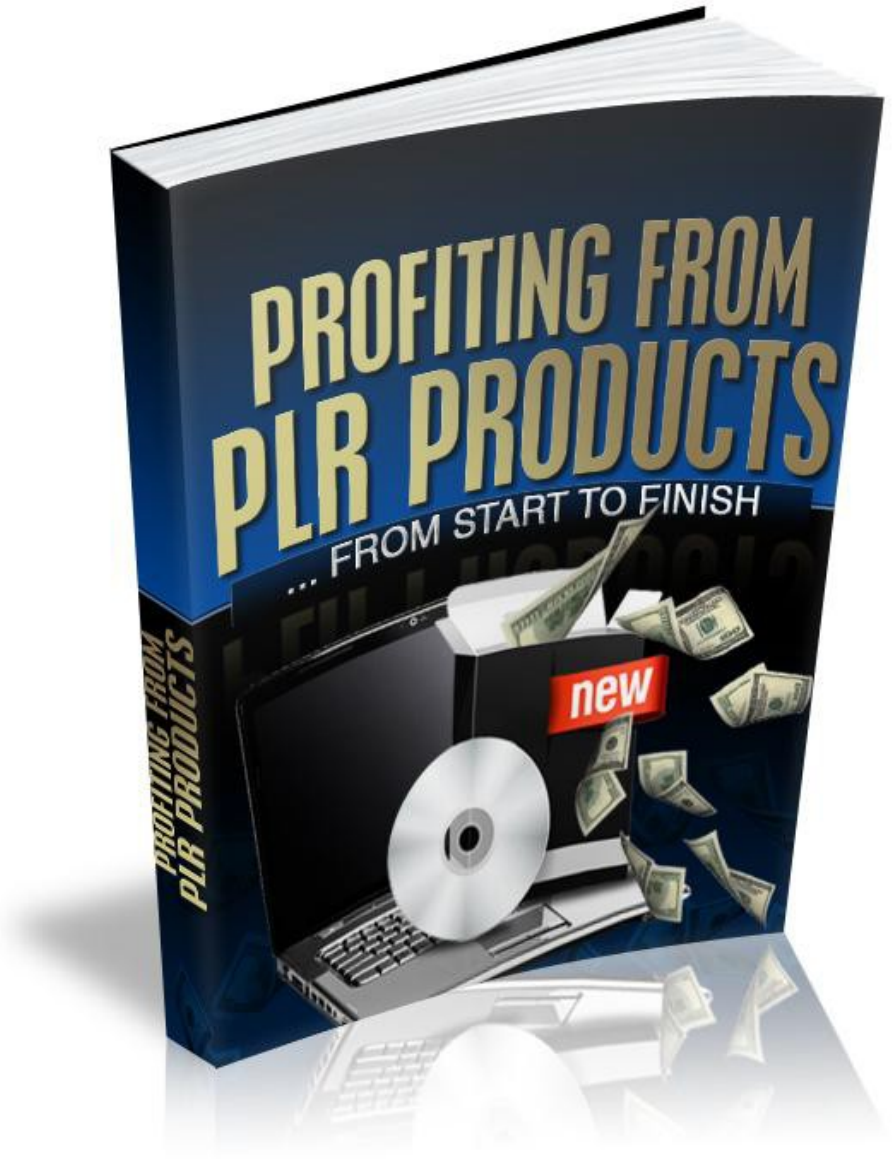
Profiting From PLR Products

… From Start To Finish



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Introduction

There's a hell of a lot of money to be made online from information products.

You can make good money by promoting other people's products as an affiliate – but in my opinion if you want to really succeed online then you simply MUST create your own products.

There are a couple of reasons for this.

Firstly, if you have your own information products then you can let other people do the hard work for you.

If you get it right, you can have an army of affiliates all promoting your products and sending you lots of traffic.

If YOU are the affiliate, then you do all the hard work.

Secondly, I think that your business can really start to take off when you have your own products with your own name on them. It gives you an added dose of credibility – and if you get it right then you can build a loyal following of people who will buy your products time and time again.

This brings me nicely onto the third point…

Having your own products means that you can create a list of people whom you can email again with related offers – and you can never underestimate the power of having your own list

Lastly, having your own products gives you a sustainable long-term business. As an affiliate you are at the mercy of what the product owner decides to do – they can shut down the offer one day or dramatically put up the price, thus reducing your sales. As the product owner YOU are in complete control.

So – you need to have your own products out there that have your own name on them.

How many internet marketers (successful ones anyway) that DON'T have their own products?

I actually can't think of any, so I reckon that this tells it's own story.

In this report I'm going to show you how to create your own information products from PLR products.

(A PLR product CAN be your own product if you do it in the right way and it removes a lot of the hard work involved in product creation)

I'm going to show you how to then set this up as a funnel that brings you subscribers and sales.

