



# RENEGADE FINANCIAL



## HOW TO MAKE MONEY WITH PLR PRODUCTS

HOW TO MAKE MONEY WITH PLR PRODUCTS IS FUNDED PRIMARILY THROUGH EARNING A PROFIT FROM AFFILIATE LINKS. AFFILIATE LINKS THAT LEAD TO SALES MEANS THE BOOK GETS A (SMALL) COMMISSION FROM PURCHASES MADE AT THE VENDOR'S SITE

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## What is PLR and How Can it Help You Earn Income

There's a lot of ways to earn money online but one of the best ways is to utilize PLR products. PLR is the acronym for Private Label Rights. If you've been involved with internet marketing for some time you are likely already familiar with PLR content. If you aren't familiar with private label rights then it's time you were. Products include master resell rights, regular resell rights, source code rights, and just about every other right you can think of.

It can be a bit confusing understanding what any of this means and how it will affect your bottom line. For example, what does it mean when you get "resell rights?" What can you do with a PLR e-book that has resell rights? Sadly there's no official definition and there's a lot of interpretation.

This can make dealing with PLR content a bit frustrating but the key is to simply ask questions when you are unsure. What this means is you must always read the license agreement associated with the product to get the specifics and understand exactly what rights you have or don't have. Here are a handful of definitions you should be familiar with.

### Private Label Rights

This gives you the right to put your name as author or creator, and then resell the product. Sometimes you are able to claim copyright, but other times the copyright remains with the original owner. The majority of PLR products allow you to change the product itself. For example with an e-book or article you can receive it as a Word .doc file and then alter it and save. If it comes as a PDF file you can convert it, make your changes, and then resave as a PDF file.

### Resell Rights

Here you are allowed to resell the content or product and you are entitled to the money it generates. You will have to use the product as it is, as you are not allowed to change it in any way.

### Master Resell Rights

Here you can resell the content or product, plus you can sell others the rights to resell these products. In a few cases you may even be able to resell the master rights.

### Branding Rights

With branding rights you are permitted to put your name on the product then resell it. You can usually add an affiliate link if you wish. Master resell rights may or may not be included.

We'll just stress the importance of reading your licensing agreement since each is different and you don't want to find yourself in a precarious situation.

## Three Main Types of PLR Content

Of all the resell types on the market the most profitable is the PLR. It allows you to sign your name to the material as if you are the author, put your company links throughout the content,



and make the product appear to be all your own. There are three main types of PLR content. Let's have a look.

### #1 PLR E-books and Articles

PLR e-books and articles have been around for a long time. Not only are they the most popular PLR choice they are by far the most efficient and they offer an opportunity for significant revenue when played properly. E-books range in length from 20 to 50 pages. They are an effortless product when it comes to marketing, and they are often sold through a pre-made sales page or website. When a proper sales letter is used they can become highly appealing and the resell value is considerably higher.

E-books and articles are the number one choices in PLR content. They can be used in a number of ways. You can convert the e-book into articles, while you can take a set of articles and convert them into an e-book. This content can be used in newsletters and in blogs. There's a great deal of flexibility here.

### #2 PLR Scripts

Scripts are like software, which can be used on websites. They are extremely versatile and much more convenient than traditional software. PLR scripts can easily be converted to your own product(s), and used. You can also upload them to any website and begin to perform right away.

There are a number of sites that offer PLR scripts and the pricing of these is very low. There are autoresponders, graphics, auto, and websites that are already built. A bit of scouting around and you'll find exactly what it is you are looking for.

### #3 PLR Software Products

When you find a top-notch PLR software product it's worth investing. Most PLR software has a higher resell value than other forms of PLR content. Always do your research before investing in PLR software. It generally comes with customer support and knowledge bases, and provides an excellent choice for a niche market.

There is a hidden danger with PLR software and that's the lack of customer and technical support. If a software program does not run properly and there is no support it's you they are going to be angry with. What's the solution? Making sure the support is there.

If you are looking for an opportunity to increase your revenues you'll want to consider PLR content.

## Are You Confused by PLR Rights

PLR rights let you use the work of another author like it's your own by making changes. Those changes can be a little as adding an introductory paragraph or as complex as rewriting the entire content. Any time you can change content that's someone else's it's considered Private Label Rights.



A word of caution here – just because you have PLR rights doesn't mean you have the copyright. It also does not automatically mean you have other rights, as is the case with reprinting or reselling. It's important that you know exactly what rights are being given to you when you purchase PLR content.

