



PROFITING FROM **PRIVATE LABEL RIGHTS**

NEWBIE TO PRO



**START CASHING IN ON YOUR
PRIVATE LABEL RIGHTS MATERIAL**



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Introduction

You are about to embark on a journey of 3 phases within the PLR business... the Beginner, the Intermediate and the Expert!

But first let's assume you are a beginner and you don't know anything about Private Label Rights (PLR).

What Are Private Label Rights?

PLR stands for Private Label Rights. For simplicity's sake we shall refer to it as PLR from now on throughout this report.

In the online business world, a product (usually an ebook, audio or video course) with Private Label Right means you can take the product, edit the contents and brand yourself as the author.

Which means – you literally OWN the product. You can do almost anything you want with it (subject to the rules set by the person who sold the PLR in the first place). But most of the time, you can do many things with PLR content to build and grow your online business without the hassle of product creation.

So what does this mean for you right now?

Well in short, you can have a ready made business on tap without any of the product creation side of things and equally brand yourself as the expert.

If you sign this report as your own (providing you have the PLR license), you become the assumed person with all the knowledge on PLR... and people will buy this knowledge from you...

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The PLR Newbie

Let's use a real world example of private label rights to give you a better idea of how all this came around.

Ever wonder how all the big chain supermarkets in the world all have their own line of cereal, washing detergent, soap, meds, vitamins etc?

Well the fact is, most of them get theirs from a big main supplier. Once they get their hands on the goods, they then modify the products by adding perfume, coloring, labels and packaging etc... in short "making it their own for very little or no effort or outlay"

**Tip - Make this report your own by adding to it, inserting images, your name, your affiliate links to your websites and blog links, just like the supermarkets, the principle is exactly the same. Make it your own if you have the PLR license.*

Even way back when, businesses knew how to create quality products in the shortest amount of time to make a ton of money. This one revolution created a completely new market involving wholesale producers and vendors who sell their products.

Enter Internet Marketing

No, I'm not talking about selling supermarket style products online (although you could!) But what if you could do the same, but instead with quality content which could be used as stand alone products (like this one), websites, blogs or quite simply anything you can put your mind to. This is the information age and it's hugely profitable.

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A New Arsenal in Your Toolbox

Currently, online business owners and marketers put strong focus on drawing traffic, crafting high converting sales pages and building targeted email lists. We see all sorts of “traffic gurus” or “marketing experts” teaching all these methods above.

But beneath all this, comes a huge growing and unstoppable force. One that will take the internet marketing world by storm.

Enter Private Label Rights (PLR)

Similar to how “plr products” are sold to supermarkets, quality online content can now be sold to marketers. Online marketers can now leverage on PLR content to grow and build their business at a rate like never before. Best part is, it works hand in hand with other Internet marketing techniques out there.

Here are Some of the Benefits of PLR

When you use PLR, you get to tap into a powerful force, which offers many advantages for the savvy marketer and author.

1. **Save money** - If you were to hire a ghostwriter to write an ebook for you (after you’ve spent hours brainstorming topics), it can cost you an average of \$500-\$1000 per ebook.

If you want to write it yourself, you waste a lot of time which could be used more efficiently by marketing your products instead.

PLR products come ready made for you at affordable prices and you get to save up to 90% of production costs.

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2. **Save time** - If you plan to go solo the process of coming up with creative ideas, doing research, writing, and designing your product can take months to complete.

With PLR, you can achieve disproportionate results in a short amount of time. It only takes you a few short hours to get a PLR ebooks out into the marketplace, leaving you more time to work on the other aspects of your business, so you can wear many business hats.

3. **Reduces effort** - The smart marketer works smart instead of working hard. By having PLR products hot from the press so to speak, you don't need to bang your head to think up and research niches as all the research and keyword finding has been done for you.

Sit back, relax and let the power of PLR do its work. Most quality PLR content has been created by a team of researchers, writers and designers to help you focus on what you do best, marketing the products without a worry over quality.

4. **Tap into hot, lucrative niches** - PLR content gives you the ability to dominate well researched, obscure niches which have the potential to rake in huge profits for your business without the need for extensive knowledge.

The PLR Rulebook

Before you proceed with using PLR to build a business, there are a few minor details you must know about.

There are many things you can do with PLR to grow your business but there are some things which are strictly forbidden.

Depending on the source of your PLR, there may be different rules. It is important that you take note of the PLR rules/license of each source so that you

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don't market PLR products unethically or illegally against the terms of the product creator/originator.

Let's take a look at a general guideline to the Do's and Don'ts of PLR products

What are the Do's of PLR?

- You can put your own name on the article
- You can change (edit/enhance/rewrite) the articles as you wish
- You can use these articles on your website or blog
- You can use these articles in your newsletter
- You can use these articles in your autoresponder
- You can use these articles in your membership site
- You can use them as a free gift
- You can use them as a paid product
- You can use them as competition prizes

What are the Don'ts of PLR

- Use them as a package in another PLR product (unless you have rights to do this)
- Resell them as PLR products (giving the source doc away) this renders your business no profitable and builds competition
- Sell the unedited PLR product at dirt cheap prices (flooding the market with nondescript PLR for poor profits (amature marketing)
- Use them for PLR membership sites (usually a no no but the terms might allow this)

As you can see the don'ts are subjective to the PLR seller, so always check the terms. PLR providers have usually paid substantial amounts of money to give you the best PLR products in the market, so the least we can do as ethical marketers is not to take their products and ignore the license terms and sell them away with Private Label Rights. This is illegal!



