use a title that is site specific if you have your own website, or make it part of a series so that you are able to incorporate brand awareness into every product you develop.

## **3: Change The Table of Contents**

Regardless how much of the content itself you ultimately decide to change (and hopefully it's enough so it's barely recognizable from its original state), you absolutely need to change the table

of contents, so that each chapter and sub chapter is titled differently from it's original format.

Just like the ebook title or ecover graphics, the table of contents also serves as identification of whether the ebook is original or not, and if you're involved in a smaller market, the last thing you want is for someone to recognize your content source just by previewing your table of contents.

#### **4: The Tone of your ebook**

Your style is going to be different from anothers, and it's important that you incorporate your own voice and phrasing into the ebook itself.

You want people to become familiar with you, your brand and ultimately your message.

Another writer's method and style will not necessarily reflect your own, and you should take the time to blend in your own voice into any existing content you decide to use.

You'd be surprised just how much of a difference this will make in helping you grow your own brand and become an authority by customers being able to instantly recognize your style in future ebooks.

You should also always take the time to verify the content and information from within the private label ebook itself, if you are using portions of it within your own ebook.

While you don't have to spend hours investigating every fact or detail, make sure you take the time to read it over and if anything stikes you as potentially being incorrect, verify it.

**Never ever assume** especially if you are attaching your name to the product as the author.

## **Creating Your Online Empire**

Aside from using private label as a way of developing your own online product, PLR can serve as a powerful strategy for maximizing your entire sales funnel.

For example, regardless of your primary market, you are bound to find exceptional private label that could be used as a back end product or bonus.

When it comes to using private label as free bonuses, you should still focus on only the highest quality private label material. Don't think that just because it's free, the quality isn't as important.

Bonuses are often the tipping point in encouraging a potential customer into clicking on the order button and following through on their purchase, so always be sure to treat the quality of the private label that you use in free bonuses in the same manner that you would if it were a paid product.

When it comes to using private label as an upsell or back end off, it's even more important to focus not only on exceptional quality, but relevancy.

Far too often, I've seen new marketers bundling unassociated topics together just because they think that the more they offer,

---

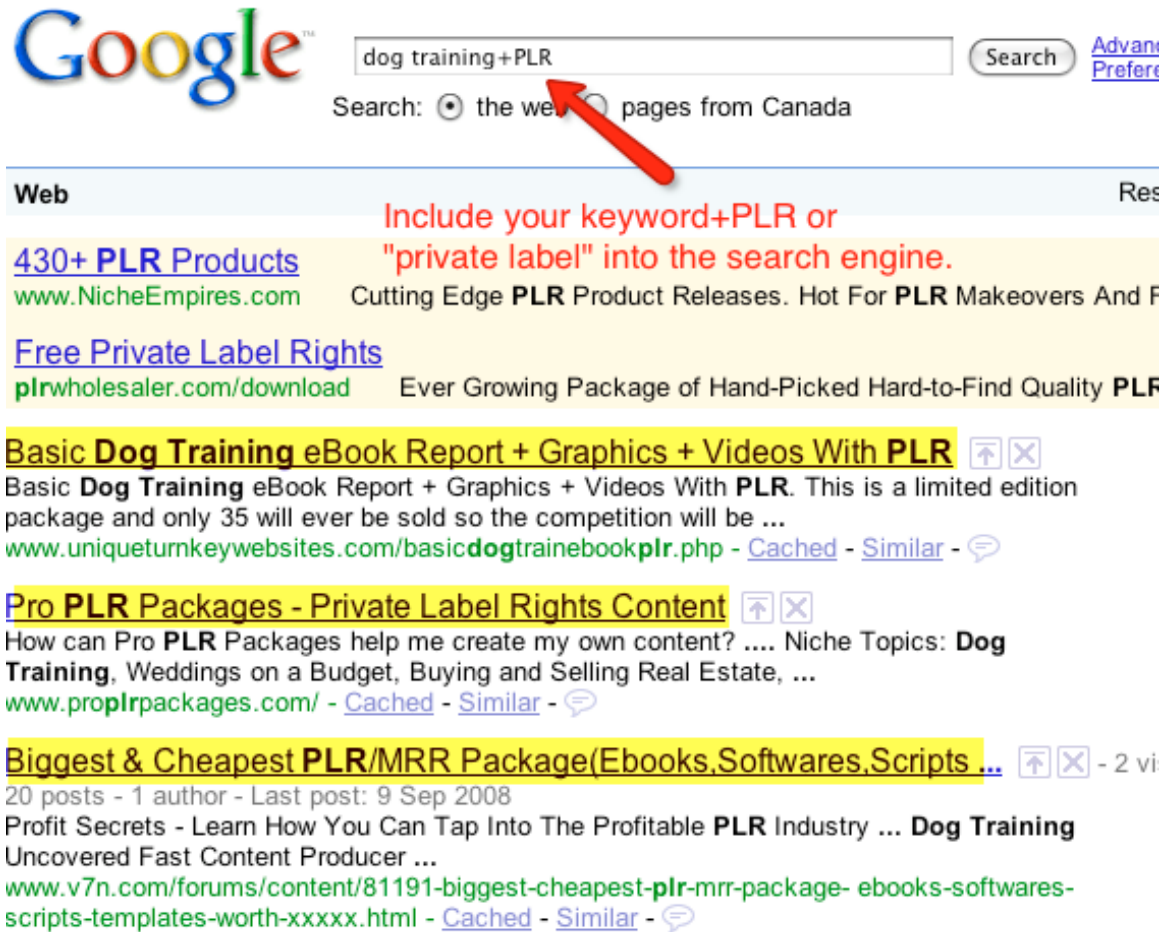
the more valuable the package becomes.

This is far from true. If you fail to preserve the value of your website by offering only the most relevant upsells, not only will you confuse your customers but you will minimize your chances of making money with your special offers.

To find potential products in your niche market, simply trust reliable Google to help you locate possible matches.

