



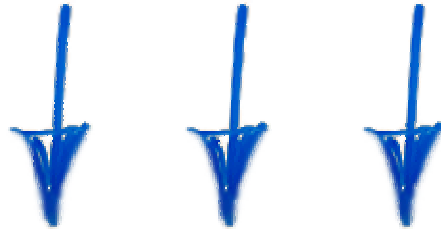
# How to Make Money With **Private Label Rights**

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***PLR Dashboard* – Private Label  
Rights Management Software**



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## Table of Contents

Introduction .....	1
Section 1 – Important “Must Have” Tools.....	2
Tool #1 – PLR Dashboard .....	2
Tool #2 – Email Autoresponder .....	3
Tool #3 – Reliable Hosting.....	4
Tool #4 – Taking Payments Online.....	4
Section 2 – Proven Strategies for PLR Profits .....	5
Strategy #1 – Selling Products “As Is” .....	5
Strategy #2 – Using eBay .....	6
Strategy #3 – Publishing Content to the Web .....	6
Strategy #4 – Loading Content into Your Autoresponder .....	7
Strategy #5 – Combining Products .....	7
Strategy #6 – The Funnel .....	7
Strategy #7 – Repackaging .....	8
Strategy #8 – Sell Resell Rights .....	9
Strategy #9 – Start Your Own Membership Site .....	9
Strategy #10 – Set Up an Affiliate Program .....	9
Strategy #11 – Viral Marketing.....	10
Conclusion .....	10

## Introduction

Tapping into the power of private label rights products to build an Internet empire is one of the easiest paths you can take to generating a serious income online. With just an ounce of creativity, you can quickly begin using PLR products to earn you income 24 hours a day, 7 days a week, 365 days per year.

So what are private label rights products?

When you purchase products which come with “private label rights”, it simply means that you are allowed to edit the product in any way, shape or form (including branding it with your name as the creator) and ultimately do with it what you like.

You can turn the originals into new products, sell them as your own (and keep 100% of the profits), sell the resell rights to them, change the formatting, repackage them, give them away (depending on the terms of the license), and more.

In a nutshell, PLR gives you the ability to acquire the complete rights to various pre-made products as if you had them created yourself. It’s a huge time saver and an enormous shortcut for those who are smart enough to put forth a little effort and take action.

*With PLR...*

- There’s no need to create your own products!
- You keep 100% of the profit when a sale is made
- In most cases, all the sales material that has been created for you!
- Earn residual income by customizing the products with your own affiliate links!

If you don’t have the time to create your own products, are just getting started online and don’t have experience yet, are lazy, or simply want to begin making money on the Internet as soon as humanly possible... PLR products are the answer.

In most cases, you simply purchase a PLR product (which will usually come with an already made sales letter and graphics), upload everything to your server, and you’ve instantly got your own online business!

## *How to Make Money With Private Label Rights*

Buying private label rights allows a person to literally start their own online business in under a day... in fact, it can take as little as an hour!

Another exciting thing to think about is from an investment standpoint, private label rights products are some of the very best purchases you can make for your online business. Most PLR licenses can be bought for a tiny fraction of what it actually cost to have the product made, and competition among other license holders is typically very low as the vast majority of these purchasers never get around to doing anything with the products!

As you can clearly see, this all adds up to paint a very pretty picture for those who are willing to roll up their sleeves and do a little work. ☺

It's the goal of this guide to provide you with some proven strategies for making money with PLR, and to also explain which tools you'll need along the way. The book is broken down into two sections, one covers the tools and software needed and the second deals with strategies.

So, on that note I want to challenge you to put what you read here to action -- don't simply let your PLR collection sit on your hard drive, collecting cyber dust.

Let's begin...

### **Section 1 – Important “Must Have” Tools**

As it is with any business, there are certain tools that you absolutely must have in order to be successful. This is no different.

The good news is that the tools you need are either free or extremely inexpensive, so don't be worried. This isn't one of those businesses where you have to come up with thousands of dollars just to get started.

