



INTRODUCTION

Most people involved with Internet Marketing have heard of, or have even used PLR (Private Label Rights) information products – usually ebooks or articles.



In fact PLR has grown in popularity over the past few years to the point where I think the worst has become pretty awful in quality, while the better quality PLR has gone on to be excellent, both in quality and value for money.

What's the big attraction? Products carrying Private Label Rights are yours to:

- Modify as you see fit
- Rewrite, redesign or reprogram
- Claim ownership...put your name on them as author
- Split up into other products...make several out of one product
- Change the title
- Add graphics or delete them

As you can see from the list, you can pretty much do what you want to do with any product carrying Private Label Rights when you get it.

There's probably thousands of marketers selling or giving away PLR article packs, with quite a few recycling the same articles. The marketing buzz about using PLR articles to monetize your blog or attract traffic can be found almost anywhere on the Web.

But there's a new kid on the block.

A lesser known PLR product however, **PLR Software**, has been quietly carving a niche in the background and making a difference in both the product lines and income possibilities for those who can see the real benefits of selling it.



It's no longer the case that to make serious profits selling software you have to have vast amounts of money to invest or to be able to compete with the big players.

Now almost anyone can grab PLR software, resell it or adapt it and make very good profits from doing so.

Part of the reason that PLR software is so valuable is that there isn't a great deal of it about, which as you'll see, is both a good *and* a bad point on terms of earning potential.

The search for PLR software is much like a treasure hunt for Blackbeard's buried chest of gold coins. The constant blast of "Look At Me" media offerings for the article side of PLR has overshadowed the benefits of selling software with the same rights.

Many opportunities for PLR software downloads exist, but finding them is the difficult part...Welcome to "The Treasure Hunt!"

This ebook will focus on finding the "quiet one," PLR Software, and how to profit when you've done so.

What Is PLR Software?



PLR software is simply software that comes with Private Label Rights which allow you to claim ownership by putting your name on it as author or to change or adapt it to add new benefits or applications. You can also merge it with other PLR software products, rename it and change the graphics or screenshots to make it unique among a virtual sea of marketers who do **not** do the same.

With a little searching, you can find some real treasures for useful software that you can turn into valuable golden applications either for your own use or to sell on your websites.

Here are some examples:

- A program that will help you generate website sales copy that will increase your conversion rate
- One that allows you to quickly create sales letters focused at individual niches, including a secret formula that all copywriters supposedly use
- Another will lead you through the keyword and SEO maze and make your web pages the darlings of the search engine spiders
- Find the right pot of gold and you can create branded websites for your core of affiliates, making them happier and increasing the sales potential for your products
- Worried about cyber thieves stealing your HTML code and the design of your website? A software application exists that will let you protect your website with a password on the source code

and will make that same code unreadable and prevent downloading it

That's just a short list. There is other PLR software available that will teach you how to avoid spam and unclog your email, the ins and outs of screen capture, including tips for retouching your images and making slide shows from them, how to create and publish viral articles to expand your customer list for a long time and how to build or improve your websites.

The PLR software exists for almost any project/niche/area you are interested in. The problem is finding it...our Treasure Hunt without a map!

Why Do You Need PLR Software?



I can hear you now. *"I write my own stuff and do my own programming!"*
"Why would I want to use PLR anything? Take a deep breath and let me explain.

Any busy webmaster or marketer who is creating and selling their own products on their own website usually has a "To Do list" that would break the back of a totally dedicated Type A personality.

There is only so much time in a day to accomplish all the tasks that need to be done just to keep people interested in your offerings and visiting your website. You might be thinking that using an autoresponder can free you up so you can do the important things, like checking your bank account. Sounds good, but not that easy to accomplish.

Let's quickly look at why the best (i.e. richest) marketers see themselves as one thing only – *marketers*.

Forget your ego – you *might* be able to write better than any ghostwriter you could hire or program better than any outsourcer but if you try to do the whole product creation thing yourself you're not going to make much money.

Why?

Because when you outsource work to writers or programming you're NOT paying for that work, despite what you may think. You're actually paying for TIME. Time to do what you're best at – ideas.

You can't outsource ideas. If you have the creativity to think of a project that you believe can make you a decent profit, then *seriously* think about getting someone else to do the actual work for you.

If you've had one idea you can have a hundred. Count yourself lucky too, because most people struggle to come up with even one decent product idea.

Actually creating the product is the easy bit.

Look at product creation as just another part of the money making process.

And PLR software (or ebooks or article for that matter) make the product creation process easier.

PLR gives you a starting point. I find it easier to write starting from a 'lump' of material, even if I change it utterly beyond recognition than I do staring at a blank word processing screen.

