

The Internet Marketers Guide to PLR



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TABLE OF CONTENTS

1 INTRODUCTION	4
WHAT IS PLR?	4
WHAT ARE THE ADVANTAGES OF USING PLR?	4
THE DIFFERENT TYPES OF PLR	5
Articles	5
eBooks and Special Reports.....	5
eCourses and AutoResponder Messages	5
How-To Reports	6
Product Reviews.....	6
Audio and Video	6
WordPress Plugins	6
Bonus: Comparision Charts	6
2 WHERE TO SOURCE PLR.....	8
FIRST PLR	8
ALL STAR PLR.....	8
BERTUS ENGELBRECHT.....	9
EDMOND LOH	9
TIFFANY LAMBERT	9
WARRIOR FORUM.....	10
3 UNDERSTANDING THE PLR LICENSE.....	11
PRIVATE BRANDING RIGHTS	11
MASTER RESELL RIGHTS	11
MASTER BRANDING RIGHTS.....	12
RESELL RIGHTS	12
4 HOW TO USE PLR THE RIGHT WAY	13
WAYS TO MAKE THE PLR UNIQUE TO YOU	13
Re-writing or Reordering the Product	13
Changing the Name of the Product	14
Changing the Sales Page	14
Adding Additional Material	14
USING PLR PRODUCTS TO BUILD YOUR LIST	14
Create a Multi-Part eCourse as an Auto Responder	14
Use the Content as a Freebie to Bribe People into Joining Your List	15
Use the Content to Create a Newsletter	15
USING PLR PRODUCTS TO CREATE SELLABLE PRODUCTS.....	15
INSERTING AFFILIATE LINKS INTO PLR CONTENT TO BOOST	
PROFITS.....	16
USING PLR ARTICLES	16
5 CONCLUSION	18

1

INTRODUCTION

As an Internet Marketer, your time and money are valuable resources. Whether you are brand new to the game, or you've been making money online for years, PLR content can help you explode your business in record time.

In this book, you'll learn about what PLR is, the various types of PLR content, the PLR licenses and what you can do with them, and most importantly, the different ways you can use PLR to your advantage.

You'll also learn a few tips and tricks to help you avoid falling into the trap of using the same thing every other Internet marketer out there is using.

Without further ado, let's get started!

WHAT IS PLR?

PLR stands for Private Label Rights. This means you have the right to use the material as is, but you also have the right to use the material any way you see fit. You can change the material, and in fact, should change the material. You can add/delete/re-work the material. You can change the graphics, etc. You can even put your own name on it, so no one knows the difference!

WHAT ARE THE ADVANTAGES OF USING PLR?

PLR is an excellent way to boost your online business. It saves you time, money, and hassle. It's an affordable way to source content for your website compared to hiring a freelancer to build unique content for you.

Think about it. You're an expert in your niche, but that doesn't mean you are an expert content writer, an excellent voice artist, or an excellent videographer. Why drive yourself crazy trying to produce content on your own?

You can use PLR as is, though it is not recommended. It is best to edit the PLR to put your own spin on things, so that you have a completely unique product compared to what is already out there on the market.

today. You can do this by combining several different pieces of PLR together, or by hiring a freelancer to re-write material for you.

THE DIFFERENT TYPES OF PLR

The beauty of PLR is that it comes in many shapes and sizes. When most Internet Marketers hear PLR, the first thing that comes to mind is articles. While this is the bulk of PLR, you can find a variety of other types of PLR content to suite your online business needs.

ARTICLES

These are typically sold in packs—ranging in size from five articles to 20 or more. Generally, the articles are all on the same topic, but you may find variety packs available from time to time. You can use them individually to develop blog post content, or you can package them together to create a special report or eBook. These are usually delivered as a text or a Word document.

EBOOKS AND SPECIAL REPORTS

Basically, this is a long article on a central topic. You can find them ranging in length from six to eight pages, or all the way up to 20 to 25 pages. Generally, it is delivered as a text document or a Word file so you can add graphics and other information. Some products may already have images and a cover designed. It is also possible for the products to include other supporting material, such as your sales copy page, your thank you page, your autoresponder messages, and articles to use in promotion.