The PLR hype began many years ago offering strictly reprint rights. Since its inception many things have changed. Today there are a number of rights offered. Reprint rights are rights that allow you to re-distribute another author's work, that's previously been published. While seen a great deal online, it's also common in other businesses.

The terms resell, reprint, and resale are commonly interchanged. If you obtained PLR material make sure you fully understand what rights are being given to you. Occasionally you will even receive master rights, which allows you to redistribute the content or product and trade the reprint rights.

If you're feeling just a tad bit confused, you're not alone. Relax – once you understand the various terms, they can apply or they may not.

- \* Give away the product
- \* Split the product down into articles
- \* Package the product with other products
- \* Give away a branded version with your affiliate links
- \* Allows the buyer to sell resale rights.
- \* Give it away as a bonus,
- \* Offer the product in a membership area
- \* Use it as web content
- \* Modify the product

While you don't have to memorize the checklist, it's a good idea to be very familiar with it. If the PLR content you are looking at doesn't offer you reprint rights there are the questions you should be asking to find out just what you are allowed to do.

Even when you think you've got it under control and that you've figured it all out things go wrong. For example, you buy reprint rights to some great content, only to find out after the purchase is through that the only way you are allowed to sell the product is through the link the seller provides, where he then has people sign up to a newsletter thereby siphoning off your potential customers. That's deceptive, but sadly it happens.

The good news is that most time buying PLR material is great just make sure you ask all your questions before you make your purchase.

## How to Use PLR Articles

PLR or private label rights articles are become more popular as more and more people discover how valuable they can be to their online business. PLR articles are purchased generally as part



of a membership or in a package. You can then use them however you like or even rewrite them. You are not required to provide a link back and this makes them increasingly popular.

When you comprehend the idea behind private label rights, you will see why so many people find them attractive. The majority of people can see the significance of adding PLR articles to their site, but there are a number of other ways to use PLR content. Let's have a look.

1. Add to a blog – Just like you would add PLR article content to your website you can add it to your blog. Use the entire article or just a portion. Create a daily tip, provide an opinion, or use the blog in any manner that works for you.
2. Newsletter – If you need content for your newsletter you can use a PLR article for content. You can use the entire article or excerpts. It's a good idea to edit the articles so that your voice comes through in a newsletter that's targeting your customers.
3. Podcasts – You can take the PLR article and turn it into an inspiration for your podcast. Just add content and you are finished.
4. Begin an e-course – If you have purchased articles that are themed you can use them to quickly build an e-course. Just add autoresponder and you're ready. Here's an example: "Three ideas for Starting a Home Business," can become a 3 day e-course.
5. Create a report – If you need a special report you can combine several PLR articles together on the same topic and transform them into a report.
6. Direct Mailings – If you have a list of mail addresses you can create a free report from your PLR articles and mail it out. It becomes a powerful tool for your business.

You see how simple it is to create powerful PLR campaigns for your niche market. PLR content is an affordable way to grow your business and enjoy the increased income in a short period of time. It's no surprise that internet marketers are turning to private label rights. There are a number of PLR sites offering content but before you make your purchase make sure you understand their requirements.

## Understanding Private Label Rights

If you are looking for a lucrative method to make money online you've found it – private label rights or PLR, offer you an opportunity for exceptional earnings. This article will give you a better understanding of PLR.

If you are one of the many who have no idea how private label rights works, you aren't alone. This article will give you valuable insight on how to make the most out of using private label rights, and how to grow and protect your online business.

The PLR concept isn't new. It actually dates back prior to the inception of the internet. Offline businesses will use a PLR to promote the current year's brand. Private label rights have been used by thousands to generate millions of dollars in revenue. PLR's allow you to become an expert in just about every imaginable subject. By putting your name on a PLR e-book or



software product you are seen as an expert in the field, building credibility, which will translate to revenue.

### PLR vs. Resell Rights

It's important that you understand there is a difference between PLR and resell rights. PLR content can be changed but resell rights content cannot be changed but it can be redistributed. That means with resell rights there can be all kinds of links that go to the providers pages, and they must stay in their exact format. This means the provider will significantly benefit from your hard work selling the e-book.

### Master Resell Rights

When you purchase the master resell rights to a product you are generally able to the customer when they purchase the product from you then can turn around and resell the product themselves. Master resell rights are good because you can sign your name as the author and therefore you can get the last word in, which is very popular.