#### **Tool #1 – PLR Dashboard**

[PLR Dashboard](#) is a free private label rights management program that allows you to organize your content and find it quickly when you need it.

It allows you to:

## *How to Make Money With Private Label Rights*

- Instantly search through all of your private label rights content by keyword and/or file type
- Store login URLs, usernames, and passwords to all of your PLR memberships and content sources
- Track exactly how much money you're spending every month on PLR memberships
- Get organized with file count and activity reporting for all of your private label rights content

PLR Dashboard is an extremely valuable tool that will help you get the most out of your private label rights content and again, it's totally free.

[Click here](#) right now to download your copy of PLR Dashboard.

### **Tool #2 – Email Autoresponder**

Having an email autoresponder is absolutely vital to your success online. It allows you to automatically follow up with prospects and customers, manage newsletters, and gives you a quick and easy way to contact everyone on your list by writing a single email.

We'll be going over some effective strategies for using autoresponders in a little bit, but before we move on it's important that you get one set up first.

There are several different options on the market as far as autoresponders go, but the one that I've had the most success with (and still use to this day) is [AWeber](#).

AWeber is recognized as the leader in email marketing, offering the highest email deliverability rates, low pricing, great support, and much more. With your AWeber autoresponder account, you'll be able to create and manage unlimited campaigns, lists, follow up messages, and newsletters.

**Note:** If you've never worked with an autoresponder before, don't worry. AWeber has several excellent training guides and videos (included free) as well as unlimited customer support. You're not left on your own and you'll get all the help you need.

[Click here](#) to create your AWeber autoresponder account.

## *How to Make Money With Private Label Rights*

### **Tool #3 – Reliable Hosting**

I could write an entire book about all of my nightmare hosting experiences but I'll save you the time and paraphrase it for you.

Get reliable web hosting!

Not all hosts are created equal and cheapest is not necessarily better. In fact, you usually get what you pay for with hosting.

Choose the wrong host, and your business could suffer from massive downtime and poor support... costing you hundreds or even thousands of dollars in the process.

Trust me, it's not a risk that's worth taking.

If you don't have a hosting account yet or simply need a better one, I highly recommend [HostGator](#).

They have an excellent pricing structure, fantastic (and extremely fast) 24/7 support, a 30-day money back guarantee, and a 99.9% uptime guarantee. You can also host unlimited sites under the same account at no extra cost.

Highly recommended.

### **Tool #4 – Taking Payments Online**

Last but not least -- if you're going to be selling products online, you'll need a way to process credit card orders. This is very important, as most of your customers will be paying by credit card. Don't worry, this can be done for free and in as little as a few minutes.

One of the most popular online payment processors is [Paypal](#). With Paypal, you can accept credit card payments as well as e-checks and Paypal transfers directly to your Paypal account.

Another good choice is [ClickBank](#). The benefit to using ClickBank over Paypal is that they have a built in affiliate program. You'll have access to thousands of affiliates who can instantly begin promoting your products through ClickBank's referral tracking system.

## *How to Make Money With Private Label Rights*

As the product owner, you'll simply specify the commission percentage that you will award affiliates for sale made and ClickBank takes care of the rest!

**Note:** Before moving on to section 2, make sure that you've set up everything mentioned here in section 1.

### **Section 2 – Proven Strategies for PLR Profits**

In this section, we're going to discuss various strategies that you can begin using right now to maximize your profits using private label rights.

**Tip:** As you're reading through this chapter, it's possible that the methods discussed here will spark brand new ideas of your own -- so be sure that you jot those down as they come to you.

#### **Strategy #1 – Selling Products “As Is”**

This is the most obvious way to generate income with PLR products, but it's something that needs to be mentioned quickly.

If you're simply going to take the PLR product in it's original form, upload it along with the included sales materials, and begin selling it online – there's are still a few things that you should take an extra few minutes to do.

1. Add a newsletter signup form – If the included sales materials do not include an area for you to signup subscribers to your newsletter, take a few minutes to login to your autoresponder account, load a few messages up, and add the autoresponder form to your site. Offer them a bribe such as the first few chapters of your book just for signing up, and begin collecting names.