By entering in **keyword+PLR** into the search engines, you will be able to locate potential products that you can add to your back end system.

**Example:**



The screenshot shows a Google search interface. The search bar contains the text "dog training+PLR". A red arrow points to the search bar. Below the search bar, there are search results. The first result is "430+ PLR Products" from "www.NicheEmpires.com". The second result is "Free Private Label Rights" from "plrwholesaler.com/download". The third result is "Basic Dog Training eBook Report + Graphics + Videos With PLR" from "www.uniqueturnkeywebsites.com/basicdogtrainebookplr.php". The fourth result is "Pro PLR Packages - Private Label Rights Content" from "www.proplrpackages.com/". The fifth result is "Biggest & Cheapest PLR/MRR Package(Ebooks,Softwares,Scripts ...)" from "www.v7n.com/forums/content/81191-biggest-cheapest-plr-mrr-package- ebooks-software- scripts-templates-worth-xxxxx.html".

Google™ dog training+PLR Search Advanced Preferences

Search: ☒ the web ☐ pages from Canada

Web Include your keyword+PLR or "private label" into the search engine. Res

[430+ PLR Products](#)  
[www.NicheEmpires.com](http://www.NicheEmpires.com) Cutting Edge **PLR** Product Releases. Hot For **PLR** Makeovers And F

[Free Private Label Rights](#)  
[plrwholesaler.com/download](http://plrwholesaler.com/download) Ever Growing Package of Hand-Picked Hard-to-Find Quality **PLR**

[Basic Dog Training eBook Report + Graphics + Videos With PLR](#)    
Basic **Dog Training** eBook Report + Graphics + Videos With **PLR**. This is a limited edition package and only 35 will ever be sold so the competition will be ...  
[www.uniqueturnkeywebsites.com/basicdogtrainebookplr.php](http://www.uniqueturnkeywebsites.com/basicdogtrainebookplr.php) - [Cached](#) - [Similar](#) - 

[Pro PLR Packages - Private Label Rights Content](#)    
How can Pro **PLR** Packages help me create my own content? .... Niche Topics: **Dog Training**, Weddings on a Budget, Buying and Selling Real Estate, ...  
[www.proplrpackages.com/](http://www.proplrpackages.com/) - [Cached](#) - [Similar](#) - 

[Biggest & Cheapest PLR/MRR Package\(Ebooks,Softwares,Scripts ...\)](#)   - 2 vi  
20 posts - 1 author - Last post: 9 Sep 2008  
Profit Secrets - Learn How You Can Tap Into The Profitable **PLR** Industry ... **Dog Training** Uncovered Fast Content Producer ...  
[www.v7n.com/forums/content/81191-biggest-cheapest-plr-mrr-package- ebooks-software- scripts-templates-worth-xxxxx.html](http://www.v7n.com/forums/content/81191-biggest-cheapest-plr-mrr-package- ebooks-software- scripts-templates-worth-xxxxx.html) - [Cached](#) - [Similar](#) - 

You can also chisel down your search even more by encasing your search query in quotations to ensure that the entire keyword phrase is included on the listing pages.

You will want to take it a step further when evaluating the different private label packages on the market, before you use it.

Once you have found a few private label products that you are interested in, you want to run them through Google to determine:

### **1: Saturation**

How widely distributed is this product? Are there too many people already selling it?

### **2: Age**

Is the product relatively new or potentially outdated? As the Internet changes so quickly, it's important that you focus only on the most innovative, cutting edge information, or it will be apparent to your customers that you are selling information that may no longer be relevant.

### **3: Licensing**

This is important. What you are looking for is private label that will allow you the flexibility to modify it and use it however you like unless you are considering purchasing limited private label (more on that in a bit).

### **4: Quality**

While it's difficult to gauge the quality of a potential private label product before seeing it, if the author has additional work available, including samples or free downloads of other products, you should spend some time evaluating their work, including their style, phrasing, knowledge and coverage.

### **5: Authors Reputation**

---

This is important if you are purchasing limited private label. You need to make sure that the developer is likely to abide by their original offer and pull the content once a specific number of licenses have been sold.

You can find out more about the developer by searching their name in Google or on relevant forums (if they are known in specific niche markets, or have publically sold content within communities and marketplaces, you can investigate feedback and testimonials from previous customers).

Let's take a closer look at how we can evaluate each of these important factors:

When it comes to searching for existing circulation and to determine how saturated a product is, you typically have to go no further than entering in the title of the product, and if that yields little results, before you assume that it's not heavily distributed, copy and paste a portion of the ebook text or if a salespage is included with the package, enter that into the search engines.

From my personal experience, very few marketers spend the time modifying the elements that come with private label packages, so if the package has been saturated, it's likely that you will find out by entering in snippets of text from either the