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They want us to make the best of the tools and content provided, leverage on them and build ourselves a sustainable, profitable and ethical business.

How To Use PLR in Your Business

Perhaps the most important question of all is, “How Do I Use PLR To Grow My Business”?

The goal of PLR is to help you save time, money and effort by having ready to use content at your disposal.

Let’s say you have bought a PLR ebook package and you are ready to get started.

Here are some things you can do with the ebook:

- You can edit the contents and brand yourself as the author of the book
- You can use it as a paid product
- You can use it as an opt-in gift for building your subscriber list
- You can break down the ebook into individual articles and use them for blog posts or content for your website
- You can build an entire social media presence with PLR material becoming the expert
- You can submit the articles to article directories to draw traffic to your website
- You can use the articles as guest posts on other people’s blogs to draw traffic to your website
- You can use the ebook as a giveaway viral marketing report and share it with your subscribers
- You can use it as content for your membership site (except PLR membership sites - remember the terms)

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- You can load the articles as content into your email autoresponder and promote affiliate products from links inside
- You can turn the book into an ecourse or newsletter for your audience
- You can change the ebook into audio mp3 format or video format
- You can create viral videos using the content and post them on video sharing websites (YouTube is the 2nd biggest search engine in the world after Google)

By leveraging on PLR, you get to create products, market your products and draw traffic to your website with ease. You end up saving tons of time, effort and money on brainstorming and creating products all by yourself. Most importantly, you get to achieve more by doing less.

You are the Expert (The Guru)

You get to establish your name as an expert in your niche and grab an edge over your competitors by using the PLR content in your arsenal.

Your competitors will be baffled by how you get to churn tons and tons of quality content on your website in ridiculous time frames. Everyone will see you as an expert and you will become the go-to person for information and paid products and knowledge.

In summary, here's what PLR can do for your business:

- Create tons of free and paid products
- Draw massive traffic to your website
- Build huge social media presence
- Create tons of useful value and content for your followers
- Brand yourself as an expert in your niche
- Help you make tons of profit in a short amount of time

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The Power of Leverage Using PLR

We all have 24 hours in a day. By leveraging, we can do 10-15 times more than we can do ourselves on a normal day by simply thinking smarter.

Think about it, big companies leverage their staff to create huge turnovers by paying them wages. For the smaller home entrepreneur, you can either hire staff (ghost writers, virtual assistants) or you could go the easy way, which is to leverage PLR products to build your biz faster and more efficiently.

As mentioned earlier, PLR products jump start your business by giving you ready to edit and use paid products. Also if you pick up a good package you can also get the marketing content to compliment your ebooks as well.

Here is an Example of Leverage

As a business owner, you can use PLR packages to build your own ready to go membership site.

Let's say you have some debt reduction niche PLR and want to start a debt reduction membership site. You can allow basic membership to the site for free and give away a few ebooks to entice customers to join.

You use the PLR articles for weekly content and also give customers an option to "upgrade" their membership to a paid version and give them access to an "exclusive debt reduction video course".

You can also give viral debt reduction ebooks to your members so that they can invite more customers (with their affiliate links inside) to your membership site. Now, all these seem like a monumental task. But if you use PLR, you can do all of that in a fraction of the time and build yourself a sustainable, profitable membership site business. This is very easy to do because the majority of the content has been provided for you.

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*Tip - The above example will work with any niche that has an audience. No matter what your business, people will always join a membership site to get more than the basic package. If you provide more value this is a win win.

Remember, time is your most important asset. The more time you create for yourself, the more results and hence, profit you can generate. PLR gives you the power to create more time for yourself. Think about that for a second...

Common Mistakes When Buying PLR

When used correctly, PLR has the potential to help your business soar to new heights regardless of whether you are a beginner or an expert. In this chapter, we will look into some of the common mistakes of people who buy PLR and how you can avoid them.

Shiny Object Syndrome

The first and most common mistake is shopper's syndrome or shiny object syndrome. I'm sure almost everyone has had this experience before. You get "sold" onto the next big "shiny object" thinking that it will be the solution to your financial problems. However, once you get your hands on the products, it ends up collecting dust on the hard drive.

The biggest mistake among PLR buyers is not taking action after acquiring PLR products. There's logically no reason why you shouldn't use these products and build yourself a hefty income since there's so many benefits with PLR. All you need to do is take action on it.

Remember this, if you don't take the action that is required on something that is already done for you. Your business is not going to create itself. Too many

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people expect things to be completely done for them without any work at all and give up at the first hurdle when the going gets a little tough. Don't be that person!

Not Editing The Products

Another huge mistake people often make is not editing the PLR products. You see, when you don't edit the PLR and use it as it is, you miss out on adding your own personal content (or spin as I like to call it) to the already done for you content.

Internet marketing guru Frank Kern has his own personal "flair" to his marketing and since you already have products at your disposal, you should add your own style and personality also to make it your own

In addition, if you use the raw articles as content for your blogs and website without editing it, Google will sometimes pick up duplicate content through the search engine and this will affect your search engine ranking. Always make it a point to rephrase your content, add your personal style and you will have a solid high quality product of your own creation.