And with software PLR I don't have a choice anyway because I'm not a programmer and haven't the foggiest idea about how to change or adapt it.

But I have the ideas and can tell someone else what I want my new software to do.

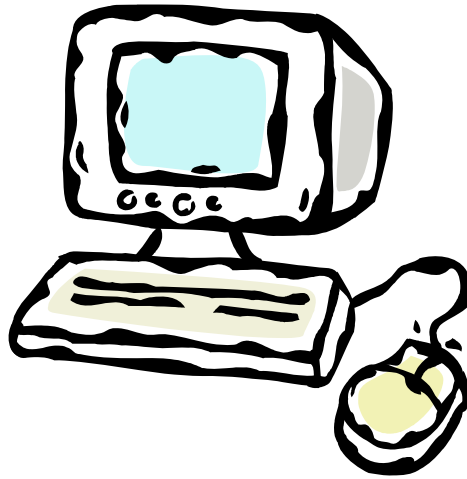
The rights that come with each product give you great freedom to do your own revisions and recreate a product that is totally yours and considered new content by the search engine spiders.

Or to pass on to your writers, programmer or outsourcers and say 'make this unique'

Hordes of people are searching the Web, looking for solutions to their problems or a way around the virtual roadblocks they encounter when they are trying to design their own websites or make some process easier or faster. **That's your market** and your business would be to fill those needs as quickly and inexpensively as you can.

Less time spent + less money spent = greater profits for you

But what do I do with my PLR software once I've found it?



The real value in using PLR software is that it gives you a fully functional starting point to launch your *revision* or *reconstruction* to make it *your* product and not a clone of several hundred others.

Changing PLR software is an alien concept to anyone who's not a programmer. It was to me. In fact it scared me rigid.

In actual facts there are smaller tweaks that you can make to any software to get it working better, be more user friendly, or just plain old BETTER LOOKING, that are cheap and easy to do for most programmers. When you find your techy (covered later), you can discuss this with him.

If the software works as promised (**make sure you test it – a lot doesn't**) you can spend valuable time changing it cosmetically and creating a different look and feel that says, **"This is mine!"** A different color scheme or one that follows what you've used on your other products, a new cover and some interesting and pertinent graphic touches all create a product that your customers will recognize as coming from you...**visual branding** goes a long way when you are trying to establish customer loyalty.

Give it a different name too.

Don't be worried about reselling software in areas where there is a lot of competition. How many books on copywriting or adsense are there?

A lot – yet I've still made a nice amount of money by competing in this market.

If people are selling software in a particular subject area it usually means there is a market for it. Don't get obsessed with finding 'empty' niches. Too many marketers do this.



You can also separate single functions out of the original code and make each one an individual and specific application or process that can be sold on your site as a stand-alone piece of software. This can create several steady income streams where none existed before.

I know of a great piece of software that had four main functions, all of which it does extremely well. However I reckon that most people who buy this software need 2 of those functions at most.

Perhaps a better idea would be to create four different pieces of software that do one of the functions each. *You could charge the same amount of money for each as you did for the original software and make a lot more profit.*

Of course you could go the other way too – find a number of tasks that usually go together for a group of people – webmasters, writers, designers etc and grab the PLR to each of these smaller tasks. Combine them into a larger more powerful piece of software that does the whole thing, and sell it for a larger price.

It's the idea that's the important bit, as I'm sure you're starting to see. Don't be afraid of trying things out.

Your possible subjects for this merging of applications are endless. Think about the processes you have to endure on a daily basis when you are expanding or promoting your business. How many of those are actually record-keeping, checking out keywords, researching for new material, testing for conversion improvements or some other tedious and monotonous procedures?

If you wish you had simpler, faster ways to accomplish some of your daily tasks, you can be sure that several hundred, or several thousand people share your attitude and would be eager to buy software that would free them up to improve the rest of their projects.

When you have a list of PLR software saved on your hard drive, organize them according to their focus and see if you can combine some and make a hot new product that appeals to those bogged down with the tedious side of being a webmaster, just like you are.

This is where your lack of technical knowledge could be a major advantage. I'm a great fan of going to techies and saying 'make me a button that does this'.

I learned this phrase from a man who was a serious non-techy but had the ideas to make a lot of money.

All you need to know is what application would make your life, work or any other process easier for you. Once you know that, go pay a techy to make it for you.

One last suggestion for your use of PLR software concerns all those PHP scripts that can be found almost anywhere online. Though they are called "scripts," they are essentially software written in another language than HTML...PHP.