PLR rights offers you an excellent opportunity to grow your business without having to worry about a high outlay of cash. There's no need to be an expert, instead you rely on the expertise of another. You can make as many or as few changes as you like, and you can do what you want with the redistribution as long as you are obeying the agreement.

There's all kinds of great information available online on PLR content. You will be an expert in using PLR content in no time at all. Take your time, do your homework, and get ready to enjoy a profitable income from private label rights.

## Solid Income From PLR Products During a Recession

Yes there is a recession, and yes the economy has resulted in many struggling but you may be surprised to learn that many have gone unfazed by the slower economy. In fact, some savvy internet markets have been using PLR products to skyrocket their income. If your pocket book has been hurt by the recession, you should consider private label rights products for a secondary income. A few extra dollars each month can make you sleep better at night knowing you can take care of your family. Done right it could easily become your primary income exceeding your wildest dreams.

Since the inception of the internet many have turned to the internet with the hope of making money, even becoming independently wealthy. After all many have been extremely successful, and you too can do it. Of course, you'll want to watch out for scammers. They seem to be in all walks of life, and once they have your money they'll be no way of getting it back.

So how do you go about choosing a profitable PLR online business model while staying clear of those unscrupulous people? It's really quite simple – you look for those people who have enjoyed success. Many of these individuals want only to share their knowledge with others on how to make money through PLR.



For those of you not familiar with PLR or private label rights, let us explain. This is content such as text, audio, or video that is sold with license. There may be a couple hundred or thousands of licenses sold for any one PLR product. So you create a product and then it continues to repeatedly make you money.

There are numbers PLR products but article packs are the most popular. Generally, you can get 10 articles for around \$10. Consider what product will perform best for you, based on what it is you want to achieve. It's a good idea to spend some time learning more about the PLR products and how you can use them. There are plenty of guides available to help you become familiar with the different ways of using PLR. A word of caution – there's a lot of hype out there so if it sounds too good to be true, it likely is.

Private label rights offer an opportunity to create a solid income full time or part time. It allows you to build your online business and to watch it prosper. During these recessionary times, it's nice to know there are solid income opportunities around.

## 5 Ways to Use PLR Products to Make Money

If you've heard the PLR buzz you're not alone. But why is there so much buzz around PLR products? That's because you can use them to make money. Let's explore 5 ways to use PLR products to generate revenue.

1. Buy PLR products to resell to consumers. This is the easiest way to generate revenue with PLR products. If you are just starting out just buy a single PLR product. If you are good at writing sales copy you can buy any PLR product and write your own sales copy. Make sure you have purchased the right to rewrite. It's a common mistake to assume that just because you purchased a PLR product you immediately get those rights.
2. You can purchase PLR products and then edit to mirror your needs and then sell to consumers. To accomplish this purchase PLR products and take the source files, then edit them to meet your knowledge and experience. Give the product a new name, convert to a PDF file and create your sales page where you will sell it. This method is a quick and easy way to get an eBook to market. It allows you to create a fresh take on a topic that's relevant to your site by using the existing content of the PLR and then recreating newer, fresher content.
3. Take the PLR products you bought and resell to other marketers. If you do change the products you'll want to create your own sales page where you will offer it to marketers. Many an internet marketer is making money just by reselling someone else's PLR products. It's a quick way to get a business online up and running and requires little investment or time.
4. Purchase a number of PLR products and then combine them into a single package and sell to consumers. You'll have to take time to put together a package that will be popular. You can get a little creative here and offer consumers what will be perceived as a great buy. Mixing similar products has a high sell through rate.
5. Purchase PLR products, edit them, then take the new product, and resell it. You can create a PDF file and sell the resale rights to the new product you created. Again if you are looking for



your own product line but don't want to write from scratch or hire a ghostwriter PLR products offer you great value.

There you have it – 5 simple ways to make money with PLR products. Why wait any longer?

## How to Use Your PLR to Get Excellent Results

PLR or private label rights can provide excellent results for your business. However, before you buy PLR content you must understand its basis and how to use it. With PLR content you can use it as is, or rewrite. There are a number of different PLR products including articles, reports, e-books, newsletters, blog posts, and so much more. Let's look at some PLR tips that will help you get the results you want when using PLR content.