Having no Faith in The Quality Of PLR

You may think that PLR products are of lesser quality than paid products because it has been produced for the masses. Well, let me ask you, does this stop you from using big chain supermarket shampoos and detergent? Guess not.

The truth is, PLR products are usually created by a team of professional niche researchers, designers and writers, or an individual expert to provide you with good quality niche content.

The quality of the PLR products are as good as any ebook you see on the net created by anyone else, sometimes a lot better! The question is rather, what do you choose to do with the PLR now that you have it?

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*Tip - Remember to make the report your own by adding your name, your affiliate links to your websites and blogs. It's your business, you are the expert, remember that!

You are Ready to Level up to Intermediate

What you have learned in this chapter - PLR products provide a way to build a successful business by helping you leverage its content to achieve more in less time.

You have learned that you can become an expert by using paid PLR products from expertly created sources.

You have also learned that you need to make the PLR your own, to enhance sales and link back to your own business as a product owner and affiliate marketer!

Most importantly, you have learned that you need to take decisive action or nothing happens in your business (and life).



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The PLR Intermediate

Product creation is a useful skill that every business owner should master. However, not everyone has the time to do it. This is where PLR products can help people create products without having to put in much effort, as all the idea generation and initial product creation has been done for you.

PLR has been known for helping marketers, entrepreneurs and coaches save time, effort and money on the hard time consuming areas of growing their business. It has also helped many get their new businesses off the ground and fast-track their efforts to success.

As you are now an intermediate, let's take a look at the next level in your journey.

Creating Killer ebooks With PLR

Most PLR packages come with readymade ebooks at your disposal. These ebooks usually come with ebook covers, source files for editing (usually word documents) and sometimes (hopefully) sales letters or opt-in pages.

You can use these PLR books as free gifts for your opt-in page to build your subscriber list. But it is advised to edit the contents to add in your personal style and flair to make the ebook even more interesting. Good ebooks have the tendency to be recommended to other people so it's good to focus on further building the quality of the ebooks.

*Tip - Ensure your ebooks and reports have good grammar and are well written. Also ensure you have readable fonts and a good color structure to make it very easy for the reader to engage with the ebook.

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Here are a few ideas on creating killer ebooks using PLR:

- Add interesting pictures, diagrams, and charts to expand on the ideas discussed in the book
- Add more relevant points to existing ideas or add new ideas to bulk up the ebook
- Combine 2 or more PLR ebooks to make a massive complete guide
- Transcribe audio mp3 or video PLR content into ebooks (extra value)
- Put in referral links to affiliate products, blog posts or related content to earn an income
- Finish the ebook with a link to your own related paid product as a special bonus for owners of the ebook
- Give resell rights or giveaway rights to the ebook

These ideas will help your ebooks to not only engage and intrigue you readers, but also to give them a call to action to perform the next step, whether it is to share the ebook or to buy something a call to action can push people to build your business for you with buyers and subscribers.

PLR ebooks can be used for many purposes within your business. It could be broken down into individual articles to be used in websites or as blog posts. The articles can also be submitted to article submission directories to draw free traffic to your website. You can also use your content for social media sites and groups where your niche is specific to the PLR you have purchased.

The content in the PLR ebook can also be consumed by the marketer (you) to gain new knowledge and insights into the niche they are targeting. This new gained knowledge can then be used in different forms to build credibility and trust as an expert in the field (think discussions on social media).

PLR ebooks can also be used as free gifts to build subscriber lists via an opt-in form where the visitor swaps their email address for the ebook or report. The content can also be uploaded into the marketer's email autoresponder as an e-course for followers/subscribers.

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As you can see PLR ebooks and reports are the swiss army knife of the content world. These are super powerful techniques to establish credibility for the marketer and for which you can then follow up with some paid products (which can also be made with PLR). Then the cycle starts again!

*Tip - You can use multiple PLR products to create a library of products, all interlinking with one another cross promoting each product as a sales machine. Imagine having 20 products all promoting each other in the ways explained above!

The borders of PLR ebooks are limitless. It is your job as a marketer to tap into these powers to create an endless stream of income cycles from one product to the next.

Creating Audio Courses Using PLR

One of the ways of standing out from the crowd is to turn your PLR content into Audio Mp3 formats.

Why turn it into a different format?

Studies have shown that a majority of people prefer to listen instead of read. You can listen to audio mp3s in the car while commuting to save time. Audio mp3s also have the ability to excite the emotions of the listeners and make them take action. If you have Amazon's Audible you will know how great these can be.

Besides standing out from the crowd, creating audio mp3 courses shows that you are a serious marketer and are willing to go the extra mile to give the best to your customers. Here a few great ideas to help you with creating audio courses using PLR content:

- Transcribe PLR ebooks into audio mp3s. Make each chapter into a short audio lesson.