PHP scripts are written in a computer scripting language that was originally designed to produce the dynamic web pages you see everywhere you land lately. This is a popular and widely-used scripting language that can be embedded in HTML code to enhance old-style web pages and bring them "up to speed" with the Web 2.0 look.

But, regardless of what they call them, they are essentially pieces of software that easily perform useful functions to make your website more attractive, more useful or more interactive.

A focused search will uncover hundreds of free PHP scripts to make your life, and that of your customers, easier. Some of those frequent giveaway sites will have related collections of PHP scripts free for your download and use, after giving them your email address, of course.

You will have to search for the PLR Software, though, since it is usually overshadowed by the outrageous popularity of PLR articles. This is the *"Treasure Hunt"* previously mentioned occasionally. Good PLR Software products exist for your use, if you can find them in the PLR article blizzard.

Do You Know What Software To Sell?



Knowing what software to sell and how to make that decision might be a good topic to discuss here before we get to how to find PLR software specifically. If you don't know what your customers are looking for, you will not make good decisions about what to sell to them.

But if you know what *you'd* like to see you're halfway there.

There's several good ways to find out what problems your customers are having that need good solutions.

The simplest way is to just **ask** them. If you send emails, you can send one that isn't trying to sell anything, but asks a simple question about what your readers would like to have for software or what online business or website task they would like to make easier. You will get answers.

Most serious marketers belong to at least one, if not several, **forums** and get some good ideas from the postings members leave asking for help or solutions to marketing, list building, driving traffic or design problems. If you don't belong to a forum yet, join one that interests you and pay attention. If someone asks a question, you can bet there are several hundred more with the same question. **Supply the answer with some PLR software and you have sales.**

Blogs and newsletters are other great sources for ideas for products you can create from PLR software and PHP scripts. Subscribers and readers often ask for advice and solutions. Subscribe to some of each and make a list of what people are asking for help with or advice about. Keep that list current and look for answers in your stash of PLR software.

You might ask the publisher of the newsletter if you could run a survey of his subscribers. If he agrees, ask your questions in a survey format about what

they need or want. There's software available for creating surveys on newsletters, blogs and forums.

Remember that you can split your software packages up into single focused applications or combine several for the "Big Bang" answer to major problems or those with several related problems rolled into one.

Searching for the number of people looking for keywords that match your PLR software topics is a powerful way to decide what software is needed by your customers and those you want to *become* your customers.

There are quite a few free, online keyword search tools you can access 24/7 to help you determine how many people were looking for your information last month.

Google "free keyword search tools" (with and without quotes) and you will have enough choices to keep you busy for a while. Once you decide on some keyword tools to use, put in your keywords and write down your results or print the page, if you can. Quite a few of these online keyword search tools will also include suggestions for additional keywords and long tail keywords (keywords with 4-8 words, instead the usual 1 or 2).

If you do not find a high level of interest in your keywords or phrases, you probably should pick another set to search or another problem to solve.

Here's an example from Wordtracker that illustrates that last statement. I entered the same two keyword phrases in at least 10 separate keyword search tools I found online and had similar results from all of them.

My keywords were **"free PLR software"** and **"PLR software."** I used both of them with and without quotes.

931	Total Searches
614	article generator software endless free plr
158	article generating software endless free plr
149	free software making articles unique endless free plr
6	plr software
4	exclusive plr software

The first three results are perfect examples of long tail keywords.

What you need to notice from this example is that my search terms were worthless and a poor choice. "*Free plr software*" didn't even get one hit and the other one, "*plr software*," had 6 people looking for it out of 931 searches. Not a good start.

Also notice that the long tail keywords had 921 people entering those phrases in the major search engines. If you read those long tail keywords, you will see that there is real interest in PLR software that will generate articles. **There's an example of your market** – article generating software.

Those 931 potential customers also want that software to be PLR, free and not have an expiration date or be limited to a certain number of uses (see the word "endless"). Reading those same three phrases also tells you that those people are looking for software that will take PLR articles and rewrite them, making them unique for acceptance to article directories. You can also presume that they're interested in viral marketing, which uses unique article submissions to drive traffic to websites.

Besides article rewriting software, you uncovered another topic of interest, viral marketing. See how you get all that from a few results from a keyword search engine? Pay attention to everything you read.

Finally, take a good look at the top three phrases. They represent the way those searching for your information typed in the phrase they were looking for, actually a collection of words relating to what they wanted to find. Learn from it. Your keyword searches have to recognize how people are typing in the query or you will never get the results you are looking for.

Using the same two search terms used above, here's the terms returned by another keyword search tool:

- PLR software for cheap
- PLR software
- PLR articles rewrite software
- Free PLR software
- Internet marketing software PLR
- PLR roulette software
- Software PLR

At least my original two search terms made the list this time!