1. Rewrite PLR Content – while you don't have to rewrite it, to get the maximum benefit from it you'll want to rewrite it so the content becomes original and Google or other search engines don't penalize you for duplicate content. Sometimes you will buy PLR content that is poorly written or that you don't agree with, so rewriting will ensure your traffic gets the message you want them to receive.
2. Give PLR Content a New Purpose – if the PLR content you purchased was an e-book you can break it down into a bunch of articles or blog posts. If it was a pack of articles you can turn it into an e-book. Bottom line is you don't have to use the material provided in the format it is provided.
3. Change Graphics – graphics are often overlooked in PLR content yet they should always be replaced in your PLR material. It will instantly give it a makeover appearing original and like your own material.
4. Give it Away – Use your PLR as a free giveaway incentive for your visitors to sign up or purchase something else. However, before you start giving it away you had best read the fine print to make sure it is allowed. Some PLR does not allow it to be used this way.
5. Brand It – When you rewrite or restructure your PLR content make sure to rebrand with your company name, your logo, and any affiliate links. Your PLR should blend with your business niche and it should target your market.

When you follow these five tips, your PLR content will become all it can be. Sadly, far too often PLR content is purchased but never used, or if they do use it they do it in a poor manner that is of no benefit to their business or their profits.

Rather than letting your PLR content lay around doing nothing, put it to work so you can begin to enjoy the excellent results and the potential profit that is there waiting for you.



## How Private Label Rights Content Can Build Your Online Business

Keeping your blog or website fresh and appealing for both your human visitors and your search engine visitor can be a real challenge. Consider using Private Label Rights (PLR) material to build blog posts, newsletters, articles, and more. It's a great way to quickly make content available.

### Ways to Use Public Label Rights

- \* Fill your website pages with quality information
- \* Become an expert in your field by using your name as author
- \* Create filler for your squeeze pages
- \* Create an article directory
- \* Create an autoresponder series
- \* Create AdSense sites
- \* Create free reports
- \* Create eBooks
- \* Create blogs

### How to Use Private Label Rights Material

If you are going to use private label rights material you have options on how you use it. You can just use it as it without changing a thing, you can rewrite it, edit it, combine it with other material, and do just about anything else you want to do unless there's been restrictions placed on the material.

### PLR Content Can:

- \* Boost search engine rankings
- \* Drive additional traffic to your site
- \* Provide inexpensive site content
- \* Make you a leader in your industry
- \* Bring additional value to your website pages
- \* Build trust with visitors to your site
- \* Increase click-through rate and conversions

### Where to Find PLR Content

There are many PLR websites where you can buy PLR material. Some offer memberships and in exchange offer articles for just pennies a piece. Others charge you a fee per article with no restricting memberships. The key is to look around and find a site that you feel is offering the best value.

With membership sites, some PLR providers offer to a limited number of people, usually under 200 people, while other PLR providers offer to over 2000 people. While you don't get exclusive rights, the fewer members accessing content the less exposure of that content.

Private label rights material is available for just about any category you can think of, whether its acne, dogs, finance, or gardening. You can quickly and easily find exactly what it is you need just by quickly searching on Google or another search engine.



Many feel private label rights are one of the best keep secrets on the internet. Those using it aren't often ready to share what they've learned and how they've used it to grow their business.

## The Benefits of PLR Membership

PLR memberships are abound, but what makes a PLR membership worth the cost associated with it. Internet marketers continuously find themselves asking this very question. Everyone knows that private label rights are a terrific tool to generate revenue. However, if it is not used properly you will simply be throwing away your money. Of course, if you use it correctly you'll be enjoying prosperity in no time at all.

Keep reading to learn the benefits of a PLR membership and how to use it to reap the benefits. You'll see higher traffic to your website, growing conversion rates, and as a result higher earnings. Writing content is stressful, especially if you aren't a writer. That means you either struggle with it or you hire a professional writer and that costs money. Your other option is a PLR membership.

What are PLR or private label rights? PLR provides content that you own the rights to so you can change the text, the title, and basically use it however you want to. When you join a PLR membership site you will be offered content on a regular basis, which could be weekly or monthly. It completely eliminates the stress of having to continuously come up with new content and products. You can easily build full websites by optimizing sales funnels. You can even hire others to do it for cheap.

### How to Use a PLR Membership

There are a number of ways to use a PLR membership to enjoy results that are effective and profitable. One method is to use PLR articles for website content. When you are a member of a site that is exclusive your content will be a lot more unique, which is important for rankings with Google. You should always rewrite the content you are provide so that each piece is unique. Remember Google penalizes for duplicate content so you don't want to find yourself in that situation.