This way, even if a visitor doesn't purchase your product on their initial visit, there's a good chance that you'll sign them up to your newsletter and make a follow up sale at a later time. You'll also be able to recommend other products to them down the road through various affiliate programs.

2. Add an up sell – A quick and easy way to dramatically boost your profits (30%-70% or more) is to add an up sell to your original offer. You can add a “Gold” package upgrade to your checkout process (which may contain a special report, additional recipes, another related PLR product, etc.) and

## *How to Make Money With Private Label Rights*

allow your visitor to choose the upgraded package with the extras for a slightly higher amount. Put together something that they'll genuinely want, and you'll be amazed at the number of customers who take you up on your offer. Another great (and extremely easy) way to up sell your customers is to simply offer them resell rights to the product that they're purchasing for a higher amount.

### **Strategy #2 – Using eBay**

Depending on the licensing terms of the private label rights product you're selling, eBay sales may be off limits. Some product creators do not allow their PLR products to be sold through online auction sites such as eBay.

However, there is a way around this...

Something that works well in this case (and doesn't break the licensing agreement) is to sell a related product (something else that you have PLR or resell rights to) on the front-end through eBay, and then make the buyer (who is now your customer) a backend offer where they can purchase the main PLR product that you're trying to market.

EBay gets a load of traffic and can make you a lot of money in a hurry if you approach it the right way. Don't rule it out, even if the PLR terms for the product you're trying to sell prohibit eBay listings.

### **Strategy #3 – Publishing Content to the Web**

The third strategy that we'll discuss is publishing PLR content to the web.

You can easily take an existing PLR book, break it down into chunks, and then publish the content to a niche blog or website built around that topic. Keep in mind that the content will generate search engine traffic, which you can then convert into paying customers of your book, AdSense clicks, or affiliate commissions for related products.

**Note:** Just because you're publishing the content in a book to your website or blog, doesn't mean you can't sell the book to your visitors. Recycling the content like this is a great way to maximize its value.

## *How to Make Money With Private Label Rights*

### **Strategy #4 – Loading Content into Your Autoresponder**

Strategy #4 is very similar to what we covered above, the main difference being that you'll be publishing the content to your autoresponder instead of a website or blog.

By breaking a book down into chunks once again, you can essentially create an entire newsletter (and follow up with your subscribers automatically for a year or more). Simply load them up, select the frequency that you would like the messages to go out in, and then promote your newsletter.

Each "edition" of your newsletter can now contain a plug for your book or recommendations for other related products that you're an affiliate for.

**Note:** You can also combine strategies #3 and #4. After publishing the content to your website or blog, simply load a corresponding message into your autoresponder that sends your subscriber back to your site to read the article (instead of including it in your email body). Doing this will allow you to generate another income stream with AdSense, which wouldn't be an option otherwise.

### **Strategy #5 – Combining Products**

The fifth strategy we'll cover is combining products. If you've got 5 different PLR products on golf, why not combine all 5 products and create a comprehensive course on the subject?

Create new graphics, write a new salesletter, and you've now got a comprehensive "course" covering various aspects of the sport. Products such as this will have an overall higher perceived value and you'll be able to charge a premium.

You could also turn this into a physical course and ship it out to your customers. Products such as this routinely sell for \$197-\$997 and you can easily automate the printing of manuals, disc burning, and product fulfillment through a variety of sources online.

### **Strategy #6 – The Funnel**

## *How to Make Money With Private Label Rights*

In this strategy, you take the 5 golf products that we used in the last example and create a sales funnel, recommending each of the other products to your new customer on the backend.

For example, you sell a copy of “Golf Equipment Secrets” to a customer. Once that customer is added to your autoresponder when they purchase, they can automatically be sent follow up messages promoting your other 4 products (all related to golf and most likely, something they may purchase if they were happy with their initial experience).

**Tip:** You can also use one of the other 4 products on the backend to solicit testimonials by offering that customer a free copy, in return for a testimonial that you can then use on your website. Testimonials sell, and this is an excellent (and basically automatic) way to improve the conversions for your other sites.