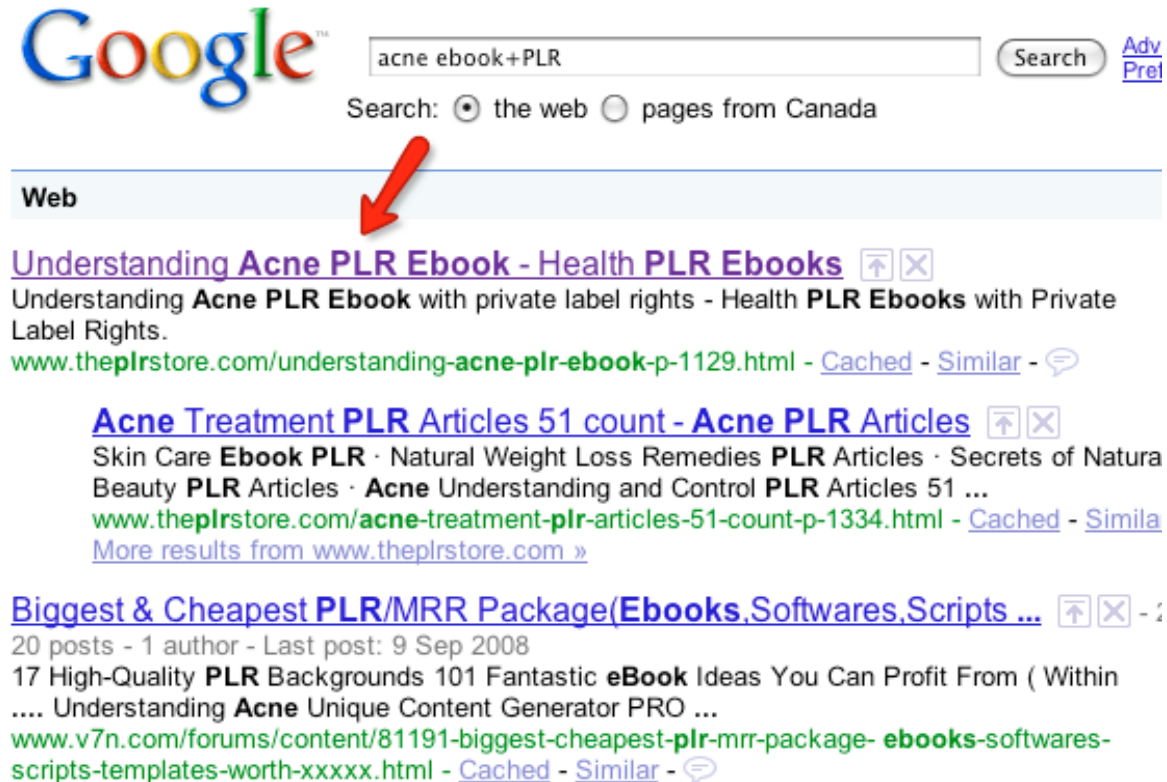
---

product or sales page.

**Let's take a look at a step by step example of this process.**

In google, I entered the terms «Acne Ebook PLR», as one of my niches is acne and I am interested in finding a complimenting product to offer as a free bonus.

Google yields the following results:



Clicking on the first link 'Understanding Acne' directs me to potential product, a complete guide on dealing with acne offering full, unrestricted private label.

First of all, 'unrestricted' private label is an instant indication that that the product is likely saturated. With unrestricted private label, people can use it any way they wish, often times being able to even sell the private label rights to others.

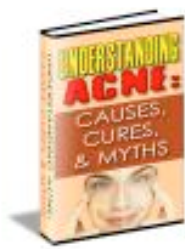
With unrestricted private label, the content tends to get saturated quickly as it's distributed across the internet in various formats, as well as being handed out at absolutely no cost.

**The last thing you want to do is offer a product as a bonus or back end that can be found elsewhere for free.**

If you do this, your primary product that you worked so hard on will be instantly devalued, as people will associate your back end products with your main one, believing that if what you are offering as bonuses or upsells is saturated content (or content found online for free), then it's likely you didn't put much effort into your main product as well.

The 'Understanding Acne' page provides enough information to give me data to enter in the search engines to locate just how many websites are already selling or offering this specific product.

## Understanding Acne PLR Ebook



[Click to enlarge](#)



[Click to enlarge](#)



Enter in the title of the product to determine overall saturation.

Quality PLR ebook about acne, what it is and how to prevent it. This is a complete website and all graphics. Includes Word Doc and PDF files. Comes with two Keyword advertising and Search Engine Optimization.

Chapter 1 – What is Acne 4

Chapter 2 – Acne Myths 6

Chapter 3 – For the Parents of Teens with Acne 12

Chapter 4 – What Really Causes Acne? 14

Chapter 5 – Types of Acne 20

Chapter 6 – Severe Acne 31



Enter in TOC snippets to further investigate.

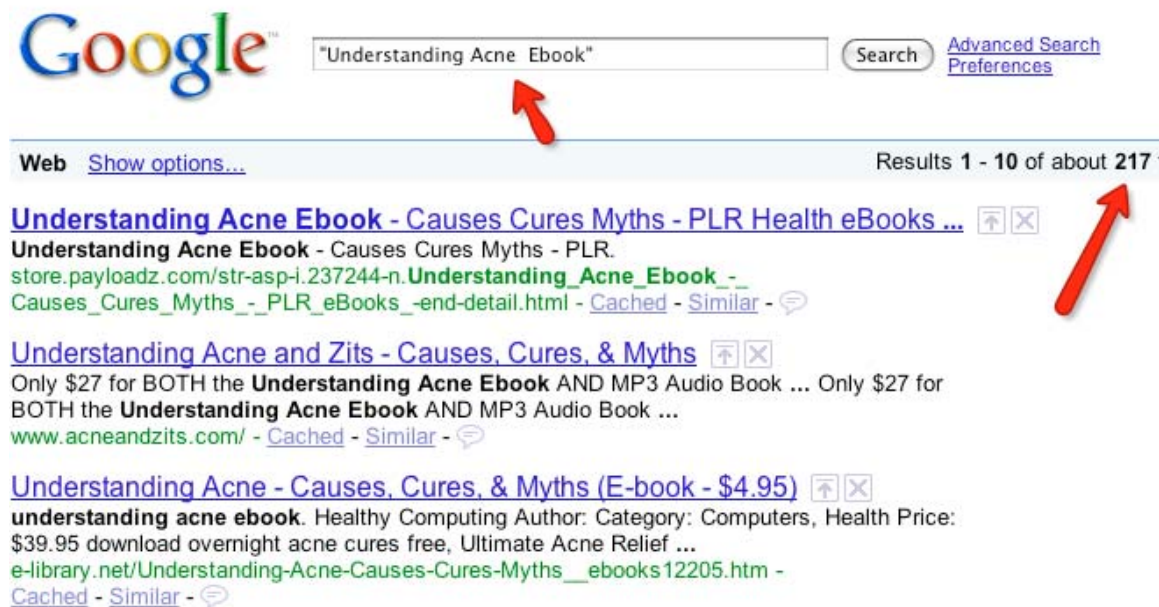
Whenever you can get your hands on a sample table of contents from a particular private label package that you are considering, you'll be able to search more thoroughly for how many instances of this exact product are already being distributed, since even if different ebooks can share titles, it's unlikely that the table of contents will be the same.