By now you should have a pretty good idea about how to find what software people want and are looking to buy. **The hard and cruel fact of Internet Marketing is that the only software that is going to sell is the software people want.**

You could create the most beautiful piece of software ever written on any of several thousand subjects or niches. If no one wants it, no one will buy it. Simply put, your business is to create software you know people want... nothing else.

Remember to keep your eyes open and be aware of what's right in front of your face. You'll find treasures you can use to jump start your business

I want to just add a quick note here about why NOT being technically minded is a good thing. Programmers aren't marketers.

They're from another planet altogether. They appreciate 'beautiful coding' or 'seamless integration' when it comes to software. They are genius artists and deserve to be revered as such.

However they are not marketers and are rarely rich.

Your clunky, clumsy idea – the simple little piece of software that makes your marketing life easier may not be elegant or technically brilliant...

But if it costs you \$300 to pay a techy to get it made (or get the PLR adapted), and then brings you \$25,000 a month and a licensing deal with Apple, who cares?

--- * ---

How To Find PLR Software



Welcome to the most elusive "*Treasure Hunt*" you will ever conduct in your search for PLR products to sell on your websites. PLR software exists, but is lost in the blizzard of PLR articles, rewriting tips and directory submission advice. Finding decent PLR software is even harder.

But it's well worth it and once you've done it a few times you'll be as good as a pig sniffing truffles.

You could innocently be traipsing through the Web, looking for biscuit recipes for your grandmother, and accidentally fall over literally hundreds or thousands of free PLR articles or complete sets for sale. A deliberate search for PLR software, on the other hand, will frustrate you. But, if you follow the methods for "Treasure Hunting" in this ebook, your efforts should eventually lead you to some very useful downloads.

Viral marketing with PLR articles has taken the Internet Marketing niche and turned it upside down in a short time. You could generate the same amazing viral results with PLR software and **be one of the first ones to do it.** I hope you are thinking credibility and reputation building here!

Seriously – PLR Software is only exploited at present by very few astute marketers. This is a chance to get in early – and they don't come along often.

My first few trips through Google and a couple of other search engines, looking for PLR software, were exercises in futility. What I found was lots of references to "PLR" and "software" but only one or two with the entire term, even though I had both of my search terms encased in quotes. After wading

through more web pages than I could count, all hyping something that didn't even resemble PLR software, I started thinking out of the box.



Knowing that PLR software existed, my first question was, **"Where would it be hiding?"**

My answer came in an unexpected place...my email account. I had a load of email announcements sitting there, all blasting the "news" that another Free Giveaway had launched. All I had to do was sign up to 20 or more newsletters and I would have access to *"the world's most amazing collection of PLR products that had ever been assembled this side of Jupiter."*

Yeah, right!

After joining several giveaways, I started prowling the pages, looking for my PLR software. Searching for it on their onsite search engine, if they had one, had its own problems, due to the very nature of all those giveaways.

The **only** purpose behind the giveaways is to increase the opt-in list of all the marketers who have donated an enticing download. If you could use an onsite search engine to find what you want and then click off the page, you would **not** be browsing past all the other offers on each page of the giveaway. So, scrolling page by page to find your PLR software is part of the game you have to play to get the free downloads.

One benefit is that you can always pick up a load of interesting ebooks and graphics while you are browsing for the software that you want. All the

sales emails you get can be eliminated by unsubscribing later.

Here's a list of 10 I found during my hours of late-night scrolling, with some of the sales message designed to move you to the download link.

If you are planning on selling this PLR software on your own sites, there are **valuable lessons to be learned** from sales copy written by all your competitors.

See if you can find similarities crafted to stimulate downloads...the Call To Action. (Hint: There are two marketing techniques repeated over and over)

- **Fast Content Producer...***"Discover how to build hundreds of content rich, dynamically changing, keyword covered web pages in mere minutes...Send your search engine rankings soaring through the roof!"*
- **HTML Brander...***"Ready to build your own profitable affiliate program? Here's the tool to create a branded website for affiliates with the push of a button! With this amazing program, you can create branded websites for your affiliates in five simple steps."*
- **HTML Lockdown...***"Discover how to quickly & easily protect your web pages from unscrupulous cyber-thieves! Now you can encrypt & protect your html pages with passwords - all in a few clicks...No special programming skills required!"*
- **NicheSponder...***"Discover how to create the targeted sales letters you need to dominate any niche...all at the touch of a button! NicheSponder...allows you to quickly create sales letters for any niche."*
- **Simple Sales Copy...***"Discover how to instantly generate cash-producing, kick-butt sales copy – all with a few simple clicks of your mouse! Stop wasting your valuable time writing your own sales copy...or your valuable money on professional writers! Getting the Simple Sales Copy software program is your chance to get all the copy you need to send your sales soaring."*
- **Snap Video Pro...***"Discover the truly easy way to bring your snapshots to life and increase your sales and niche authority! What is Snap Video Pro? It's a screen-capture software program, capable of capturing your entire desktop, a portion of it or the active window of the desktop."*
- **Spam Learner Pro...***"Being flooded with spam? discover the quick & easy way to save yourself from receiving unwanted junk email below! Learn to protect yourself from what you consider to be spam!"*