A PLR membership will provide an entire site with a sales funnel that's been properly tested for conversion. If you were to use PLR content to bring free traffic to your website through Google and other search engines and then you monetize them with a PLR sales funnel that's a ticket to enjoy maximum earnings for only a small investment in time and money.

There are different PLR memberships that cost different amounts of money. The lower the membership the better, which means it's more beneficial to pay a little more a month to enjoy restricted membership. PLR memberships offer an exciting opportunity to grow your online business and build wealth.



## What are Private Label Rights Available For?

There's a new buzz in town PLR rights short for private label rights. If you aren't familiar with PLR you need to be. What are private label rights available for? They can be found for:

- \* Reports
- \* Documents
- \* e-Books
- \* Graphics
- \* Software

If you'd like to increase your product line, PLR material is a good choice. If you'd like to start a new website, PLR remains a good choice. You can increase your site professional image by providing relevant content and articles, and you can make the search engines really happy when it's not duplicate content.

When it comes to PLR material you need be an educated buyer so that you land up with what you are expecting to get. If you are allowed to change content and then present it like you are the author you could have something that's of great value to you. Of course, how much value it is to you depends on the product's quality, but if it's good and you have the right to resell, then you can plop your name on it and start marketing.

### Two PLR Warnings

Let's take away a little more PLR confusion by looking at some warnings:

1. Having private label rights does not mean you automatically own the product. It must be expressed as such otherwise it doesn't apply.
2. Having private label rights does not mean you can do what you want with the product when it comes to distribution. Again unless it is explicitly stated this is not true.

### The AdSense Hype and PLR Content

In the last while there has been a lot more PLR content being offered. That's because so many people have bought into the rumor that all you need to do is put up about a hundred websites for the high paying keywords, and then add your AdSense code and you can begin to reap the benefits.

Since creating a great deal of fresh content for a lot of websites is very time consuming PLR articles have become a popular alternative. It frees up your time since article writing is consuming, and it saves a great deal of money compared to hiring ghostwriters. While the PLR articles aren't original content with the right to change the content you can quickly make these articles unique.

Buying PLR content is a strategy that you should consider. Private label rights can lead to your success with your online websites. Why wait? Find out more now.



## Profits Associated with Private Label Rights

It's no surprise that the internet is a tricky place to make money. That said, when you know what to do you can enjoy huge profits. Private label rights or PLR is one way to enjoy profits.

If you aren't familiar with private label rights is really a version of reselling, with the exception that you are permitted to modify and change the product to fit your specific needs. Many of the most successful marketing experts will tell you that the quickest way to make profits online is to offer a product that's unique and not available elsewhere. Best of all, this can be done in no time at all using PLR content. So rather than having to invest months, in just hours you can have a unique product.

Most PLR products share similar working. Once you are able to identify these components and to correctly use them, you should be on your way to making money, because when you sell your unique product people will pay you. And you never have to wait until the end of the month for your affiliate to pay out.

You'll can look through the various PLR product lists to find the right one for your niche market. You can pay to have PLR articles or e-books re-written. You can turn articles into e-books and e-books into articles. Hiring a writer doesn't have to be overly expensive if you shop around and use sites like Guru or Elance to find those writers.

Consider creating graphics for your PLR products. There are many royalty free graphics available online that you can use. Graphics can change the look and feel of all of your PLR products giving them a unique feel for your niche market.

Where private label rights sets you apart from other ways to make money is that there is no need to have experience before you start. You can learn as you go. Of course, that means you'll need to be a little patient. Profits are very reachable with the use of PLR articles.

First you must know how to choose the right articles so your site is successful. You will also need to know how to select the correct keywords to help you bring targeted traffic to your site without being too competitive so you can make it to the first couple of search pages. Optimize your site for Google and other search engines so you can rank well for the keywords you selected. Targeted traffic become profits.

Are you ready? It's time to start enjoying the profits associated with private label rights.

## How to Discover Top Notch PLR Membership Sites

Much of the PLR content is found on PLR membership sites. If you've been involved in internet marketing for some time, you may already be aware of PLR packages. PLR (private label rights) are becoming popular and joining PLR membership sites has become quite a trend.

What is a PLR membership site. Basically it's a site you join and then when new products become available for resell or to be modified, you are notified. This is far less time consuming



than searching around to try to find the product(s) that are right for your niche market. Then once you found what you thought was good you had to buy them and hope that they were of high quality.