You want to enter in a chapter title that is likely to be specific to

---

this book (sometimes you have chapter titles that are far too generic to yield results, so focus on entering in longer phrases that aren't so common).

Entering in the **exact ebook title in quotations** (very important when searching for titles to ensure that the entire search term is used when seeking out websites that feature it) into Google, yields the following results:



Google reveals over 200 websites that have the term «Understanding Acne Ebook» within their pages. Now, a majority of these results aren't likely to all sell this exact same ebook, but it will give you a good idea as to the average distribution rate for each product that you are considering.

What you are looking for is a product that has less than 100 websites selling it, and whose licensing restricts private label from being transferred to other buyers.

Let me explain:

With private label, there are various licensing terms often included with each package.

*Here is an overview of the more common ones:*

### **Limited Private Label**

High quality private label based on limited distribution and licensing options. Usually these licenses offer the buyer the flexibility of modifying the content, adding their name to the content and selling the content as a product, but does not allow the user to sell private label to others.

### **Unrestricted Private Label**

This kind of private label offers a 'no holds barred' licensing, where the buyer can use the content however they wish as well as sell private label rights to others. Unrestricted private label content tends to get over-distributed quickly, and its value is diminished by the extended option that allows buyers to also give the content or product away.

### **Non Transferrable Private Label**

Private label that falls under this category typically is higher in value, since while you have full rights to change it, modify it and add to it, you can not sell private label to others.

It's different than limited private label because non transferrable PLR isn't always limited on the number of licenses sold, only based on the developer being the only one permitted to sell PLR to it.

### **Know Your Rights**

Many people assume that when they purchase PLR they can do whatever they wish with the documents, including distribute the source file as they wish, sell PLR rights to others, and list it anywhere they choose, even giving it away.

In reality, PLR often falls under different categories with many content developers offering PLR to customers allowing them to modify it and claim it as their own, but preventing them from passing on the same rights to their buyers, and it's important to not only know your rights, but to ensure that you are given a detailed license from the developer outlining the terms of use.

If you purchase private label that fails to provide a detailed overview of what you are permitted to do with the information, contact the developer directly and request a valid license file.

---

If they refuse to provide one, or ignore your request, do NOT use the private label in any way.

You need to protect yourself by having a license file handy in the event your rights are questioned, and when including private label within marketplaces like [www.Clickbank.com](http://www.Clickbank.com) often times you are asked to provide documentation as to your ability to resell the information, especially if other merchants are selling the exact same content within the marketplace.

Licenses don't have to be complicated. They can simply be formatted as simple text files. As long as they clearly outline your rights, you're protected.

**NOTE:** If you purchase private label from a third party, rather than directly from the developer, always make sure that you validate that they have the right to sell PLR to you, AND that you also have the right to either sell the product, or the PLR rights, if you are planning to offer your buyers content that they can use themselves.

If you aren't sure whether or not the person you are considering buying private label from is the original developer, ask them directly prior to using the content.

Be selective with the developers you work with and the private label that you use.

While there are multitudes of websites offering cheap and even free PLR based packages, many of them fail to provide a license agreement, or even an indication of who the original author is should you have questions about the content being used.

I strongly recommend sticking with reputable PLR membership websites such as [NicheEmpires.com](https://nicheempires.com) that way, you will always be aware of where the content came from and what you are allowed to do with it.

## **Building Blogs With Private Label**

If you are a blogger, you know just how time consuming consistently posting fresh content can be. You also know that if you want your blog to grow, you can't get around it; it needs to be updated frequently with new material.

That doesn't mean that you have to spend hours creating new posts for your website, in fact, this is another method of successfully expanding your outreach using private label material.

There's a trick to using PLR on blogs however. If you really want to grow a community, you need to be even more stringent on the type of private label that you use, in fact, you need to make absolutely certain that the material will be VERY limited in its distribution.

To do this, you're looking for limited article packages that come with LIMITED private label. While you want to be given the freedom to use the content on your websites, you want to avoid purchasing private label that allows the buyers to pass those rights on to someone else.

If your blog is set up primarily to promote affiliate products or to generate revenue from AdSense, using private label to fill it up to the brim with fresh content, and structure your entire blog so that it automatically updates with a new article each day (or week) is a great way to automate the process while saving yourself time.

It will also help your blog maintain its rankings within the search engines and consistently invite spiders to crawl your website each time it updates with fresh content.

One important element that you need to set up within your blogs control panel is an 'auto ping' service, so that whenever you set up posts to deliver in the future, a ping notice will go out alerting RSS readers, directories like Technorati and communities that your blog has fresh content and has recently been updated.

This is a very important step, because just by notifying these ping services that your blog has been modified can result in increased traffic.

First, download the "Ping Optimizer" plugin from MaxBlogPress.

<http://www.maxblogpress.com/plugins/mpo/>

**After you install it:**

When you create a new post, your blog will ping and notify all the ping services that it has been updated. This encourages search engines and different blog directories/services to index your updated blog properly.

When you edit an existing post, it won't send an unnecessary ping-to-ping service and saves your blog from getting banned.

When you post a future post by editing the time stamp, it will ping only when your post appears in future. It won't unnecessarily ping many times when you schedule posts as WordPress does by default.

Upload the plugin into your Wordpress wp-plugin directory, then log into your WP Admin panel and click on 'Plugins', locate the plugin and activate it.

When you have a handy swipe file of high quality private label content, simply start copy and pasting the material into your Wordpress blog, editing each time stamp so that your posts go live on future dates.