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- Record a live webcast or audio discussion on the PLR topic
- Do a podcast and talk about the topics in the PLR ebook
- Give your subscribers the choice to download either the ebook or the audio mp3 format version
- Use the MP3 as a paid option as an upsell to your eBook
- Use the audio version as an added bonus for people who purchase your ebook to increase conversions
- Giveaway audio content away for free and ask your listeners to share it with their friends for some viral magic
- If you have topics on personal development and self improvement, you can turn them into inspirational audio books or hypnotherapy series (perfect for stress or anger management)

With audio format, you can turn boring text into exciting ideas and monetize in a totally different market in the same niche as the audio listeners market!

Tapping Into The Power Of Videos Using PLR

With the boom of video sharing such as Youtube and now Facebook, Instagram and TiKTok it seems foolish not to tap into this new marketing source. Videos have taken the internet marketing world by storm and now you can dominate your respective niches by using PLR as your base research content.

We can use PLR to create videos which will greatly boost traffic and profits allowing you to bring your business to the next level.

Make Your Own Presentation Videos

An valuable tool to turn presentations into videos is Camtasia or Screen flow for mac. This tool allows you to take screen captures of your presentations and turn them into videos. You can then edit the videos using Camtasia or Screenflow's in-house editing tools. When used together with Microsoft Powerpoint or KeyNote, you can turn PLR content into exciting video courses and give them to

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your subscribers or charge them a premium price for it in the form of a paid extra or product funnel upsell!

The Power Of Video Sharing

Video sharing sites such as:

- YouTube
- Vimeo
- TikTok
- Facebook Watch
- Twitch
- DailyMotion
- IGTV by Instagram
- byte

All have millions and millions of views everyday. By posting your PLR-made home videos, you can tap into this large pool of prospects and grow your business exponentially from the traffic generated. Plus you could also earn a revenue stream from the video platforms themselves.

Always remember to add a link to your blog or website under the video's description so viewers can proceed to your blog for more information.

*Tip - By adding multiple streams of products and traffic, this will allow you to add more subscribers to your funnels, which in-turn will add more revenue to your business.

Video Courses Are More Valuable

Instead of the usual article series, why not try a video series? A video course pertaining to your niche has a higher perceived value and you can charge your subscribers a premium price for access to the course. To take things up a notch,

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consider putting the videos in a membership site and charge members a monthly fee for new daily, weekly or monthly videos.

Another angle could be a free video course which you use on your blogs. For example, what if you converted all your PLR content to videos courses and uploaded them to the video sites above. Doing so could create a very good video series and a great stream of traffic to your business.

Videos Are Way More Exciting

Let's face it, there's a procrastinator in all of us. Have you ever been guilty of YouTube hopping for hours? I don't blame you at all. It's all down to human psychology. We are attracted to visuals and sound elements way more than textbooks. By turning your PLR books into exciting videos you take the level of subscriber engagement up.

You don't have to be a professional videographer to make high converting products. The truth is, content is king. Get your prospects' attention and you're all set! These days the amature video is everywhere and it's universally accepted. As long as the sound is good and the picture quality is good, you can be yourself. Afterall you are the expert.

Tips on Using Email Marketing With PLR

The money is in the list! But remember, it's also in the quality you provide.

This fact holds true from the early days of internet marketing to today. Without your list, it's very difficult to reach your subscribers' attention and profit from them. So how do you provide tons of useful content to your subscribers? The answer is right in front of you - Use the PLR!

*Tip - Having a huge list is fine. But remember you must add quality to get return engagement and sales.

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To start out, you can break down PLR ebooks into individual articles. From there, you can use those articles as daily nuggets of useful information for your subscribers (remember to make it your own). The more useful content you provide, the more they will love you and listen to you. That's the basis of building a genuine relationship with your list!

Now that you have given them a lot of good content and you're on your way to establishing yourself as a guru in your niche, it is time to market your own products. The key is to market a product similar to the free content that you have been provided over the last few weeks. Thankfully there is enough PLR to provide huge amounts of free content before you hit your leads with buying your products.

Besides just sending your leads daily emails, you can also email them and give them access to your PLR books – direct downloads, access to a membership site with your PLR content or a contest page for a prize. The choice is entirely yours!

Here are some of my favorite ideas for using PLR to market to your subscribers through email.

1. Load your autoresponder with an educational course made with PLR. Something like a 7 day marketing course for free.
2. Survey them at the end and give a random prize (PLR ebook) for completing the survey.
3. Hold competitions through emails and reward subscribers with the best responses!
4. Last but not least, sell them products (ebooks, audio and videos) made with PLR on subject related content based on the surveys.

*Tip - Ensure your paid PLR is bigger and better and give huge value over your free stuff. This way your subscribers will know when they are paying for content they are getting way more in value than the free offers.

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The possibilities to build business relationships with your subscribers and make income from high value product sales are endless once you get your hands on a healthy source of PLR content. Keep providing your subscribers with good stuff, and good stuff will come back to you in the form of income :-)

Using PLR With Viral Marketing

Have you heard of Viral Marketing?

Viral marketing means letting your content spread non-stop to new people through word of mouth, sharing or social media sharing. With social media and networking at an all time high, the potential of “viral spread” of good content is endless. Remember, we live in an information age and content is the king of it all.

**Tip - It only takes one PLR eBook to go viral and this could create an unstoppable traffic stream for life.*

So, we know that viral content is good. And we also know that we can create amazing products using PLR content. So the key is to create products that also go viral allowing for another string to your digital business bow.