- **Viral Article Publisher...***"Discover how to submit your viral articles to all of the top websites with a simple click of your mouse! The Viral Article Publisher makes it easier than ever before for you to get free advertising while also freeing up time that you used to waste remembering or locating website addresses and then typing them into your web browser."*
- **Viral Toolbar Builder...***"Discover how to increase your website traffic & sales by taking advantage of the very same highly effective marketing weapon that companies like Google & Yahoo are using right now to drive people back to their websites! With Viral Toolbar Builder you can quickly and easily build toolbars containing features that users will love – creating the ideal advertising vehicle for you and your business!"*
- **Website Sizzler...***"Discover the absolute quickest & easiest way to develop content rich websites! With this amazing tool, you can now get all the content-rich websites up and running that you need to succeed online – quickly and easily!"*

Did you notice the two successful marketing techniques in that list of available PLR software?

#1...Out of 10 titles, eight (8) of them start with the word, "**Discover**," creating a subtle desire to get access to something new or hidden or secret. This is a very powerful technique that you will find all over successful sales pages. Curiosity is a powerful magnet to most people and will usually make them follow the link to see what they will "discover." Your job is to have something worth discovering waiting for them.

#2...The two sales messages that didn't begin with "Discover," began with a **question** that then got answered in the sales page text following that question. This is another successful marketing ploy. When you are surfing sales pages, pay attention to the actual dynamics the marketer is using to attract customers and keep them interested in his product. Copy success!

If the sales page attracts *your* interest you can be pretty sure it'll do the same for your customers.

At the time of this writing, there are at least 10 different giveaway programs going on at the same time and burying my email account with "**Hurry! Don't Miss**" notices that there's another new launch of a giveaway site that will solve all my problems. A simple Google search for "giveaway sites" will return more than you need.

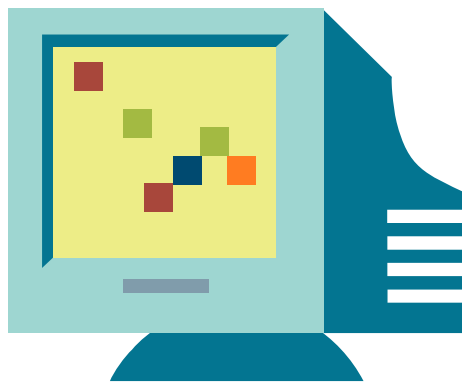
These are a great source of PLR Software. Don't be put off by the fact that they're on giveaway sites and a shed load of other people will be downloading them too.

Firstly most of these people – more than 95% will do absolutely nothing with the software.

Secondly, unless you want to turn round and resell the PLR software immediately for a quick profit (remember most people will do NOTHING with it) then you'll just be using the PLR as a STARTING BLOCK for your own software.

You'll be changing, adapting, improving (or at least your programmer will) the software and making it into a whole NEW product. Which of course is where the real money is.

Back to the PLR.



Most of them have different themes...holidays, newly discovered secrets, content (like "Secret PLR ____" or "Mystery ____"), time-limited (like "7 days only") and endless others. The theme is just a hook to make a giveaway seem different than all the others. In fact, the 10 PLR software products I mentioned above were on most of the giveaway sites I visited, either all 10 or a selected few.

Some PLR PHP scripts I discovered were mixed in with 50 or 60 PLR article packs and ebooks and easily missed in the blizzard of graphic ebook covers.

Here's a description of several. There's an entirely different but powerful marketing technique using the Golden Rule of marketing on these products. Can you see what it is?