A screenshot of the WordPress 'Publish' dialog box. At the top, there are two buttons: 'Save Draft' and 'Preview'. Below these, the status is set to 'Draft' with an 'Edit' link. The visibility is set to 'Public' with an 'Edit' link. A red arrow points to the 'Publish immediately' checkbox, which is currently checked. Below this, there is a date and time picker showing 'Jun 1, 2009 @ 08:25'. At the bottom left are 'OK' and 'Cancel' buttons, and at the bottom right is a large blue 'Publish' button.

**Publish**

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

☒ Publish immediately

Jun 1, 2009 @ 08:25

OK [Cancel](#)

Publish

You can set up specific times and dates in the future when you want each post to appear on your blog. To a visitor, it will look as if you manually posted each day, when the system is doing all of the work for you. Very handy feature, built within Wordpress.

When using Private Label to power up your blog, try to find bundle packages based on your main topic, rather than posting articles covering a wide range of topics (unless your blog has no theme).

You should also try to stick with the same writer if you prefer their style, especially since it's important to stay consistent with your writing style, whenever possible, for branding purposes.

You want your blog to flow, to have a theme, a focus, and by working with similar writers, you can maintain this consistency.

If you are looking to monetize your blog, there's yet another way you can use private label to do just that.

Within your individual posts, consider using private label products as a way of monetizing your blog. You can add product links in your side bar as well as within individual posts as well.

## List Building Unleashed

When it comes to making money online, regardless of your niche market or overall focus, you absolutely need to build a list.

With email marketing, you simply create mailing lists of targeted prospects and buyers that you can contact at any time with new promotions, special offers and free content.

Many people overlook the importance of list building, leaving money on the table and minimizing their ability to expand their outreach and maximize the traffic to their websites.

Furthermore, as you begin to build your list, you will be able to double, even triple your profit from those who opted in to receive information from you, drastically reducing the amount of external marketing that you have to do in order to generate profit.

One of the main reasons newcomers put off building a list is simply because they are unsure what to write about, or what to offer to entice people to subscribe to the ezine.

**Private label will take care of all of that.**

Not only will you be able to use private label to power up your email list with fresh content but you will also be able to use

---

private label as your initial giveaway, your 'bribe' that is featured on your squeeze page, encouraging visitors to subscribe.

When it comes to successful list building, it's all based around frequent communication.

You need to consistently email your list with updates, stay in close contact with your subscribers, keep a pulse on what they are interested in and likely to buy. It can be exceptionally overwhelming to new marketers who really don't know what to write about, or aren't equipped to deliver content.

With private label, you can pre-fill your autoresponder sequence, so that your subscribers are able to receive fresh updates, automatically, as your autoresponder service delivers new articles, downloads, reports and other material relevant to your market.

It's one of the easiest, fastest methods of building a list in any niche you are interested in venturing into.

The first thing you need to do is locate high quality private label that focuses on the topic you are interested in building a list for.

You don't necessarily have to purchase autoresponder message sets or sequences, as PLR articles can be broken down to serve

as autoresponder messages.

Regardless who you decide to go through as your source of content, you will need to make substantial changes to the autoresponder emails. You want to make sure that the content you deliver to your list is as unique to your ezine or newsletter as possible, so that they aren't receiving the exact same email from other lists they're subscribed to.

This doesn't have to be a time consuming process, in fact, just by making simple changes you can transform PLR autoresponder and message sets into your very own.

Here's how:

Another great way to build your list is by offering e-courses, where messages are dripped out to your list offering tutorials as part of a series. When you offer e-courses, your open rates as well as subscriber retention rates are maximized because in order to access the next edition, your subscribers must remain active members.

You can find various e-courses covering a multitude of topics with sequences ranging from 7 day autoresponder sets right up to 30 day broadcasts.

## **Affiliate Marketing Profits**

One of the easiest ways to monetize private label is by jacking up sales through the integration of affiliates links.

Have a rock solid ebook on acne prevention? Add in affiliate links to acne products so that you are able to maximize your profits during the time that you have your prospects attention.

This is an incredibly easy method of making money with private label, because all you need to do is work in reverse order: Find a hot affiliate product you can promote, and then find high quality private label that you can use as a method of promoting those affiliate offers.

There are many different methods of incorporating affiliate links into ebooks.

You can add resources at the end of the book, featuring links to different products, or you can add johnson type boxes throughout the content itself, referencing different ebooks that offer additional information, or you could consider including a review on different products and link directly to the merchants page with your affiliate link.

However you decide to incorporate your affiliate links into the

---

PLR ebooks that you sell or give away, just make sure that you cloak your link properly.

Rather than shorten your URL with websites like [www.TinyURL.com](http://www.TinyURL.com), setting up individual links that include powerful keywords and clearly identify what you are offering will work best, plus it instantly eliminates the feeling that you are selling something to them, but rather that you are recommending a useful resource.

**Here's how to do it properly:**

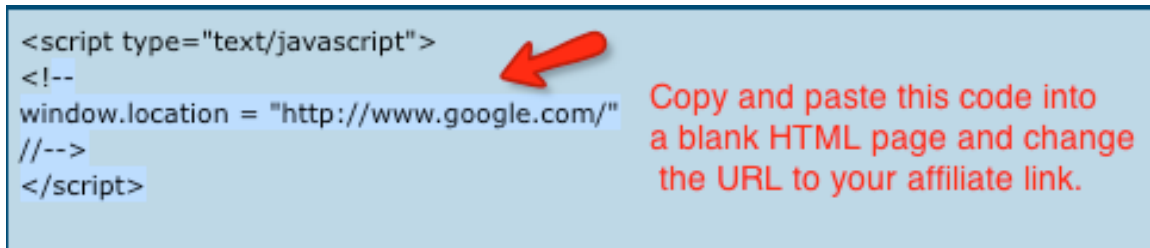
Set up individual folders on your server that feature a javascript redirection so that once the link is clicked, it will automatically redirect your visitors or readers to the merchants website that you are promoting.