When you join a PLR membership site that has an excellent reputation you can relax knowing that the products they offer will be of high quality and do the job you expect them to do. You'll spend less time and money and have products you are able to use.

If you are wondering whether a PLR membership site is right for you, the answer is absolutely yes if you are planning to resell products. This is superior to affiliate marketing and it will pay you significantly higher returns over the long run. It's also a lot easier than creating your own product, which can take weeks and cost plenty.

You can efficiently find the product you want searching the membership site, then take it and work with it – edit it, modify it, turn it into something else until it's ready to meet your needs. It will save you a great deal of money and a whole lot of headaches getting the right person to create what you need.

If you have a mailing list for an autoresponder sequence setup you're going to love your PLR membership site. Buy your PLR products then write a number of sales pages either yourself or by contracting a writer. This is an excellent way to free up time while continuing to enjoy your income stream. Isn't that exactly what you wanted? Passive income stream requires very little intervention once everything is in place.

There are many different PLR membership sites so make sure you do your homework to ensure the site you are considering joining actually offers you what you want. Make sure the membership site offers you the kind of rights you want. They do vary. When there are no surprises you know exactly what to expect from your PLR membership.

## **PLR - Are You Ready for Your Own Money Making Machine?**

There's been a lot of buzz around private label rights or PLR. If you haven't heard about it, now is definitely the time you'll want to find out more about it. Internet marketers are enjoying their own moneymaking machines by using PLR websites.

You probably already know how important it is to have unique content on your website. In fact, the more unique your content the better you will rank in the search engines. Because of this, there have been a number of sites pop up offering unique articles in just about every niche imaginable. All of these have PLR or private label rights, which means you, put your name to the content as the author. In many cases you can rewrite the content or do what you like with it. Of course each PLR site has their own rules so make sure you are aware of what those are before you sign up.

Today you can build an entire website using PLR content pages. Then add your Clickbank, Amazon, or AdSense code to the PLR pages, upload to your site, and bingo you're ready to begin watching your moneymaking machine start spitting out the earnings. For very little work you can enjoy a lot of profits.



We should stress that it's important to rewrite this PLR content and make changes to a PLR website because otherwise it's going to show as duplicate somewhere and Google will punish you for having duplicate content, which is frowned upon. Here are three simple ways to make those changes:

#### Change Your Header

If you want to change the header you will need to use the same program it was created in. You can change the font, the title, the color, or even the background image.

#### Links

On every page of the PLR website are links to each of your pages. You can generally find these in a column on the right or left. You can do things like change the order, the placement, the font, or the color, to have them appear different.

#### Monetize

Most PLR sites come with Amazon and AdSense ads already installed. When visitors come to the site and click on the links you make some money. You can add some other links such as with Clickbank, which is a huge marketplace where you will find thousands of e-books for sale on every imaginable subject. It's free to join and you can add relevant links. When a link is clicked and a visitor buys the product you make money.

Your PLR moneymaking machine is ready to start paying. Are you ready to start earning?

## **Make Money With a Private Label Rights (PLR) E-Book**

Private label rights offer you so many opportunities to generate a solid income, and that certainly true with the PLR e-books. It takes time to create an e-book and if you must hire someone to write the book you incur significant cost. When done correctly, you can turn your PLR e-book investment into significant profits for your website. The key is to not be selling the same exact e-book as hundreds of other sites. So what do you do? Glad you asked!

Those marketers that are successful with the PLR e-books purchase products that have a license that allows for the copy to be re-written. Before you part with your money it's important to know what your PLR purchase allows you to do and what it forbids you to do.

The PLR e-book license will outline what you are entitled to do. For example, you may or may not be able to claim authorship or whether or not you own the copyright. Watch out for those sites that boast you'll be able to do anything you want once you purchase the PLR product. This is not true! There are certainly some PLR e-books that offer full rights to the e-book but you can't assume that's the way it is since just as many times it is not.

Another attribute that successful marketers look for in a PLR e-book is called limited distribution, which means the book is not distributed in high numbers. The provider will usually tell you. For example, limited distribution of 300. When you compare this to an open distribution where thousands of the same book might be for sale you can see how it could help to improve your success in the selling of the book. You will want to make some changes to the sales copy



and some of the graphics so that you aren't competing on just price, which can be extremely difficult.

When you have completed the e-book edits, it's time to purchase a domain where you will sell your new product with its unique flavor. Once you eliminate your competition your potential is only limited by how well you market your site, how well you search engine optimize, your call to action, and your price point. You can enjoy significant earnings along with residual earnings for many years to come.