Ebooks are typically 40 pages and up, but some are as short as 25 to 30 pages. Generally, these are split into various chapters and include a Table of Contents. They often include a graphic to be used as the cover. Typically, you will find these delivered in Word or text document format so they are easy for you to edit. You may find that like with special reports, additional supporting material is included.

Special reports and eBooks are most often sold or given as a freebie, as one piece of content. However, depending on the license that comes along with them, you may be able to break them up into multiple articles, or an email series.

ECOURSES AND AUTORESPONDER MESSAGES

These packages are designed to be used as an email series, and usually include anywhere from five to 10 pieces of content on a single topic. They

are provided as text documents and do not usually include any graphics or other supporting materials.

HOW-TO REPORTS

These reports usually range from one page to a few pages long. They provide step-by-step instructions for how to complete a task. These can be used for things like how to install a WordPress plugin, or how to repair a broken window screen. Typically, screenshots or other images are included to illustrate the process.

PRODUCT REVIEWS

These are articles designed to specifically rate products and services, along with providing information on their pros and cons. Some PLR product reviews may include images and screenshots. These are ideal for affiliate marketing content because you can use your own affiliate links within the review.

AUDIO AND VIDEO

Audio and video are quickly becoming popular types of content on the web, and because there are a number of simple editing tools available to people, PLR content availability is increasing as well. While audio and video are excellent types of content for your website, editing them for uniqueness is far more challenging than editing a piece of text. The majority of videos are how-to videos or Internet marketing tutorials.

WORDPRESS PLUGINS

Though not as popular as other forms of PLR, WordPress plugin developers are starting to bring forth WordPress plugin PLR, which includes the plugin, a sales letter, and an installation manual. Because most of us don't know how to edit and customize the plugin itself, the only thing you can really customize in these packages is the sales letter.

BONUS: COMPARISON CHARTS

Though not a common source of PLR, these are designed to help you compare features of popular products and services. They usually include multiple related charges that you can use individually, or together in your ebooks and special reports.

Now that you're aware of the various types of PLR content you can use to help grow and expand your business, let's take a look at some of the most popular places online to source your PLR.

2

WHERE TO SOURCE PLR

FIRST PLR

Owned and operated by Daniel Flower, this is an excellent source of new PLR each month, for a \$17 membership fee. Every month you'll get a brand new package that includes:

- eBook
- Sales Letter
- Squeeze Pages
- Mini-Site Design with 3 eBook covers and fully editable PSD files
- PLR license (the only thing you can't do is pass your PLR rights onto others)

Member bonuses and full support

This is an excellent option for someone who's just looking to get started with an online business, but doesn't have a lot of capital to work with. One of Daniel's packages, a domain name and hosting is all you need. Every month you'll get something new on a related topic, so you can maximize your earning potential in a number of ways.

ALL STAR PLR

All Star PLR comes from Peggy Baron and offers a variety of PLR article packages. You don't have to join as a member. You can simply pay for and download the PLR you need. There are a number of packages available in various niches such as:

- Business/Internet Marketing
 - Self Help/Self Care
 - Weight Loss, Fitness, Exercise
 - Pet
 - Vacation and Travel
 - Gardening
 - Home/Family/Kids
- Going Green

Each PLR pack comes in at \$25 or less, and only has a limited number of licenses available. Once those licenses are sold out, no one else can get the content. You are free to do whatever you want, so long as you do not give them away or resell the PLR rights to others.

The content you find here is 100% unique and is not sold on other PLR websites.

BERTUS ENGELBRECHT

Bertus Engelbrecht is one of the UK's hottest Internet Marketers. He has a variety of PLR products all ready for you to use. Every month, he creates a completely brand new, PLR membership product that is designed to be plugged in and profited from almost instantly. Some of his offerings include:

- Facebook Marketing Secrets
 - Facebook Fans Stampede
 - List Building Exposed
 - Google+ for Business
- Spin Ready Article Marketing

EDMOND LOH

Edmond Loh is one of Asia's top Internet Entrepreneurs. His PLR content comes from PLRGoldMonthly.com. For a monthly membership fee of \$67, you will get:

- 2 high quality video courses
- Sales letter and thank you page
- Graphics package with PSD files
- Powerpoint Presentation Slides, where applicable
- Video transcripts, where applicable.
- PLR and other licenses

A starter pack full of PLR goodies.