Take PLR ebooks for example. Take a beautifully crafted, ready-made to be sold to your prospective buyers PLR ebook... but why sell to a few people when you can take the ebook, give it away for free and in return ask your subscribers to share it with their friends? That is the basis of viral marketing – To let good content spread like wildfire via giveaway content.

Here are some awesome viral marketing tips using PLR material:

- You can turn PLR ebooks into videos as mentioned earlier in the chapter on videos and post them on YouTube. YouTube has millions of users and is now one of the largest search engines on the web. The possibility of

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your personal video being spread is very high as long as the content is good. But why not submit 10 or even a 100 videos to continually build your business.

- You can also “bribe” your subscribers to spread your viral content for you. This can be done by giving them incentives for sharing your stuff such as free ebooks, audio courses or videos. You just need to start with a small pool of followers and in no time the viral magic will bring your business tons of new hungry leads.
- Allocate giveaway rights to your ebooks and reports. Allow your subscribers the rights to sell or pass on the material. You can even give them the download pages for them to do it. Remember the easier you make giving the book away the better it is for you.

Facebook fan pages and groups are also great tools for viral marketing. The more interaction you get on Facebook, the more your content is seen. Hence, the key is to post tons of useful content (using good PLR) on your Facebook pages and groups and encourage your subscribers to interact with one another by reading and sharing your content.

Remember, the more “interactions” and “Likes” on your pages, the more potential for it to be spread to the world. You can also tell your Facebook fans to share your content with other Facebook users for some mega viral promotions.

Building A Membership Site With PLR

A membership site is the most common way to earn passive residual income online. A membership works by attracting customers to join to get a certain benefit on a monthly basis for example by paying a monthly fee.

PLR products are great for getting your membership site started. Let’s say you are in the home business niche. Inside your membership site, you can use your PLR content to create tons of products catering to your niche or multiple niches.



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This could be anything from articles, ebooks, motivational posters, audio courses and video courses, all created with PLR.

A good way to turn leads into customers is by giving them a free trial of membership access to the membership site. Once they have had a taste of your quality goods, they won't hesitate to resume their membership the next month even for a fee.

Another strategy would be to give your customers the option to upgrade their membership from silver to gold access. Members with gold access can have added access to high-tier products such as video courses and marketing tools. You can even organize mastermind groups for gold members to brainstorm niche dominating ideas together. This is great because once you get people interacting inside your membership site, they will be more likely to stay on as members.

Here's are some extra ideas for using PLR to build your membership site:

- Give your site members resell rights to the ebooks in the membership site. This allows them to resell the book and to earn money for themselves (be sure to include your links in the book).
- Reward your loyal members who refer more members to your site with commission payments or additional content.
- Organize referral contests on your membership site to explode your profits. Package a few PLR ebooks to form a big prize for the winners or even use cash as an incentive.
- Sell products such as ebooks, video courses etc. and get your members to be your affiliates.

In summary, a membership site is a great way to build a loyal following and generate passive residual income for yourself. PLR can help you create tons of useful products to give to members on your site in exchange for a monthly fee.



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If you wish to take things a step further, you can combine ideas such as membership sites with video marketing and viral ebooks. PLR products can give you the jump start you need to construct a solid business foundation and provide a steady flow of quality content and value for your followers.

Always remember, you can have all the PLR books in the world but if you fail to take action you won't sell anything. Taking decisive action is what counts!

You are Ready to Level up to Professional

What you have learned in this chapter - PLR products can be used in multiple formats and repurposed in all kinds of ways, from MP3, to Video, to articles, to packages and much much more.

You learned you are only limited by your imagination on what you can do with content.

You have also learned that creating a viral aspect can lead to a tonne of traffic back to your paid products. Remember, by using multiple aspects from free, viral and paid you can create a well rounded business sending traffic back to your membership sites and paid products over and over.

You also learned the power of membership sites and recurring residual income. Earning income in your sleep is the goal and this is how to do it.

Most importantly, and again you have learned that you need to take decisive action or nothing happens in your business (and life).

The PLR Professional

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Ok, you're now more knowledgeable than 90% of people when it comes to PLR. Let's step it up a notch...

The PLR Professional is for the heavy-hitters who want to make some serious money using PLR products.

We've passed the basics of PLR now it's time for big earnings. This chapter is for you to start really using PLR to take your business to the next level.

We're going to talk about how you can recuperate your investment easily and bring in the ongoing profits using powerful PLR strategies. These strategies will help you not only build a solid foundation for your business, but also help make people see you as an expert in the field. And being honest if you are this far into this report, you can already say you are in the top 10% of PLR experts.

Let's dive into some killer strategies to start producing profits almost immediately!



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What do you know about Giveaway Events

We know the importance of having a huge qualified subscriber list. Your email list is your go to instant income earner. The bigger and more qualified your list, the more valuable your list as an asset becomes. But remember, relationships are also very important. You need to be seen as a trusted expert in your niche in order for people to buy your products and promotions.

One of the best ways to grow a responsive, qualified list is by joining giveaway events. A giveaway event is an online gathering where marketers offer free gifts such as ebooks or video courses in exchange for new subscribers. Every marketer involved promotes the giveaway event to their own list and you will benefit from the views and clicks from subscribers of other marketers that come to the event for free gifts.