In recent years private label rights e-books and other products have become very popular because of the simplicity associated with growing a profitable business. So if you've been thinking about new business opportunities why not start with a PLR e-book?

## **Affiliate Marketing Essentials for Success**

When you partake in a PLR (private label rights) affiliate program the PLR program will often provide graphics for your affiliate marketers. These graphics can include e-book graphics, headers, footers, and other graphics. You may also decide to design your own graphics. When you download your affiliate page and the graphics are not there for the affiliate link, you might want to find another PLR affiliate program.

Even the most basic PLR affiliate program will provide you with an e-book to give away or to sell as your product. You should receive an e-book of the PLR program vision and implementation guidelines. This e-book of guidelines could also be the product you resell.

Your PLR affiliate program should also include videos that might tell you how to go about setting things up, as well as how to go about selling the products. The PLR program should be publicized in a constructive light and this material should be promotional. After all, you want to turn visitors into sales and so the better the promotional material the higher your return on investment.

In addition, there should be email templates, and a sales page template included in your affiliate package. The email templates are designed to assist in the setup of the emails you will send to subscribers and/or purchasers. The sales page template should promote your product and your website and it should be designed to increase sell through rate.

You should be provided with basic sales strategies and guidelines on how to increase your traffic and then increase the conversion rate of that targeted traffic. A common mistake is to think that any traffic will do, but that's not true. There are a number of powerful strategies that will bring targeted traffic to your site.

Finally you should be provided with affiliate link instructions showing you how to setup your affiliate links and you should now have access to the affiliate network where these materials and others are offered. Look for instructions that are extremely detailed because that will make it much easier for you to get it right and begin enjoying profits, and isn't that what it's all about.



PLR or private label rights affiliates offer an opportunity to enjoy significant revenues when implemented following the instructions that are provided. The more help provided the better the outcome for you, which is why it pays to shop around and see which PLR affiliate program has the most to offer.

## **Create Your Own Quality Private Label Rights Products (PLR)**

What would you say if you could make \$5000 a week selling PLR products? While that's just a random number the truth is when you use PLR techniques that are proven you are going to enjoy the cash cow. More good news – anybody can be victorious at selling PLR products just by learning from the experts and then replicating what they are doing.

One of the quickest ways you can create an online income is selling PLR products online. There are all kinds of PLR products available and lots of it can be downloaded at no cost to you. So how do you go about finding something that is excellent quality and that is value added to your traffic, subscribers, and/or customers.

The very first thing you should do is to begin to research your niche market. Have a look at things you are interested in but don't close your mind to ideas you haven't considered. Keep this in mind – If what you provide helps solve a person's problem it will sell, so when you are hunting for that right product consider this.

You can use Google's keyword tool to see what searches have been popular. Then if you can find a quality product that will fit that niche market and you can offer it at a price that targeted traffic is willing to pay, you will end up with a high conversion rate. When you have a high conversion rate you make money.

What's so great about PLR products is that there are so many opportunities available to create exactly what you need. You can almost always find PLR products for the niche you are looking to fill. You can take PLR articles and turn them into an e-book or take an e-book and turn it into articles. You can use the material to create newsletters or to put posts to your blog. Then you sign your name to it as the author and you're in business.

You should look for PLR products that give you full no restriction rights so you can do what you want with the PLR product. Once you've found your product you need to get targeted traffic to your website, because without that traffic you can have the best product on the market but you won't sell any of it.

There are several techniques you can use to bring targeted traffic to your site. Paid methods include banner ads, adwords, etc. Free methods include social media, article marketing, and blogging. Start with the free methods and build on that.

Now that you know how to create your own quality private label rights products you are ready to start earning.

## **Public Label Rights - The Secret of PLR Products is Out**



Whether you make your living with internet marketing or dabble just a little, there's a new phenomenon taking the internet by storm. The secret is out – public label rights or PLR rights. In fact, for many internet marketers it is public label rights that set them apart from those who are struggling to make money online.

But before you rush off to buy PLR products, you need to know the good, the bad, and the ugly to make sure you get the best products for the job. After all, you don't just want profits you want profits that take you to a whole new level of income earning. Perhaps this is why public label rights have been kept so secret. Those already enjoying the significant earnings would like to keep their techniques secret.