What is a PLR product?

(and why can they solve your product creation problems?)

PLR stands for Private Label Rights.

Essentially a PLR product is a ready-made information product (eBook, report, eCourse etc) that has been created by somebody else and which you buy the rights to edit, change and do whatever you like with (staying within the terms of the PLR license of course).

You COULD buy a PLR product and then resell it 'as is' – but that isn't really recommended because you'll make FAR more money if you put in a little extra work.

The great thing about PLR is that it removes lots of the obstacles that prevent people from creating their own products.

You know the sort of thing I mean…

… Staring at a blank Word document and wondering how on earth you're doing to write 50 pages on the topic you have selected.

… Thinking of a product idea in the first place.

Etc.

A PLR product gives you a ready-made product that you simply need to adapt, tweak and make your own.

If you do what I outline in this report then by the end it WILL be your own completely unique product that you can use in your business.

As I mentioned, many people buy a PLR product and then sell it 'as is' without making any changes to it whatsoever.

You aren't going to make much money by doing that because you will be selling exactly the same product as everyone else.

Think about it…

If 500 people buy a PLR product and each person sells it 'as is' then you've got 500 people all trying to sell exactly the same product.

It's true of course that out of those 500 people only a handful will actually do anything with the product at all. Most will just sit on the buyers hard drive and never see the light of day again.

And the handful that DO decide to actually do something with the product?

Well most of them will simply resell it 'as is.'

If you can be one of the few people who actually put a little effort in to change the product before you resell it then you can make a lot of money.

So, without further ado let's get into the meat of this report.

I'm going to concentrate on PLR reports – but the method could just as easily work with PLR videos, audio courses etc.

Let's begin…

Choosing a PLR product to work with

When using PLR it is extremely important to select the right PLR product as your starting point.

There is a lot of PLR out there and much of it will be unsuitable for your needs, so it's crucial that you get it right.

Quality

Believe me, a lot of PLR out there is utter junk – and if you select a crappy PLR product as the basis of your product then it rather defeats the object of using PLR because you'll have to change everything to such an extent that you might as well have started from scratch in the first place.

You need to find a PLR product that is well written and contains good information.

Have a read through the report and think about whether it provides value to the reader.

Is the content useful?

Does it teach you anything?

I've seen many PLR reports that contain next to no useful content. I came away thinking that I didn't learn anything at all and that basically the "content" was junk.

Is the information correct and accurate?

I've also come across PLR products that contain information or advice that I just know is plain WRONG.

Is the content up-to-date?

Seriously, some PLR products were created five or more years ago, and whilst the information might have been relevant and useful at the time, today it is just not relevant and/or completely incorrect.

What is included in the package?

Many PLR products come complete with additional extras – for example a ready-made sales page, squeeze page, graphics, minisite etc.

Whilst I don't recommend that you use these 'as is' it is always good if the package comes with such things because once again it gives you something to work with.

How editable is the package?

Most PLR products come complete with all source files (original Word documents, editable PSD graphic files etc) but it's always worth checking that they are actually included.

What is the PLR license?

The PLR license stipulates exactly what you can and can't do with the PLR.

As a bear minimum you should be able to freely edit the product and be able to change it etc – but you need to look carefully at the restrictions. Some PLR products for example say that you aren't allowed to give the product away for free – or that you can only resell the product above a certain price.

Think carefully about what you plan to do with the product (sell it or use it to build your list etc) and check that the license allows you to do what you want.

I generally like PLR products that come with an unrestricted (or virtually unrestricted) license because then that gives me complete freedom to do what I like.

How many PLR licenses are available?

Some PLR packages are only sold to a limited number of people (say 200).

The less people have the PLR the better and more valuable it is because it gives you less competition.

So where do I find good quality PLR products?

There are a lot of providers and potential sources out there.

The one that I use a lot at the moment is Alex Major over at NicheEmpires

http://www.NicheEmpires.com

Re-writing your PLR product

To make your PLR product unique, you'll need to re-write it so that it offers the same basic information, but also offers something different from what the PLR report offers. You can do this through researching and adding your own information and by removing any information you don't think is relevant for your purpose.

Read through the report and remove the information you don't want to include first. This will give you a good idea of how much more information you will need to add back in the report to keep it valuable to your audience. After you remove the information, then you can start thinking of ways to put your own additional information back into the report.

Read through the report again, this time looking for places where you can add additional tips, tricks, and shortcuts to help your audience maximize their investment, be it time or money. Look for places where you can add examples, or provide step-by-step tutorials so that you're adding value to the report while also keeping it different from the original PLR.