**Tip - When we talk about giveaway events, think about including ebooks and reports within other people's products as well as your own. Imagine building relationships with other marketers and having them add your products to their members' areas and packages.*

If you get your hands on some PLR products, you can use them as free gifts. You can do this conventional style by giving away an ebook, or you could set the bar higher by creating a mega-product by combining 3 ebooks into one. You can also turn ebooks into video courses which are better at attracting new subscribers.

The quality of your free gift ultimately determines what kind of list you will build. If your free gift can really benefit your subscribers, the chances are you will be more likely to monetize them later on in the future. Remember earlier when we talked about quality PLR products and providing really good stuff?

Be mindful when promoting giveaways and using the PLR products which complement your niche or paid products. This way your new subscribers will be

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trained and more likely to like your content. Doing so will allow you to relate to your list and also allow you to sell to them in the future.

Have you ever thought about hosting your own giveaway event? You can also use PLR products to attract people to join or promote your event by giving away useful content for free. Holding contests on social media and your blogs is a great way to see who can make the most referrals. You can also reward them with PLR products, membership access or even a cash promo e.g. give \$100 to whoever refers the most traffic or subscribers.

Giveaways are a great way to build your mailing lists and to echo what we've spoken about in the book, the money is in the list.

Bigger is Always Better

In the last paragraph, we talked briefly about combining ebooks to become bigger, bulkier products. Huge ebooks (100+ pages) have a higher perceived value and with that you can charge a premium price to your customers. With PLR products, the task becomes a walk in the park.

To illustrate, let us say you get your hands on some PLR ebooks related to the personal development niche. Some topics include the holistic approach, meditation and yoga. Since these topics are somewhat related, why not turn it into the "Package of Wellbeing"? Customers who are interested in one product are also interested in finding more products related to the topic. Instead, why not give them all 3 for the price of one?

*Tip - Bulking books together always has a higher perceived value. Even if you have sold each book individually, you can always bulk them together in a pack to make more sales.

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Mini Reports

Do not underestimate the power of compact reports. These small 20-page ebooks and reports usually consist of big ideas in small packages and when combined, have great monetization potential. Feeling generous? Then give your mega ebook away and your subscribers will love you even more! The more you give, the more you get... That's the law of attraction right there and this defines you as the expert!

Moreover, combining ebooks to make ebooks is one thing, but you can also create big products using multi PLR ebooks such as a huge training course or video course. With PLR at your fingertips, the power to create endless products for your subscribers is all yours. Remember, you are only limited by your imagination.

Affiliate Income Strategies

Everyone loves free gifts! When you give free content to your subscribers, you build trust and credibility with them and they will love you even more.

So how do you monetise it?

Let's take things a step further... Inside your free ebooks, you can include links to products of interest. Something related to what people are reading. These links are actually your Affiliate Links. So, if they happen to buy something through your link, you will be paid commissions by the vendor!

To break this down a little, imagine reading a paragraph of text in a report you are highly interested in about dog training. And the paragraph says something like this - Do you love watching your dog sit, lay down and paw when asked? Not sure how to do this, check this out [HERE](#).



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The HERE is your affiliate link to a product where you earn a commission. Imagine earning \$100 from simply adding an affiliate link inside your PLR report. Imagine doing it in every report! You do the math.

You can also encourage your subscribers to share the ebooks with others if they liked it. That way, your affiliate links in the book will be spread to even more people virally and the chances of you making a commission through click-throughs increases as well.

Free gifts do not necessarily need to be in the form of ebooks. You can also give free access to membership sites or videos. This free content serves two purposes:

1. Providing valuable content to your subscribers
2. Encourage them to share or direct them to relevant sources which could be either your affiliate links or sales pages.

Try and brainstorm a couple of free products that you can come up with and give to your subscribers. They say that the amount of rewards you get is directly proportional to the amount of value you provide. So let's start the ball rolling and start giving out more value to our subscribers!

Podcasting Your PLR For Income

Here's a useful strategy. Have you tapped into the power of audio yet? Studies have shown that the majority of people prefer to listen than read. So why not jump on the bandwagon by creating nifty products in audio format using PLR?

One good strategy is to do a Podcast of PLR products that you have. A Podcast is a more interesting product than the conventional ebook and with that you can charge your customers a fee to listen to it. To add more value to your podcast, try giving away master resell rights to it! Meaning, people who purchase a copy of your podcast can sell it to others and keep the profit for themselves. This

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encourages them to promote it and let the word of your services reach a wider audience.

Why not double the value by giving customers free download access to the word transcript of your podcast? That way they can listen to it when they feel like or go back and study the podcast in the text format! People love access to different file formats and if your business can be the one to provide for that, they'll love you for it.

When you give away Master Resell Rights (MRR) to a product, a smart thing to do would be to leave traces of information that lead to your website or business inside the product such as backlinks. That way the more others sell your product, the more coverage you will get, the more people will visit your offers via your added links.

*Tip - Remember many streams of income make a river. Build your streams week, by week or month by month and don't stop building. The more links, reports, free downloads, podcasts, sales material and giveaways you have the better it is for your business. Plus you will learn and build knowledge as you go.