Your links would look something like this:

<http://www.Your-Domain.com/Recommends/Acne.html>

You can make the link even shorter, just by changing the folder name, while ensuring that your links offer visual appeal, while still hiding your affiliate link.

The script to redirect people to an affiliate page looks like this:



With this code, visitors will be automatically redirected to your affiliate page, with no time delay. This is a fast and easy method of creating appealing links while continuing to mask your affiliate link within your email campaigns.

Just copy and paste this snippet of code into a blank HTML file and upload into your /Recommends folder. Call each page something that is relevant to the type of product you are promoting:

Example:

<http://www.Your-Site.com/Recommends/Dog-Training-Tips.html> that would redirect to DogTrainingTips.com etc.

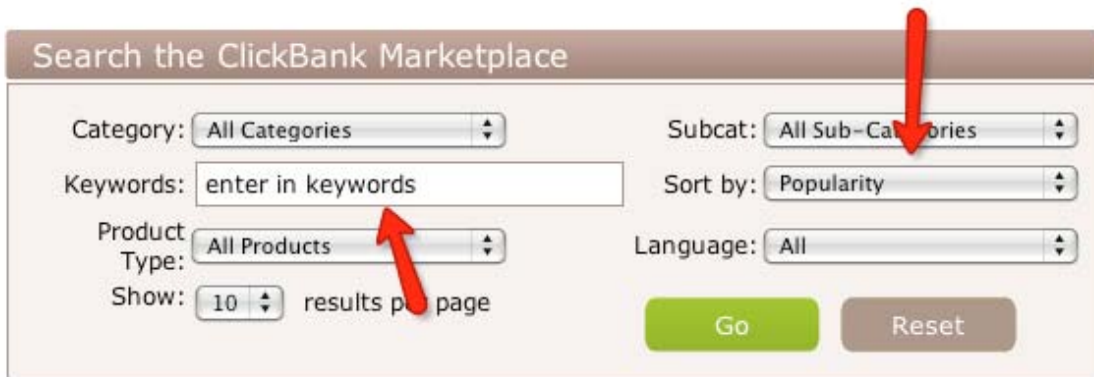
When it comes to locating high converting affiliate products to promote, prior to choosing the PLR that you use, there's a very simple process involved.

First, visit <http://www.ClickBank.com> and click on the Marketplace tab to enter into the internal directory that offers over 5,000 digital products that you can promote as an affiliate.

You will have to sign up for a free account at ClickBank, but it's exceptionally easy to get started, and best of all, as an affiliate through Clickbank, you can rely on being paid for all of the commissions generated as a result of your promotional efforts.

ClickBank handles all of the payment processing and handling both for the merchant and for the affiliates. You will receive your payment every two weeks through Clickbank via postal mail, or once you have successfully received payments via ClickBank for three consecutive months, you can opt to receive your commissions via direct deposit.

Once inside of Clickbank's marketplace, enter in keywords or keyword phrases that describe the niche that you are interested in. If you aren't sure what topic to begin with, you can simply browse through the most recent products that were added to the ClickBank marketplace, or browse through existing categories and groups by entering nothing into the search box and simply clicking 'Search' to begin the process.



The screenshot shows the 'Search the ClickBank Marketplace' interface. It features several search filters: 'Category' (set to 'All Categories'), 'Subcat' (set to 'All Sub-Categories'), 'Keywords' (with a placeholder 'enter in keywords'), 'Product Type' (set to 'All Products'), 'Sort by' (set to 'Popularity'), and 'Language' (set to 'All'). Below these filters is a 'Show: 10 results per page' option and two buttons, 'Go' and 'Reset'. Two red arrows are overlaid on the image: one points to the 'Subcat' dropdown menu, and the other points to the 'Product Type' dropdown menu.

ClickBank is organized by main categories as well as sub categories that will help you chisel down into a niche to pull out potential affiliate products to promote.

You can also sort products by popularity, gravity as well as the affiliate payout percentage for each product.

### Review Product Stats



Search the ClickBank Marketplace

Category:  Subcat:

Keywords:  Sort by:

Product Type:  Language:

Show:  results per page

**1) Earth4Energy - Diy Solar And Wind Power - Earn 100% Per Sale!** [www.earth4energy.com/affiliates/](http://www.earth4energy.com/affiliates/) - We Pay 100% Ongoing Commission. Thats A Bonus Of \$11.30 For Every Earth4Energy Sale You Make! Killer Sales Page That Will Convert Your Traffic Into Easy Sales. More Information At: [www.earth4energy.com/affiliates/](http://www.earth4energy.com/affiliates/).

**\$/sale: \$32.31 | Future \$: - | Total \$/sale: \$32.31 | %/sale: 75.0% | %refd: 86.0% | grav: 494.61**  
[view pitch page](#) | [create HopLink](#)

**2) Maverick Money Makers - Get Paid For Life!** Rated The Best Online Coaching Club For Making Money! 24/7 Phone Support, Video Tutorials, Audio Lessons, Turnkey Products, Quick Money Blueprints, And Much More! Affiliates Have Already Made \$1,320,955.10 In 2009! Highest Recurring Payout On The Web!

**\$/sale: \$36.81 | Future \$: \$91.65 | Total \$/sale: \$124.86 | %/sale: 50.0% | %refd: 84.0% | grav: 460.68**  
[view pitch page](#) | [create HopLink](#)

**3) Forex MegaDroid Robot.** Automatic, 100% Hands-Free Forex Robot Uses Rcpta Technology And Breaks All Records. Amazing Conversion Rate Due To Great Reviews And Marketing/Product Originality. Last Robot We Launched Achieved 31% Conversion Rate! Very Low Refunds, Very High Payout!

**\$/sale: \$52.15 | Future \$: - | Total \$/sale: \$52.15 | %/sale: 60.0% | %refd: 86.0% | grav: 253.01**  
[view pitch page](#) | [create HopLink](#)

You want to ensure that the products you choose to promote are you going to convert, as you will be spending time finding high quality private label, building a list offering a free report or ebook to promote these products as well as consistently recruiting potential prospects.