- **Scratch Card Generator...** *"Draw the attention of your website visitors, explode your opt-in list, maximize your affiliate commissions, increase sales of your own product(s), gain a competitive advantage, market and promote anything you want successfully!"*
- **Joint Venture Magnum...** *"...a software program that is installed on your server. It will track and manage all of your joint ventures for you without you lifting a finger."*
- **Ad Tracker Pro...** *"How your new ad tracker will save you massive amounts of profit & time, increase sales & ad responses, and grow your business for you exponentially!"*
- **Contact My Members Script...** *"Discover how a revolutionary (but yet very simple) tool will GUARANTEE that your message reaches your members..."*
- **Audible Store Generator...** *"Discover how to quickly & easily open your own Audio Book Store & send your internet profits skyrocketing!"*

Did you recognize the Golden Rule of effective marketing in the list above? No? How about **"Sell the benefits & not the features!"**

Still not sure what that means? Simply put, *selling the benefits* means giving your potential customers the reasons they need your software. All sales decisions made for anything are emotionally based. When you make the benefits of owning your products personal to your readers, most will buy them.

In the list of PHP scripts above, the benefits are described with emotional and colorful adverbs, all describing how the product will:

- **Save** time
- **Gain** some marketing advantage
- **Explode** your list
- **Track** & **manage** something
- **Guarantee** message delivery

All of those bulleted points are benefits and will motivate your customers to click on your "Buy Now" button. Check it out for yourself when you are scanning your competitor's sales pages.

One cast-in-concrete practice to remember is that successful Internet Marketers do not waste one character or pixel on techniques or practices that do not make money. Copy success and become a successful Internet Marketer yourself.

I found these scripts on a sales page that said that all these scripts and all the other products on the page come with PLR/MRR rights. The scripts were sprinkled in with 30 or more articles, ebooks and other software that made them difficult to find. There was a small mention that the "PHP code" came with the download. Just a reminder to think outside the box and read everything when you are on this particular Treasure Hunt.

Our last consideration for finding PLR software is the flurry of **membership sites** for various niches that have become a hot topic in online marketing circles.

A simple Google search, using "PLR membership sites" (with quotes) as the search term returned over 3,000 hits, which should satisfy anyone's need for belonging to a focused community.

Some of these sites are free to join and some have a range of membership fees, different levels of access to their downloads and information. Almost all of them have enough downloads to keep you busy for weeks. You will very quickly learn to distinguish between valuable content and useless fluff.

To test the value of the downloads, sign up for free memberships and see how valuable the downloads are before spending the money to join the Gold or Platinum levels.

Don't give in to curiosity about the contents of those levels and upgrade your membership to find out. Since upgrading is one of the basic income streams from any membership site, you will easily be able to find the contents of those higher levels. In fact, you will be unable to avoid finding it out, since it will be right in front of your face most of the time and in emails sent to you on a regular basis.

Some membership sites have forums for members to help each other and exchange information. Joining the forums could be a benefit to you with the opportunities to create a reputation as a source of good advice or resources. And, when you are stumped, just posting an inquiry about where to find something not offered by your membership site will get you more than one suggestion. When you no longer want to belong or need to belong, you can just unsubscribe, usually with a simple click on a link.

So far, we've covered:

- What PLR software is
- Why you need it
- How to decide what to sell
- How to find elusive PLR software
 - Giveaway sites
 - Membership sites

By now, you should be well aware of why you need to change the content of any PLR product to create a product that belongs to you and is not shared by several hundred other marketers.

Let's move on to what you can do to accomplish that creative change if you lack the technical expertise required to manipulate lines of code or are just unable to do it. Like me.

--- * ---

Is Outsourcing A Heaven-Sent Solution?



There's so many variables to evaluate when you are considering outsourcing your PLR software and coding changes that the answer to that question is "Yes and No."

To begin with, let's check out the two major types of outsourcing available so you will recognize what is being "said" to you when you read some of the providers' information.

Outsourcing...This means contracting with another company or person to do a specific function. Forward-thinking Internet Marketers and start-up software publishers are using both domestic and international *outsourcing or offshoring services* to handle almost all aspects of their projects, including product design, coding and testing.

Using these services to do the programming or design tasks that take up so much time and concentration allows the marketer or publisher to focus on the critical money-making tasks, like search engine optimization, driving focused traffic to their websites and list-building.

Offshoring...This is just another type of outsourcing that means having the outsourced functions done in another country. This service is used frequently to reduce labor expenses, access talent not available locally or to avoid regulations that disallow specific activities at home.

Nearshoring...This term refers to taking the outsourced work to a nearby country (such as Canada, in the case of the United States). Nearshoring is popular with Internet Marketers and software publishers that don't want to deal with the cultural, language or time zone differences involved in offshoring.

Problems:

There are three main problems with outsourcing or offshoring that have to be considered by software publishers and Internet Marketers when they look for ways to streamline their business by having their PLR software modified or rewritten by someone else.

Some problems that are basically geographical in nature, include language, accent, political instability, cultural issues and unexpected changes in laws and regulations that affect the outsource service.