You'll get new material every month, so you can start (or add to) your Internet empire.

TIFFANY LAMBERT

Formerly known as Tiffany Dow, this is a powerhouse Internet Marketer who makes PLR articles her business. She has a massive number of niches available. She runs special promotions all the time to make her content

even more affordable, and limits the number of copies sold, so you can make sure you've got something unique.

She has PLR articles, reports, eBooks, Resell PLR, and more. You can find content for a variety of niches including:

- Anxiety and Depression
 - Anti-Aging
 - Natural Cleaning
 - Sleep Disorders
 - Smoking Cessation
 - Women's Health
 - Affiliate Marketing
 - Get Your Ex Back
- And More

WARRIOR FORUM

The Internet's largest forum for Internet Marketers, the Warrior Forum is full of excellent PLR offers. Searching through the Warrior Special Offers forum will net you a variety of PLR products you could purchase and edit to your liking for your online business.

With several other places to secure your PLR, your options are nearly endless. No matter what industry or niche you want to serve online, there is PLR content available to help you. If you cannot find what you are looking for at any of these sources, then doing a quick google search for "your niche + plr content" can help you find what you are looking for.

Now we'll take a closer look at the various PLR licenses, so you can learn more about what each type of content you may find allows you to legally do.

3

UNDERSTANDING THE PLR LICENSE

The type of license that comes with your product determines what you can and cannot do with it, so it's a critical thing to watch for when you're shopping.

The PLR license gives you the most freedom. It entitles you to "own" the entire product and the individual copyright. You are legally allowed to modify the product however you want, whether it is a minor edit, or a complete overhaul of the product. You are allowed to sell it at a higher price, or give it away as a freebie. Typically, the only thing you are not allowed to do is call it your own PLR and sell it with PLR rights to others.

However, there are other license types to be aware of as you look for something that suites your niche. These include: Private Branding Rights (PBR), Master Resell Rights (MRR), Master Branding Rights (MBR), and Resell Rights (RR).

PRIVATE BRANDING RIGHTS

This is not something you'll likely encounter, because it gives you the right to claim ownership of the product, but not necessarily the individual copyright. You are allowed to modify the product like with PLR, but you are obligated to keep the original author's name in tact, along with some of the original portions of the product.

MASTER RESELL RIGHTS

This means you do not own the copyright, but you have "master rights." This means you can use or sell the product and sell the same rights to others, but you cannot modify or alter the product away from its original form, at all.

Depending on the product, you may be allowed to apply your own PLR ownership to the original copyright. The product's license will tell you.

MASTER BRANDING RIGHTS

Under this license, you have the right to modify or change certain portions of the content. You can use or sell the products, with the same rights according to the product's license. You do not own the copyright.

Depending on the product, you may be allowed to apply your own PLR ownership to the original copyright. The product's license will tell you.

RESELL RIGHTS

Under this license, you have the right to resell the product, but you cannot change anything about it. You can only use and sell the product as is, and you cannot grant others this right. Other restrictions may be detailed in the product's license.

Depending on the rights available with a package and how many of the packages are being sold, there's potential for hundreds, or even thousands of people to be using the exact same material you are. Each package you download should come with information detailing the license the product(s) come with. If you have any questions about the license, contact the seller for clarification.

When in doubt, go with PLR you can change/modify completely, with copyrights.

PLR content is only valuable to your business when you use it correctly. The next chapter is perhaps the most valuable, because it will detail how to use PLR the right way to grow and expand your online business.

4

HOW TO USE PLR THE RIGHT WAY

There are several ways to use PLR to build your business. You can choose any number of these options to grow your business. You can use one or more to strengthen your Internet business.