The only way you'll make money with this system is if the products you promote consistently convert.

ClickBank.com, is one of those marketplaces that offers statistics and information that make the decision process a lot easier.

For example, when looking through the marketplace, you will see elements attached to each product such as 'Gravity' and so on.

Here is what these mean:

**\$ / sale:** The amount of money you earn for each sale.

**Future \$:** Average rebill revenue.

**Total \$ / sale:** Average total \$ per sale, including all rebills.

**% / sale:** The percentage of the product sale price that the sale represents.

**% / refd:** Fraction of publisher's total sales that are referred by affiliates.

**grav:** The measure of how many affiliates are promoting the product.

For each affiliate paid in the last 8 weeks Clickbank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

The Gravity indicator will tell you how well a product is selling. So a gravity score of 100 means a product is potentially selling

better than one with a gravity score of 20.

If you are interested in thoroughly evaluating specific products found within the Clickbank marketplace, you can also use free services such as [www.CBTrends.com](http://www.CBTrends.com) to further evaluate each product, in terms of performance, demand, and the number of affiliate marketer's that are currently promoting it.

**Top 10 (by gravity) ClickBank Products** 

| Product                                                                                  | Gravity: | Current  | 1Wk Ago        | 1 Mnth Ago |
|------------------------------------------------------------------------------------------|----------|----------|----------------|------------|
| <b>BILLCROSBY</b> Twitter Traffic Machine - The Automated Growth & Money Making System.  | 715.4    | (183.6)  | 531.8 (-180.3) | 712.1      |
| <b>THECBCODE</b> The ClickBnk Code - Another Killer Product From Michael Jones.          | 648.7    | (150.8)  | 497.9 (497.9)  | 0.0        |
| <b>PHONESRCH</b> Reverse Phone Detective.                                                | 585.5    | (-110.2) | 695.7 (93.4)   | 602.3      |
| <b>MAVERICK66</b> Maverick Money Makers - Get Paid For Life!                             | 547.0    | (-70.6)  | 617.5 (32.4)   | 585.1      |
| <b>FAPTURBO</b> Real Money Doubling Forex Robot Fap Turbo - Sells Like Candy!            | 509.8    | (-132.0) | 641.8 (129.0)  | 512.8      |
| <b>EARTH4</b> Earth 4 Energy - Renewable Energy Solutions - Wind And Solar Power!        | 471.1    | (-36.9)  | 508.0 (40.3)   | 467.7      |
| <b>4IDIOTS</b> New Sales Pitch Boosts Sales 30%! ::: New Sources Of Traffic Revealed!    | 451.9    | (-42.0)  | 493.9 (46.0)   | 447.9      |
| <b>FXDROID</b> Forex MegaDroid Robot.                                                    | 348.0    | (-116.7) | 464.7 (90.2)   | 374.5      |
| <b>MAKINGUP</b> The Magic Of Making Up (Get Your Ex Back).                               | 333.6    | (-30.5)  | 364.1 (21.0)   | 343.1      |
| <b>MIKEGEARY1</b> Truth About Abs Update 4/22/09 - New Split Tests - 32% & 11% Increase. | 290.0    | (-27.6)  | 317.7 (28.1)   | 289.5      |

-- Top Gravity Products In --

Another great resource to evaluate potential product ideas is at <http://www.CBEngine.com> that offers an extensive number of different modules to help you identify current trends, hot topics as well as the top (and lowest) selling products on ClickBank.

It can take some time but it's an essential part of the affiliate

marketing process in order to create a blueprint of exactly what you plan to focus on.

**Here's how to do it easily:**

- ✓ Write down at least 15 niche topics that are currently doing well in ClickBank's marketplace.
- ✓ Assess The Profit Potential For Each Niche by Evaluating current competition (supply) and demand.
- ✓ Find high quality PLR products that will directly promote each affiliate offer.
- ✓ Add your affiliate links within the PLR ebooks or reports you intend to offer.
- ✓ Set up squeeze pages that feature your opt-in form and begin to build email lists in order to market these products.
- ✓ Generate traffic to your squeeze page using PLR content in article directories, Squidoo lens pages and more (see upcoming chapter for PLR Traffic Generation tactics).

## **Give It Away And They Will Come**

I've personally used private label as a method of promoting my paid product. What I would do is offer a free PLR report based on my chosen subject that would not only serve as a tool in which to build my list, but would provide something of value to my visitors and subscribers with the intent of promoting my back end offer.

By doing this, I can pre-sell my readers by handing them a free copy of a condensed version of my ebook, or simply

Then, by incorporating an 'About The Author' resource box at the end of the report, I would advertise my extended ebook based on the exact same topic.

If the private label product that I was originally offering for free was high quality and useful to the reader, chances are that they would trust my brand and visit the links contained within the ebook to my purchase page where they could purchase an all inclusive ebook, longer and more conclusive than the report.

What you need to make sure of if you use free PLR as a way of pre-selling potential prospects on a paid version is that the material you use is not only of exceptional quality but extremely relevant to what your paid ebook is all about. Don't offer similar

---

information, but rather focus heavily on the primary topic.

For example, if you are selling an ebook on Acne Remedies, consider offering a report on minimizing acne scars, or a quick review on various over the counter treatments, that can tie into why your ebook on home based remedies is more feasible (discuss the downfalls to over the counter treatments, the costs involved, etc and then pre-sell them on how they can cure their acne right from home using ingredients that they already have available to them).

If you use private label reports as a way of **compartmentively selling your ebook**, you will be able to instantly maximize sales while offering your visitors and subscribers with valuable content prior to their purchase.

You don't want to provide them with the SAME information that you are selling, but rather focus the product you give away on the SAME topic as your paid product.