Offline Lead Generation Techniques

Here's a great way to generate more leads for your business. Take your PLR products and turn them into "offline" products such as physical books, posters or even old school CD's. Once you have a plethora of offline products in your arsenal, you can target them at the offline market and earn extra leads and build income sources for yourself.

There is still a huge offline market of people who prefer to buy "physical" things. Furthermore, when you actually hold a physical book or product there is an added sense of satisfaction and perceived value compared to purchasing an ebook.

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With PLR, you can kill two birds with one stone. Create an offline and online version of your products and sell it to different markets. Having published physical books also greatly increases your credibility. Book authors are often known as experts in their field. Imagine publishing your very own book for your business and selling it? This is cool.

Squeeze Pages and Opt In Pages

A squeeze page or “opt-in” page is extremely useful for getting you new leads or prospects for your business. The purpose of this page is to offer visitors a useful product or benefit in exchange for their personal information (usually name and email).

The general layout of the squeeze page is as follows:

- Headline
- Captivating Image Of Product
- Benefits (bullets)
- Opt In Box (obtained from autoresponder provider such as Aweber or Get Response) ← [Affiliate link opportunity right there :-\)](#) go ahead link to both [auto responder programs](#).

PLR products can be used to build an attractive squeeze page. Most good PLR packages come with ready-made squeeze pages where you can simply slap your name on and call it your own. PLR ebooks are also great for capturing leads when they are used as the main “benefit” on the squeeze page.

PLR Packages also come with attractive ebook designs which you can put on your squeeze page to increase conversions (number of people who opt-in upon reaching your site).

Remember to choose a PLR product which complements your niche and paid product to be used as an opt-in gift for your squeeze page. As discussed earlier,

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by using a high quality product, you perceive yourself as the expert, but remember how you can use this and funnel the free leads into a sales funnel and promote your niche specific paid products and bigger packages?

By using an auto responder you can send periodic emails to your free lists promoting paid products and also other free products to keep your subscribers interested.

Short Quick Reports

Some people love to read, while others would rather get straight to the point. Therefore, another way to monetize through PLR is by converting your ebooks into condensed special reports (usually about 20 pages) called quick books. Take the most important ideas of the ebook and turn it into a special report which is perfect for generating leads through a squeeze page or used as a gift in a giveaway or even selling in a bulk package.

With the abundance of information on the internet nowadays, people want information fast and are willing to pay money to get just the raw facts. No fluff, no hassles just straight facts would be the main selling point of these special reports. These reports are also extremely effective on people with low attention spans and can be used to grab extra sales or leads for your business.

Some examples of good special reports would be how-to training guides, checklists and expert interviews. Example: "Special Report On How I Created \$150,000 In 31 Days!" - These are also great as free gifts or viral reports to be given to your subscribers to help you attract more leads to your website.

As well as quick books and reports this content is awesome for social media pages and blogs to build subscribers. You can create a complete series of quick informative information in just a few minutes.

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The Awesome Power Of Viral Videos

Viral marketed videos are one of the quickest ways to generate massive traffic and a huge following for your business. With the growth of big video sharing sites like YouTube and the others discussed in this report, tapping into the power of viral videos has never been easier.

YouTube has millions of users to date and is the second biggest search engine next to Google. If you can tap into this market, the benefits for your business will be phenomenal. The key is to create multiple videos that provide quality content to your target market. Luckily, you have PLR to do all the product research and content for you.

All you have to do is convert our PLR content into viral videos and upload them into Youtube. It might take awhile to build a small initial following for your videos, but once your video reaches a critical mass of views, it will appear more often on featured pages and will grow virally on its own.

Remember, content is king. The power of viral sharing lies in the content of the product. So remember to include your own spin on things and your own personality so that people can relate to it. Don't forget to include your products and website links to your business in the viral videos for the links back to your biz

Bonus Offers and Funnels

One of the key income fundamentals of online marketing is constructing a high converting sales funnel. There are many ways you can improve conversions of your sales pages with the help of PLR. One way would be to do time-sensitive offers, another way would be to add ebooks or special reports as a bonus upsell into your sales funnel. You can use PLR content to create your own special bonus as an add-on for people who purchase your products.

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*Tip - Images having a product for sale for \$9.99 and a lead buys the product. You make \$9.99 right? But what if you had a followup PLR product or a product package on the next page for \$19.99 (for 3 more books in the same niche). You just made an upsell from your sales funnel and an extra \$10.

The special bonus can also be used for promoting other people's products (affiliate links) For example, if a big launch is coming up and you want to entice people to buy through your affiliate link, offer them bonuses made from PLR which would complement their purchase of the main product. This works great!

As discussed, if you are having your own product launch, you can offer bonus offers to customers after they have purchased your main product. This is part of the fundamentals of sales funnels and is known as a backend. It can be an upsell (something worth more than the main product) or a downsell (something cheaper). Tell your customers that this bonus is a one-time-only bonus (OTO) with your purchase and won't be given anymore after clicking away from the page.

Good upsells and downsells can have up to 50% conversion rates, so carefully craft your bonus using PLR and make sure it is something that will benefit your customers who just purchased your product. For example, if you are selling a product on list building, you might want to offer a bonus such as an ebook on how to build a strong relationship with your list or something on traffic generation.