A key point to remember is unless you are willing to make the product unique to you PLR will fail you. If you just slap your name on it, you are doing nothing to make yourself different from all other others who use the lazy approach. If you are out there selling, or giving away, the same thing as everyone else in the niche, your customers do not have a reason or motivation to go to you rather than the other guy. Plus, it will be hard to compete in terms of search engines—whoever ranks first for a particular PLR title will get all the traffic.

As tempting as it may be to buy PLR, slap your name on it and sell it, that approach is not going to get you very far. So, how can you make the product unique to you? There are plenty of options!

WAYS TO MAKE THE PLR UNIQUE TO YOU

Depending on the type of PLR and the amount of time you have, you may use one or more of these methods to personalize your product. The more methods you use, the better off you are because it will only increase the product's uniqueness.

RE-WRITING OR REORDERING THE PRODUCT

Re-writing the content, whether it is an article or an eBook is the best way to make sure your products are different. Because you can say the same thing plenty of different ways in the English language, you can get the same message across in completely different wording. You can further rework the product by changing the order of the way the information is presented, so long as it still follows a logically progression.

If you are not too keen on your own writing skills, you can hire someone to handle it for you. You can ask them to literally re-write the content sentence by sentence, or you can ask that they just get the general idea of the content down chapter by chapter.

CHANGING THE NAME OF THE PRODUCT

This is a key step, even if it is basically the same product. People will recognize names first thing, and if yours is different, you will be differentiated from the rest. Plus, you will have something different to work with in terms of search engine optimization.

CHANGING THE SALES PAGE

Your sales page is the critical part of your sales pitch. Why do you want to use the same one as anyone else? If you have a hard time with sales pitches, use the existing sales letter as your starting ground, and think about how the changes you made in the product itself make it better. If after that you still have trouble getting the pitch right, reach out to a professional. There are many freelancers out there who have a proven track record producing sales letters that convert.

ADDING ADDITIONAL MATERIAL

Adding more material is an excellent way to make your product different from others. Whether you add quotes, another chapter or two, or simply an introductory paragraph and summary paragraph, it makes the content different from what you bought—and it won't match anything else someone else who bought the PLR may do.

Only when you have completely re-worked the PLR content so that it is unique to *you* should you proceed with making PLR work for your business. Here are some ways you can do that.

USING PLR PRODUCTS TO BUILD YOUR LIST

There are a number of ways you can use PLR to build your list. After you've found the PLR you need for your niche, you will need to decide how you want to use the content.

CREATE A MULTI-PART ECOURSE AS AN AUTO RESPONDER

Autoresponders are a great way to automate your business. When people want to learn something you offer, they'll sign up to learn everything. Once you set it up initially, you can leave it running on autopilot.

Keep the course related to something you sell, whether it's a product or a service. You'll be surprised at how many people you can convert to customers with this list-building freebie.

USE THE CONTENT AS A FREEBIE TO BRIBE PEOPLE INTO JOINING YOUR LIST

You need a freebie to entice people to join your list, so you can get people looking at your products and services. But, there is no sense in spending a lot of your time and other resources into creating a completely original product that's free. Yes, the idea is for it to be a tool used to make you money later, but you still need to invest time and energy into the products that will make you the money. PLR can help give you a starting ground to create a unique to you freebie, without all the hassle and time. It will still take effort, but not nearly as much as developing a product from scratch.

USE THE CONTENT TO CREATE A NEWSLETTER

Reaching out to your list on a regular basis is a key part of keeping your business at the forefront of their mind. You're going to have a few people here and there who subscribe for your freebie, and don't bother with anything else. Those aren't the people you want anyway—you want people who are serious.

Creating a weekly or a monthly newsletter is an excellent way to update your subscribers, without constantly filling their email box. Like with the eBook freebie, you can use PLR to craft your unique newsletter, so you can spend time on products and services to sell to your customers.

Regardless of how you use the content, you will likely need to re-write it, or to hire someone to re-write it for you to suit your needs. You need to make sure the content is evergreen, meaning it doesn't matter when a person reads it in relation to when the content was actually written. You're going to need to transform it according to your needs. For instance, if you purchased a collection of articles, you'll need to break them down and add accordingly to break out the autoresponder. You'll need to put them together in a logical manner if you intend to use them as a free eBook.