Why Re-writing your PLR is Important

Why is this important? Well, if you offer the same PLR report as someone else on the Internet, without making it different or especially valuable, then your target audience has no reason or incentive to grab *your* report over the hundreds, or maybe even thousands of other people out there offering the same report. This is especially true if you are trying to sell your product.

If you're giving it away for free as part of a list building effort, it needs to be different to encourage people to join your list, rather than the lists of other people who are offering the same thing.

The additional material can come from multiple sources, and this is where search engines can be your best friend. If you know what you want to add, but aren't quite sure where to start, read a few articles on the subject to see if you can come up with ideas. You can always re-write several of the articles you read, taking bits and pieces from each one, to develop the unique additional information you need for your report.

Are your writing skills less-than-perfect? Don't worry! There are several websites, listed below, that you can use to outsource to freelancers who write for a living. These sites allow you to find freelancers who can work within your budget and timeline, so you can minimize the monetary investment if you are on a tight budget. When using sites like these, be clear about your task, budget, and desired turn around time.

- GetaFreelancer.com
- ScriptLance.com
- oDesk.com
- vWorker.com

Choose a bid that you believe will provide you the best value. Don't necessarily go with the cheapest bid, or the one who can get the job done the quickest. Look at all the bidders work to determine who can

get you the best work at the most reasonable price, and try to remember: you get what you pay for.

If you do not have the financial capital to invest in hiring a writer to re-write the report for you, then you may want to try writing it yourself and then have a close friend edit the material for you to make sure it is grammatically correct and cohesively fits within the report.

If you're still not confident in your ability to produce quality work, then you could also try looking to barter with someone for their services. Warrior Forum is a great place for this. In exchange for their writing services, then you could offer to market and promote one of their products/services for them, using your power and skills as an Internet marketer.

Remember though, time is an investment worth money. If your time is better spent marketing and working on other aspects of your report, then you are much better off paying a freelancer to write the report for you, than you are trying to agonize over the details just to save a few bucks. The decision you make will be based on how you feel about the required time and money investment to get the job done.

Though how you go about re-writing the report will vary based on your skill, knowledge of the topic, and available capital, you can produce a high quality unique product within a short amount of time.

Re-packaging your PLR product

Now that you have completely unique PLR content for your product, it is time to re-package it to create a truly unique product. Slapping the same sales page, squeeze page, and graphics together with the new content doesn't make it a different product. Remember, people will see the same sales and squeeze pages over and over again, so even if the product is different, they may not realize it if they are reading the same stuff they have seen attached to a similar product before. This means that in order to make what you have to offer something totally different from what all the other marketers out there are using, you need to change the name of the product, rebrand it with additional/new graphics, and revamp the sales and squeeze pages. When all of this is complete, you will have a marketable product different from anything else available on the Internet.

The best way to handle this is to break it down piece-by-piece.

First, rename your product. It doesn't have to be too terribly different from the original, because it still needs to convey what's in the report. For example, if your PLR is titled: "How to House Break a Puppy" you could rename your product to something like, "Puppy House Breaking 101: Tips to Train Your Puppy" or "The Insider's Guide to House Breaking Your Pet."

Then, break down the sales and squeeze pages. If sales copy is your thing, then you should have no issue with re-writing them yourself like

you've done with the PLR content. However, if you struggle with writing, it may be time to outsource the task. If you are confident that the writer you hired to re-write the PLR could produce high quality sales content, then you may want to consider reaching out to that person again. It is worth noting, though, not all writers who excel with projects such as re-writing PLR will be successful with sales copy. Use your best judgement here, while considering the time and money investment as your guide.

Next, it's time to focus on rebranding the graphics and images included in your product, as well as the ones used to market it. If your product uses screenshots, create new ones that are similar. If there are other graphics, look for stock graphics and photography that convey the same meaning without using the ones in the original PLR.

Your product cover is a key area where you need to be unique from the original PLR, because people will definitely recognize a cover they have seen more than once, whether the product name is changed or not. You have a few different options here. You can create the graphic yourself using a paid software such as Photoshop if you're savvy when it comes to design. You could hire someone to design one from scratch for you, using the previously mentioned freelance websites. You could use any number of online tools meant to create eBook covers.

Profiting from your PLR products

So – you've learnt how to choose PLR products and then turn them into your own unique products by re-writing, re-packaging and adding your own information.

Now it's time to use them!

In this section we're going to outline some of the things that you can do with the products that you create…

Put together a list building and money making funnel

You can use your new product as an incentive for people to sign up to join your email list, so you can sell to them again and again. This is why crafting a unique product to serve a need is important—make your free gift worth paying for, and you'll get a happy subscriber.

Even though the product is free, when a person signs up to join your list, you can include another paid product as a one-time-offer (OTO) immediately after confirming their email address. Though not all subscribers will buy the offer, you can start getting a decent return on investment almost instantly.