Without the secret of how to use PLR products properly, you will never enjoy success. Because contrary to what some would have you believe, there's much more to it than just buying any PLR product and putting it on a website for sale. When you have the right PLR product, you can spend your time focusing on the marketing rather than on trying to create content. This is especially helpful if you do not have the skills to create the content and must hire someone to do so, enduring another expense. You need to know how to convert public label rights products to unique products you can sell to your potential customers.

When PLR products are used correctly, you can create tons of products that are hot sellers and remain so for years to come. There is astonishing wealth to be made here from the resale of these products. You are able to create as many affiliate programs as you like to build around that the content and in this way others will help you build your business.

There are a great deal of PLR products on the market. Before you buy one or more you need to take some time to explore what is available and what they have to offer. For example, some allow you to freely distribute or rewrite while others do not. Determine what it is you need from your private label rights and which products would best suite your niche. Then you are ready to move forward.

There are all kinds of excellent tutorials online that can guide you with your PLR product purchases. You need only a little money to get started and yet you open your doors to future wealth. It's pretty exciting that the secret of PLR products is out.

## How to Find Good PLR Articles for Your Site

Private label rights articles or PLR articles are an excellent way to add practical, functional, interesting content that's search engine friendly to your website. If you are building many sites you'll need a lot of articles or if you are writing a blog you can need a significant amount of content.

Writing content and articles is time consuming, tiresome, boring, and trying to do all the necessary research can be almost impossible if you are trying to do it all on your own. You can hire writers through sites like Guru, vWorker, or Elance. However, it's not as easy as it might sound. It can take some time to find a writer that you like, not to mention the cost associated with it. So you need a better solution.



That's where PLR articles come in. There are many websites offering PLR articles and they can cost as little as 15 cents each. That's a great buy! There only one "but." You don't want the same content as thousands of others who are using the same PLR content as you. The solution to this is to rewrite the content. This will give you the best result over the long term. By rewriting, you can tweak the articles and optimize them for the search engines, since usually the original doesn't have an SEO. You'll have a unique article and Google won't penalize you for duplicate content.

If you are in a hurry and don't have time to rewrite then you can add a brief intro and a brief commentary at the end. You can also use software spinning software that can rewrite your article in a flash, providing you with adequate content change to make it original. You can also add RSS feed for additional page content. The more unique the content is the more likely you'll have long-term results. Whatever method you use to create new content, starting with a PLR article can save you a lot of time and energy.

As a webmaster you need to mainstream as many tasks as you can. You have only so much time and growing your websites as well as adding new site continuously is time consuming and so tools such as PLR content frees up time for other projects you need to address. Once you've used PLR content you'll wonder how you lived without it. Now you know the secret that's made life so much easier for many a webmaster.

## **Understanding Private Label Rights The Right Way**

There's a lot of buzz around PLR or Private label rights. Private label rights include reports, articles, e-books, scripts, or software that another person has written and then offers resell options to the person(s) who purchase the products.

With private label rights you can use the product as is or you can make as many changes as you like and then claim ownership of it. You can resell the products, or you can give it away. Purchasing PLR products can be very profitable. However, it's important to remember that there could be thousands upon thousands of others using the same material. There are many sites offering private label rights material but keep in mind that not all offer quality material.

There are some terms you should be familiar with if you are going to using private label rights material.

- \* You may add / edit or remove content (yes/no)
- \* Can be packaged with products for sale (yes/no)
- \* Can be offered as a bonus for products sold (yes/no)
- \* Includes graphics (yes/no)
- \* Can be added to paid membership sites (yes/no)
- \* Can be given away (yes/no)
- \* Can sell Private Label Rights (yes/no)

Once you locate a PLR site that offers quality material you can do a number of things with the material based on the degree of rights that are transferred to you.

Make Money on Private Label Rights Products



You can start your very own internet marketing business using PLR products. When it comes to eBooks, reports, or articles you can divide the material to create your very own e-course(s). You can create an eBook by combining a number of articles, or you can take an eBook and turn it into a number of articles. Text items are a great viral marketing tool. They can be used to build traffic to your site, and they are excellent for backend sales.

Graphic files can be a little more intimidating unless you understand software such as Photoshop. Then you won't have any problems. If you are working with source code you will have to have the necessary knowledge to be able to make modifications. You can always hire an experienced third party to undertake this project for you. You'll get your money back when you resell the software.

You can build a business using one or many private label products. With so many PLR choices you can find the right mix for your business and remember all products are branded with your business or personal name. Mix and match as you like. There are just so many possibilities. This might be the business opportunity you've been looking for.