USING PLR PRODUCTS TO CREATE SELLABLE PRODUCTS

PLR products are available in many different shapes and sizes, to accommodate any niche imaginable. The beauty of PLR products is that they are most of the time almost ready for you to sell as is, especially if you are looking at eBooks and eCourses.

PLR provides a starting ground for the material to develop into a sellable product. You can either repackage multiple sets of PLR into a new product, then writing articles to promote your new product, or you can re-write the content into your own unique, but similar product and sell them to people.

You can re-write and repackage the content yourself, or you can hire a freelance writer to do the work for you. The path you take depends heavily on the time you have available for product creation, and the finances you have available to spend on your business. If you have a little bit of cash to spare, hiring someone to do the work for you is the best way to go, because this frees you up to focus on other tasks in your business that you are most proficient in. You can do this with a single PLR product, or you can choose multiple PLR products on the same niche and combine and re-work them to create an even more unique product.

Basically, the PLR serves as your base and handles all the research for you, so you are saving hours of precious time.

Can you sell the PLR products as is? Sure, but that won't necessarily get you very far. Depending on the license, there could be hundreds, or thousands of people out there with the same PLR, and thus, the same product. Taking the time to edit it and make it unique is really the only way you're going to get ahead of the game.

INSERTING AFFILIATE LINKS INTO PLR CONTENT TO BOOST PROFITS

Let's say you run a blog about dogs. You purchase a huge set of PLR articles to serve as your blog posts for the next few months. You're hoping the consistent posting of new content will draw in more readers, and thus more ad clicks. While you could definitely be making more money on ad clicks, there's also a golden opportunity for you to make use of affiliate links.

When you insert an affiliate link into your content and someone clicks it and makes a purchase, you make money. The affiliate links can work their way naturally into the PLR content—whether it's an eBook, or an article you plan to use on your blog. Plus, they give you a chance to edit the content more to your liking, keeping it unique from all the others out there using PLR.

USING PLR ARTICLES

You can use PLR articles in a number of ways. Typically, they are sold in packs, so you can use them together, or individually. You can use PLR articles as blog posts, email newsletters, as the basis for a special report, as the basis for an eBook, as the transcript for a video, etc.

You can also use them as article marketing tools for your website. If you want to build backlinks to your site, re-writing PLR and posting the new articles to article directories is a great way to get links.

If the PLR comes with resell rights, you can package a bunch of them together and sell them as your own product.

5

CONCLUSION

In short, PLR is an awesome business tool, but only if you know how to use it, and only if you use it right. It is a time saver. It is a great way to get past writer's block, and to strengthen your writing skills. It is a powerful money maker, regardless of your niche.

Articles and eBooks are the most common forms of PLR, and though they are the most common, they are also the easiest to edit and customize. If you are using video PLR, you will have to put a bit more time and effort into making those products unique to you, but it can be done. There are a number of free tools available to help you.

If you decide to venture into using WordPress plugin PLR to expand your business, then this will be the most difficult to edit and customize to your liking. In most cases, it is best to reach out to a programmer through one of the various freelance marketplaces and ask them to make some minor changes to the source code.

Pro Tip: Using the word "clone" in your project description will trigger a higher bid rate than what you need. You don't need someone to build the product just like it... you just need some minor adjustments.

As there are many places online to source your PLR, it is a good idea to get acquainted with as many as possible so you can see the possibilities for your business. PLR membership sites are a great way to ensure you are getting a steady flow of options to use as products. But, if you are just getting started, then you may want to stick with a PLR website that offers pay for what you want, rather than a membership obligation.

When you look for PLR, keep in mind that free PLR is going to be a waste of your time. Because it's free, it is already very highly circulated, likely from those lazy Internet marketers who are trying to cut corners. Free PLR is also more likely to be low quality work, so you will have to put even more money into customizing it and making it unique.

In the world of PLR, you get what you pay for is true. Pay more for the content that is high quality, and expect to pay more for content that has a limited number of licenses. It will be worth it to know there are less than 500 (sometimes less than 100) people who will be able to purchase and use the same thing you are.