Monetize via AdSense on Blogs

Oldie but goodie and this still works amazingly. Blogging is one of the ways many entrepreneurs have made passive income over the years. To make money through blogging, you need a blog on a certain niche topic with loads of useful content. PLR products can help you fill up your blog with content. You can break down PLR ebooks into individual articles and use them as blog posts on your website.

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Once you have a substantial amount of content and following on your blog, there are many ad networks you can subscribe to and make money through your blog. One of the biggest ad networks out there is Google AdSense. If approved, Google will place ads on your blog targeted to your niche, and anytime someone clicks on your ads you will be paid money by Google.

Sounds simple? But be warned, Google has stringent guidelines for approving AdSense accounts. You will need to have a niche blog with original, quality content that does not promote other ad networks. You will also need to have a big enough following before Google decides that your blog can make money for them. Thankfully, we can leverage on PLR products to fill our blog with quality content and we can then sit back and reap the rewards of autopilot blog income.

Personal Branding With PLR

Personal branding, it's about you – as a marketer, entrepreneur, life coach or author. Personal branding is important because with all the competition in your market, what makes you stand out besides your products is your credibility.

You want to be seen as an expert and trusted person in the field you are in. That is why PLR products can give you that edge. It takes a long time to build a brand for yourself. You need to consistently provide great content to your subscribers. You need to network with other marketers. You need to genuinely provide value for your target market and help them solve problems.

Now, not only can you leverage on PLR products to build your brand, PLR products help free time for you by saving time, money and effort on building products so that you can focus on networking and building credibility for yourself.

For starters, you can start a personal blog and showcase your products (free or paid), talk a little about yourself and display testimonials from your customers and other marketers. You can also give free stuff like ebooks (made with PLR of



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course) to your subscribers or customers as a thank-you gift or as a good gesture and they will trust you even more.

Email Training Courses and Automated Profit

We all want to live the dream of living a four-hour work week and laze around while profits automatically come into our bank accounts. Well it's possible and here is a nifty strategy using PLR to help you create autopilot income through niche blogs.

Let's say you have some PLR products in the Website Traffic niche (a hot personal development market). You can set up a blog, fill it with content (using PLR) and build your list. Now the key here is in setting up your email autoresponder to mail a series of emails to your new subscribers periodically.

Example:

- Day 1:** Website Traffic Training Series Part 1
- Day 3:** Website Traffic Training Series Part 2
- Day 4:** Website Traffic Training Series Part 3
- Day 6:** Website Traffic Training Series Part 4
- Day 7:** Website Traffic Training Series Part 5
- Day 10:** Website Traffic Mastery Course Launched!

Notice that on Day 1-5, you provide a series of training to your subscribers related to the Website Traffic niche. On Day 10, the training is complete and you now offer your list an opportunity to take their training to the next level via the Website Traffic Mastery course (paid product).

Can you see where this is going? Whenever you get a new subscriber, they will automatically be funneled through the whole training series which leads to the promotional email for your paid product and since you have given them adequate training and relationship building, they will be likely to buy your product.

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So all you have to do now is create a steady flow of traffic for your blog and/or sign ups to your email list and voila! Let the autopilot income come in. Once you have automated your profits for one niche, you can build multiple blogs, squeeze pages, and websites catering to multiple niches using the same technique, and then sit back, and relax on multiple streams of passive, autopilot income!

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Final Words

So what did you learn in this chapter - PLR products can be used in multiple ways to make you an income.

You learned you are only limited by your imagination when it comes to what you can achieve. You learned that multiple streams of income make a river of income.

By utilizing all the techniques in this chapter alongside the previous 2 chapters, you can set yourself up as the expert in your niche and earn an income for life.

You have also learned that by using multiple types of income such as free giveaways, podcasting, using squeeze pages, paid products, multiple products and more you expand your business beyond simple 1 PLR product to multiple products including sales funnels.

But most importantly, and again you have learned that you need to take decisive action or nothing happens in your business (and life).



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PLR FAQ's

Are you still undecided about PLR and the benefits for your business?

Here are the answers to some of the most commonly asked questions about PLR:

QUESTION:

"Will Google punish me for having similar content to others who use the same PLR products?"

ANSWER:

Short answer: No. The truth is, many websites out there provide similar information out there which is perfectly normal and impossible to avoid. But you should attempt to modify your PLR to suit who you are.

QUESTION:

"Can I give PLR products away for free?"

ANSWER:

"Yes. But depending on the rights you are given for the PLR products you purchase. Most PLR packages do not allow you to give PLR rights to the PLR products you purchase but you can get Master Resale Rights which are great for giveaways. When it comes to checking the license look out for white label or unrestricted PLR, this means you can use them as your own.

QUESTION:

"Why haven't I made any money from PLR yet?"

ANSWER:

It's all about HOW you use the PLR. Are you utilizing all techniques inside this book?

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QUESTION:

"What is the quality of PLR products like? Is it bad?"

ANSWER:

It can be so do your homework. However, PLR products from reputable sources are made by a team of researchers, copywriters and designers. d.

QUESTION:

"Should I edit the PLR products before use?"

ANSWER:

Yes. This is to add your own personal style to your products allowing customers to relate to you. If they like your stuff, they will definitely come back for more.