If you focus on offering real valuable information, your giveaway report or product could end up going viral, which will send an unstoppable flood of traffic to your website, and since the primary focus of giving a free report away is to pre-sell your ebook, your sales will instantly skyrocket.

## **PLR Traffic Generation Strategies**

Not only can Private Label serve as a quick method of building your mailing lists, generating profit from affiliate marketing or in helping to establish and build awareness of your online brand, but you can also use private label as a method of generating targeted traffic to your websites, blogs and squeeze pages!

This is where the power of high quality PLR really comes into play.

By using existing private label content, you can create an entire traffic system focusing around free traffic generation methods.

From article marketing to Squidoo lens creation, you can power up all of your marketing efforts allowing you to maximize exposure with very little work involved.

To start, purchase 20-40 private label articles, and then spin them.

When it comes to content spinning, you are taking existing content and running it through an automated program that will replace phrases and words so that your content is substantially changed in order to pass through the filters on websites such as [www.EzineArticles.com](http://www.EzineArticles.com)

---

This is important because the vast majority of article directories do not allow PLR content to be used within their database, but by running PLR content through article spinners, you can quickly create material that will be considered 'original' by editors.

Once you have 20-40 respun articles available, visit the top 5 article directories, and submit your article content.

What you need to do is include an author's resource box in the footer of each article that you submit, so that you are able to generate traffic from every person who reads your article.

Since article directories are considered authority sites by search engines like [www.Google.com](http://www.Google.com), you will also benefit from the back links and higher positioning based on the keywords featured within your articles.

*Which brings me to yet another important element of successful article marketing.*

You want to make sure that you appropriately title your articles using the most relevant keywords possible both within the title and the body content itself.

The more relevant your keywords are to the topic you are

---

promoting, the more likely you will be able to rank within both the search engines and the article directory's internal search engine whenever a visitor enters in similar keywords.

Article marketing is an incredibly easy method of generating instant, free traffic to your website, just make sure that you design your author's box so that it showcases what you are offering and entices readers to click your links and continue to visit your website or squeeze pages.

Here is an example of a great resource box:

\*\*\*\*\*

Dana Silver specializes in showcasing instant methods of generating FREE traffic to landing pages and squeeze pages in order to build massive email lists effortlessly.

To gain instant access to all of her widely profitable tools and resources, visit: <http://www.SOME-URL.com> now.

Regardless of what you end up with, you will want to remember a few things:

### **1) Direct Them To Visit Your Website**

Remember, you need to directly ask your reader to click on your link. Using a strong call to action is essential.

## **2) Keep Your Resource Box On Target**

You want to use this small space to the best of your ability by focusing on strong statements that will motivate your reader to click your link and explore your website.

## **3) Limit Your Links**

Try to include only one link, two at the very most and make sure that you name your landing pages to reflect the subject of your article using keywords within your URL itself, even if your domain name does not reflect the topic:

Example: <http://www.URL.com/keyword-here.html>

### **Here are the top five article directories to focus on:**

<http://www.EzineArticles.com>

<http://www.ehow.com>

<http://www.ArticlesBase.com>

<http://www.Buzzle.com>

<http://www.WebProNews.com>

### ***Others worth considering:***

<http://www.Helium.com>

<http://www.GoArticles.com>

<http://www.ArticleDashboard.com>

<http://www.SearchWarp.com>

<http://www.ArticleAlley.com>

<http://www.Amazines.com>

## Maximizing Exposure

When it comes to using PLR content to generate traffic to your websites, you can take it a step further by building:

HubPages

<http://www.Hubpages.com>

Squidoo Lens

<http://www.Squidoo.com>

Blogs Promoting Your Squeeze Pages or Websites

<http://www.Wordpress.com>

<http://www.Blogger.com>

(Both remotely hosted options allowing you to set up quick blogs that inter-connect and cross promote your squeeze pages, websites, and landing pages).

Just make sure that you use anchor text when linking to other websites, so that you are able to rank for specific keywords,

rather than just your URL itself.

### **OPENS IN SAME BROWSER WINDOW**

1. The <a> tag in html code is an Anchor Text Tag. The following example will provide some common uses of the <a> Anchor Tag.

*In html you begin the <a> Anchor Tag with:*

```
<a href="http://yourdomain.com">
```

*You close the html Anchor Tag with:*

```
</a>
```

Use Keywords As Anchor Text



*The end of this 1st step looks like this:*

```
<a href="http://yourdomain.com">Your Anchor Link Text Goes  
Here</a>
```

You can also choose to open a new page when your visitor clicks on your link, rather than opening up the link in the same window.

Here's how you do it:

### **OPENS IN NEW BROWSER WINDOW**

1. The <a> tag in html code is an Anchor Text Tag. The following example will provide some common uses of the <a> Anchor Tag.
2. In this example you are adding **target=“\_blank”** after the “URL address” plus +1 space.

*In html you begin the <a> Anchor Tag with:*

`<a href="http://yourdomain.com" target= “_blank”>` 

*You close the html Anchor Tag with:*

`</a>`

*Tying this Anchor Text Link Code together looks like this:*

`<a href="http://yourdomain.com" target= “_blank”>Your Anchor Link Text Goes Here</a>`

When creating Squidoo lens or Hubpages, you only need 2-3 PLR articles to build full-featured pages, just make sure that you run your article content through a spinner so that the bulk of the material has been modified and will be considered unique.

## **Final Words: Conclusion**

Private label content is a powerful method of quickly building websites, blogs and in powering up your list building and traffic generation strategies.

An important part of successfully using private label is in creating your own private swipe file, with categorized PLR covering a wide variety of topics. This way, whenever you need quick content, you can simply search within your own library. Each time you purchase a private label package, add it into its own folder and put it to use!

One of the most important steps you will take after reading this ebook is in actually taking action with the strategies included in the PLR Paycheck guide.

If you develop a plan of action, incorporate these techniques into your online ventures, and focus on consistently making progress, you will be successful.

To your private label adventures!