### **Strategy #7 – Repackaging**

Repackaging your PLR products is a highly recommended strategy as it will do 2 things for you:

1. It allows you to create the illusion of having a totally unique product that your visitors can't find or buy anywhere else.
2. It allows you to improve the quality of the included sales page and graphics (many PLR offerings come with graphics that aren't of the highest quality). For a few dollars, you can hire a web designer on any of the popular freelance sites to do a site facelift. Here are two excellent places where you can get this done at:

- [Elance](#)
- [Scriptlance](#)

You can also hire writers through both of those sites to rewrite sales copy, create special reports for you to add as bonuses, add content to existing PLR products, and more.

**Note:** Make sure that if you're going to take the time to repackage your PLR products, the end result is an improvement upon the original. 😊

## *How to Make Money With Private Label Rights*

### **Strategy #8 – Sell Resell Rights**

Depending on the licensing terms, you are often permitted to sell the resell rights (and master resell rights) to the PLR products you own.

Before compiling the final version to be distributed, be sure to insert some affiliate links to recommended products throughout the book. Doing this will generate commissions for you on those affiliate products even after your initial sale of the resell rights has been completed.

### **Strategy #9 – Start Your Own Membership Site**

Membership sites are one of the best business models out there because they allow you to earn monthly income from a sale you only had to make once.

Your customer simply pays a monthly or yearly fee to be a member of your site and you consistently add products into the member's area for him to download!

**Note:** If you go this route, you'll need to be very careful about the products you make available to your members. Some PLR product licenses prohibit them from being added to membership sites, so just make sure you check.

### **Strategy #10 – Set Up an Affiliate Program**

Setting your PLR products up with an affiliate program (through [ClickBank](#) for instance) is highly recommended, but I would only recommend this strategy if you're going to be repackaging your products.

There are an amazing number of affiliates who are actively searching for new products to send traffic to. Set your product up in the ClickBank marketplace, award your affiliates with extremely high commissions (50%-70%), and then work on recruiting affiliates and joint venture partners to promote it for you.

Another great thing about having an affiliate program is that you can convert your prospects and customers into affiliates. When following up through your autoresponder, you have a nice opportunity to turn your visitors into affiliates -- even if they never decide to purchase your product.

## *How to Make Money With Private Label Rights*

### **Strategy #11 – Viral Marketing**

It's extremely easy (and ultra-effective) to turn a few chapters of content from your PLR book into a free report for viral marketing purposes and circulate it through your network or mailing list.

The report provides free but useful information on a subject having to do with the main product and you can also use it to up sell the reader on resell rights to the book you have for sale.

### **Conclusion**

As you've now learned, private label rights products are an incredible way to build an Internet empire and begin earning a serious income online.

With private label rights products...

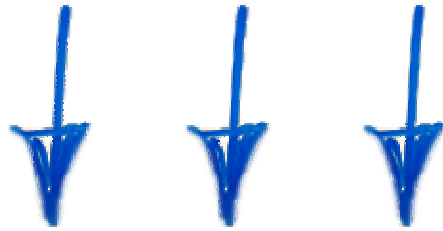
- You don't have to create your own product, write your own sales letter or hire a graphic designer to do your graphics. These things are usually already taken care of for you.
- You get to keep 100% of the profit after every sale you make. This is far better than simply being an affiliate because affiliates only get paid a percentage of the total sale.
- Buying private label rights to someone else's product is the absolute fastest way to start your very own online business (you can literally be up and running in under 24 hours).
- You can buy as many private label rights products as you want and set up as many businesses as you like, all with lightning speed! Can you imagine going from zero online businesses to 20 in a single day? Well it's quite possible with private label rights.

I truly hope that you've enjoyed this guide and have gained some valuable insights on just how profitable the world of PLR products can be. Keep in mind that although private label rights are a tremendous shortcut, there is still work involved.

So having said that... there's no better time to get started than now! Good luck!



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Rights Management Software**



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