Another is a shakily developed support infrastructure that could mean disaster to your business, particularly if you are outsourcing your site's hosting. These problems include unreliable email and other contact difficulties, inadequate disaster recovery, inability to generate the power you need for the bandwidth, or data transfer rate, your website requires.

The third and maybe the main outsourcing problem concerns your projects. When you have PLR software you want revamped or redesigned to suit the needs of your customers, your outsourcer in another country might not have the knowledge or experience you need or the language proficiency to specifically understand what you want done and how.

However, all is not as bleak as the description above makes outsourcing or offshoring your PLR software projects sound.

Here's some advantages:

- You can decrease your operating costs...your time is a cost of doing business
- You can access cheaper and more efficient labor
- You can often access better technologies at a cheaper cost
- Your personal productivity will increase
- You can concentrate on the money-making side of being a software publisher
- You can stay even or surpass your competition

Disadvantages:

- You can have your project stalled if your outsourcing company has financial troubles, like bankruptcy, labor problems, etc.
- The actual control of the processes required for your project will no longer be in your hands, but passed to the outsourcing service
- The outsourcing service may have contract obligations with many other companies that push your project to the end of a long list

At the time of this writing, the following countries are all promoting their outsourcing services to the rest of the world:

- China
- Czechoslovakia
- India
- Ireland
- Poland
- Russia
- The Philippines
- The Ukraine

There are, however, some very successful and professional outsourcing services that many marketers use for their PLR software needs. While they may be based in the US or in Europe, a large percentage of their programmers are living in other countries. Let's move on to that aspect of outsourcing.

Well we'll move on in a minute.....

I've offered an intelligent argument as to the pros and cons of outsourcing. I'd now like to draw your attention to two things:

1. Unless you can write code yourself you DON'T HAVE A CHOICE.

2. Just bloody DO IT.

I waited and wondered for a lot of years about outsourcing, not only in terms of PLR and software, but in my marketing business in general.

I can honestly say that major problems have been few and far between and I wished I'd done it years before I actually did.

The biggest single thing that held me back for so long was fear of the unknown – would programmers laugh at me if I couldn't tell them what I wanted in 'techy' language?

Would outsourcing to other countries mean language problems, security problems or other such things?

All the above are unrealistic fears.

You will find that outsourcers treat you with the utmost respect, because:

- a. They're used to dealing with people like you and me, and they will highly respect you because you are the 'ideas' person.
- b. You're the one who's paying them.

If you take nothing else away from this book, please take this – try outsourcing. It'll change your business forever.

Where do I go?



There are four professional and very popular outsourcing agencies that are the darlings of hundreds, maybe thousands, of software publishers and Internet Marketers...GetAFreelancer, Elance, Scriptlance and Rentacoder.

Elance characterizes itself as *"an online workplace where businesses hire and work with professionals and service firms to get work done without adding permanent headcount."*

They have an army of over 78,000 programmers and writers all over the world that can handle any job your business needs.

You, as a purchaser or buyer of professional services do not encounter any set-up fees to hire professionals. As a new buyer to Elance, you will be required to put down a one-time \$10 deposit, which will be automatically refunded in 10 days.

<http://www.elance.com/p/landing/buyer.html>

Toll Free Customer Support: **+1-877-435-2623** (+1-877-4-ELANCE)
Monday - Friday, 7am - 7pm Pacific Time.

Elance, Inc.
441 Logue Avenue, Suite 150, Mountain View, CA 94043
Phone: +1 (650) 316-7500 ... Fax: +1 (650) 316-7501

GetAFreelancer is a Swedish company and regulated by Swedish authorities. They are a rapidly growing company and definitely one of the front runners in the outsourcing arena. Their clients come from over 200 countries and are adept at all aspects of web development, including programming.

They claim they to be one of the largest sites of its kind.

The only contact information available, without opening an account, is for the company that owns Getafreelancer.com, Innovate It.

www.getafreelancer.com

Innovate it
Box 784
53117 Lidköping
Sweden

ScriptLance is a service like the others, connecting programmers with buyers that need custom programming done for their websites. Those who need programming, post the project and interested programmers bid on it.

This company has over 2000 active programmers and that number increases daily. Their programmers are international, but all are required to know the English language.

Their only available contact listed on their pages is through a help desk.

<http://www.scriptlance.com>

RentACoder is a web-based marketplace that connects businesses in need of computer programming expertise with a global, freelance market of programmers, graphic designers, writers, translators and numerous other services.

They claim over 200,000 international, professional freelancers who will bid on your job. They charge a 15% fee, paid by the coder. It pays credit card transaction fees, gateway fees, arbitration fees, affiliate fees, advertising fees. What's left over is the company's profit.