To make this work for you, you'll need to draft a series of auto-responder emails, and provide something of value to your readers on a

regular basis. While it is an excellent sales platform, if you toot your own horn too often, you'll lose subscribers. When you lose subscribers, that's potential money walking out the ditigal door.

For people who don't want to give their new product away for free, you can offer it as a paid product, and use your OTO to promote another PLR product, or a related product or service you are promoting as an affiliate. This gives you income from the initial sale, along with the potentital for additional earnings through your affiliate sales. Bundling the offers can also increase the perceived value, and you can adjust your pricing accordingly.

No matter which path you choose, the products you promote should be related to one another. If they are not, you look like you're just trying to sell whatever you can to whoever will buy it, and your conversion rates will not be high. Your aim is to solve a problem or fill a need for your consumers; and by using related products, you can do this two-fold. For example, if you are in the travel industry, you can offer a free (or paid, if you're not going the free route) vacation planning guide, while upselling any number of vacation packages as an affiliate.

Launch a product through JVZoo

JVZoo is an excellent selling platform for your products. You'll get paid a commission for any sale you make, and you'll get access to a variety of tools, without spending a single dime out of pocket. One of the best

things about JVZoo is that people who don't want to sell products of their own can sign up an affiliate to promote any product listed there.

Setting up an affiliate program can greatly increase your income, because you have a built in sales team, but you don't pay them a dime until they make a sale. However, this is something many product creators shy away from, simply because running and maintaining an afiliate program can be costly, depending on how you do it. By using JVZoo, you don't have to pay for affiliate program setup, and everything is handled for you. Every product you sell through JVZoo will get its own affiliate page where you can provide marketing materials to affiliates to help them succeed.

Not only will you get an easy-to-manage affiliate program, but your affiliates will get instant comissions, and will be able to track them with instant W9s. Your customers will get instant delivery to keep the affilates working on sales, not customer service. Since the platform integrates with Aweber and Get Response, you'll increase your mailing list every time someone buys your product.

Create a viral report

People look to give away materials on their blogs/websites/social media networks to provide soemthing of value to their readers. Many times, these website owners don't have connections or large sponsors to give away big ticket items, so they turn to PLR to help them.

When you create your own product, you may want to consider making it available under a PLR license with giveaway rights. This means people can give it away to their readers/fans/followers, which increases the chances of it going viral.

When something goes viral, it spreads quickly, and widely. Ultimately, everyone who's on the Internet to make money wants something they create to go viral, but the vast majority of people are not able to produce material that goes viral. So, how can you do it?

Think about something that people in your niche want or need. Think about what they would enjoy, or find entertaining. Create it, and package it with giveaway rights so people in your network can share it with people in theirs and so on. If your package has a link back to your website or an offer where people can purchase your other products, then you have great potential for earning money without much effort.

Conclusion

In this report, you've learned how to:

- find PLR products in any niche area you want to serve
- evaluate the PLR you find for quality to ensure it is workable and comes with the rights you require
- re-write and re-package one or more PLR products to create your own product
- use the product as a free bonus or a paid product
- increase sales through affiliate programs without having to pay money and deal with the hassle of setting an affiliate program up on your own
- and create a viral report to generate more leads and buzz about your business.

While it is fairly straightforward process, to do it correctly, you will need to be able to invest a considerable amount of time in the whole thing for each product you generate. As you become more familiar with the steps with practice, you will be able to increase speed and efficiency, but you should never skimp on finding top quality products in the niche you are looking to serve.

For the whole process to work, it lies on finding a top quality product that will serve your customers. If it is the same thing in a different package, people are not going to be happy with it, whether it is free or not. Take time to provide something of true value, even if that means

you have to spend hours digging through forums to find your angle or unique approach.

Once you have developed a unique product using a combination of PLR products and your own additional valuable information from a variety of credible sources, either by writing it yourself or outsourcing the work to a freelance writer, then you can move forward to developing unique sales and squeeze pages and graphics. Depending on the PLR you are starting with, these may already be provided for you to edit accordingly, but you may also need to build them from scratch.

With a complete product in hand, it's time to turn on the marketing and promotional efforts, by using social media and a program such as JVZoo to develop and effortlessly maintain your affiliate program. You may have to invest additional time in creating affiliate marketing materials for your team, but all of this time will pay for itself when you have an extensive team of affiliates working for you. As your affiliates promote your existing products, you can be busy working on additional products by replicating the entire process over and over again (in the same or different niches) to expand your Internet empire.

You can also take your product and use it as its own PLR with giveaway rights, or create a spin-off report with these rights to promote your brand going viral and increase visibility and sales.

Now you have everything you need to get started making money. What are you waiting for? Start *now*!