<http://www.rentacoder.com/RentACoder/default.asp>

Phone us directly at: (813) 908-9029

Fax us directly at: (813) 960-1495

Exhedra Solutions, Inc.
DBA Rent A Coder
14310 North Dale Mabry Hwy
Suite #280
Tampa, FL 33618
USA

The Internet has evaporated borders and cultural divisions when it comes to access to professional freelance assistance for any problem you might encounter on your way to marketing success with your PLR software.

Thoughts and overview –

The REAL art of profiting from PLR Software



Software has a higher perceived value than ebooks or most other information products.

If you want to make your software product look even MORE valuable (i.e. so you can charge more for it), forget digital downloads. Write it onto CD and deliver it in a professionally printed box.

Think about the last time you bought real, physical software. It probably came in a big box that rattled.

And it rattled because inside was a warranty form, an operating manual (possibly not much thicker) and a scrawny little CD. The big shiny box was there because if you saw what was inside you probably wouldn't give it the time of day.

Going down the 'physical' selling route is now a possibility thanks to services such as <http://www.kunaki.com> It's certainly worth considering.

Whichever way you decide to sell, the whole point of PLR software is to change it from PLR software into YOUR PRODUCT.

So you need to think about renaming (easy), rebranding (just pick a nice color and a logo), and changing those parts of the application that either don't work, or could work better.

And all you've got to do in that case is to use it and see how you like it. Ask other people for their opinion too if you trust them. Get an idea in your head (and written down) of what you want the software to do.

Once that's done contact a coder.

Get them to sign a secrecy agreement.

Chat to them (I use email or skype for this) to see if what you want done is possible. If it is, get a quote for cost.

If it's not, either go looking for some more PLR or find another coder.

At this point do not get stubborn or emotionally attached to your idea. If it's going to cost too much money or it's going to become a major headache, DUMP IT.

The less work your PLR needs, the more money you'll make. Again, 95% of people will never, ever get to the stage of speaking to a coder let alone following the idea through to completion. And when it is complete and you own your own product – and a software product at that - you should start to see serious benefits.

I'd also like to mention that it is possible to skip the WHOLE PLR thing altogether and go straight to a coder with your idea for some new software.

This is likely (although not always) going to cost more money than having someone work on PLR.

Before You Buy Any PLR Software...



Don't run out and buy or download all the PLR software you find without considering a couple of problems that can derail your project in a heartbeat.

If you are not a programmer, as we've discussed you will need to outsource the changes you need to make your product essentially a new product.

Check the PLR license to make sure you're allowed to do this. Some PLR actually isn't because not everyone uses the same definition of the term. Check the license. Some rights only allow you to brand the software with your details and that's all. To get full value from your purchase, you need the rights to fully modify the software, including breaking it into separate modules or combining it with other related PLR applications, and changing the name, any graphics etc.

If you're not sure contact the owner / copyright holder and ask them.

Also the software might not be written to easily accommodate changes (i.e. the original coding is crap). If that happens, you might not be able to adapt the application the way you wanted to.

Make sure the source code was written in HTML or PHP. If you don't recognize the source code, it was probably written in an uncommon language and you might not find a programmer to make your adjustments. The more common the coding language, the more common the coder will be to find.

Software with Private Label Rights should come with the program source code and the graphics used for grabbing attention, buttons or banners, if there are any. If not, you will need a graphic designer before your project is completed. If that expense is not in your budget, you might want to rethink your decision to buy the software.

When you need changes to the software, the easiest and less expensive way to get them is to contact the original programmer, if you can. The original

coder will be able to make your changes quickly and probably at a lower price than someone who's never seen your software. Before you buy the PLR product, see if you can find the original coder. If you can, write down his name and phone number. You just might need it.

The biggest problem is support.

Even the simplest software can challenge the intellect of some people. You need to think about how you will help people with the inevitable support problems.

The way I do it is to use an email support desk so that I have a record of every question that people ask.

Once a new question has been asked it goes into a FAQ file that is available to customers before they contact me.

There are also outsourcing options available (check the above sites) where you can employ people to help with support on a pay per minute basis.

Finally, and possibly best, you could set up a free forum and give access to everyone who buys your software. The members end up helping each other and your support queries reduce to virtually nil

--- * ---

Producing your own software products using PLR software is I think, one of the last great frontiers in internet marketing. There aren't many people (respectively) doing it, and even less doing it well.

Best of all, ANYONE with a good idea can do this – it's no longer the preserve of a few highly intellectual coders. It's lucrative, fun and less competitive than writing an ebook!

Good luck.