

# **PLR Cash Machine**

Presented By

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# Introduction

Private label rights (PLR) products provide you with fantastic earning opportunities. It is a literal goldmine that you can use for unlimited earnings. How much you can earn from PLR depends on your creativity and determination.

The big advantage of PLR products is that you can dramatically reduce the amount of time it takes you to create products. A PLR product can be made ready to sell in under a day, maybe two if you take your time. Creating your own product can take significantly longer.

Making money online is a numbers game. The more sites you have out there, the more you can potentially earn. Therefore if you can create one profitable product a day through PLR, in a year that is potentially 365 profitable products. Trying to create your own from scratch will make it hard to match that number. In fact, with PLR you may even be able to exceed that number!

Finding high quality PLR products can be a challenge as many people produce PLR and not all are diligent in quality management. The better the quality of the PLR, the less work you will have to do to get it ready for market.

If you use PLR properly, as you will learn in this program, you will be able to maximize your income from it.

This program will teach you everything you need to know about how to find and use private label rights to put money in your pocket.

You will learn exactly what PLR is and why it is such a good thing to buy. People who ignore PLR products are potentially losing some serious money.

We will discuss the rights associated with private label products and what they mean. The rights can be a show stopper for your planned use, so you must always check out the rights and make sure they are suitable for you.

You'll also see some of the best places to find PLR products, including a personal favorite which has exclusive, high quality products at prices that you could never find anywhere else.

Making money from PLR products is a bit of an art form and you will learn a simple process in this course to create profitable PLR products. There are a multitude of methods for you to earn from these private label products, and we'll talk about all of them.

Some people are not sure how to maximize their profit from the private label rights products they have purchased. You will learn how to do this and exactly what to do to make a totally unique product that will make you money in the market place.

Of course, no course about private label products would be complete unless they mention PLR membership sites and PLR articles. We'll talk about both and show you how to select a PLR membership site and exactly what to do with PLR articles for maximum potential profit.

This book works together with the videos and provides you with additional information and resources. It allows you to quickly scan the content and find the parts that interest you.

It is recommended for you to watch the videos from start to finish, taking notes as you go. Some people find it helpful to print this manual out and to take notes in the margins.

It's time to get on with the program now and show you how to earn from PLR, so look through your hard drive, dust off all those PLR products and prepare yourself for a revelation.

# What Is PLR?

PLR or Private Label Rights are a fantastic concept. Initially, the concept was applied to offline stores and was brought online a few years ago. Several people claim to be the originators of the online term and process, but no one is totally sure who actually brought it online.

Think about your last visit to a supermarket. How many supermarket own brand products did you see and / or buy? Most supermarkets have pretty much every product available as an own brand product at a discount to the leading brands.

These are private label products. Yep, you can buy private label canned beans! It is actually an incredibly lucrative market and was invented by a company who were trying to think of how to increase their market share for their canned produce and then came up with the idea of allowing supermarkets to white label their products. They made a fortune and changed the face of supermarket shopping.

The same concept applies online with people selling private label rights to products that you can buy and call your own to do with as you please (so long as the rights permit it).

You are buying a product that someone else has created and are selling it as your own. You pay them once and then keep all the profits for yourself. You never pay them a penny for royalties or anything.

It is a very good way for you to get your hands on high quality products very cheaply. To get an e-book ghost written for you can cost between \$500 and \$1000 depending on the quality and length. To buy a PLR e-book of similar quality and length could cost you as little as twenty bucks.

You can see it is a massive discount on the original cost and provides you with one of the best ways to get hold of high quality products to use in your business.

It dramatically reduces the time it takes you to create products because you can use some PLR almost as is. Of course, it's recommended that you do some re-branding and re-writing, but that doesn't take very long to do once you get the hang of it.

It's a very cheap way for you to test a market to see if it is profitable. You can use a PLR product to test the waters and if it is profitable then you can create your own product very quickly having got a good understanding of your target market. It significantly reduces risk involved with entering new markets.

It is also a quick way to enter a market. If you have to create a product for every market you find you could be there for a long time! If you use PLR products then you can be finding a product in the morning and earning from it later that day.

PLR products have many uses, not just as products themselves. You can use them as bonus items for other products you are selling. Using Master Resale Rights products or Resale Rights products as bonuses can have the effect of reducing the value of your offer because people have seen these products before or may have them already.

Creating your own unique bonus items from PLR isn't a massive amount of work. It means that all the products you are promoting are your own and you are not building anyone else's business.

Depending on the rights, you may be able to use the PLR product as a list builder to give away on a squeeze page. This again provides a quick and cheap way of getting a list builder together and testing a market.

PLR provides you with a great way to provide value to your buyers at minimal expense and effort to yourself. Used well, it can be a very profitable business, and you will learn all the details as you go through this training program.

# PLR Rights Explained

The rights associated with PLR products can be a little bit confusing. There are lots of different rights and no real standard. There is a loose standard, which we will discuss here, but even this varies between sites.

You need to pay close attention to the rights because they determine what you can and cannot do with a product. Whereas the legal enforceability of them is dubious, there is a gentlemen's agreement that these are stuck to for the good of all. Obviously there are people who flout the rights but they are usually blacklisted by marketers for doing so.

Some of the more common rights are listed here. A typical rights statement will look like this with lots of statements and Yes or No next to each one to determine what you can do with the product.

## **[YES] May sell at your own price**

Quite often you see a right giving you guidance on what price you should charge for a product. Price fixing, i.e. demanding you sell it at a certain price is illegal and unenforceable, so you can safely ignore those rights. However, it is worth looking at the guideline prices as it may give you an idea of the worth of the product. Then again, it could be overly inflated to make the product look more valuable to potential buyers.

## **[YES] May put a different name on as the author**

This is a fundamental principle of PLR products. Some of them, however, don't allow you to claim copywriter or ownership unless you change the product by at least 50%. This indicates that you can do so from day one with no changes.

## **[YES] May change/add to/remove content as you wish**



Again, this is a fundamental principle of private label product. You may not always see this in a PLR rights statement because it is inherent in the concept of selling PLR rights.

**[YES] May be added to PAID membership sites**

Often you will see this right as products being added to paid memberships retain some of their value. This may be clarified by some people stating that only the personal usage rights may be provided to a paid membership site. It depends on the product. You will see another right related to this a little further down.

**[YES] May be converted into multi-media products and sold**

This is also inherent with PLR products, but many people include it anyway, just to be absolutely clear. You are unlikely to ever see a no next to this for this very reason.

**[YES] May be offered as a bonus with other PAID products**

You will sometimes see rights limiting what you can group the product with. Often you will see rights stating you can't sell it in a bundle with more than four products or other limitations. This is to prevent people selling it in dimesales or firesales for pennies. If you have re-written the product then this isn't an issue because you have a brand new product. This right just applies to the original, unedited work.

**[YES] May sell Personal Use Rights to others**

This is included by most people for completeness as it is the fundamental principle of private label rights. If you couldn't sell this, there would be no point buying the product!

**[YES] May sell Resale Rights to others**

This is again standard text and just means you can sell on resale rights if you choose to do so.

**[YES] May sell Master Resale Rights to others**

This is more standard text and means you can sell the master resale rights to other people if you choose. You will only normally see a no next to this if you are buying a master resale rights product with non transferable rights.

### **[NO] May sell Private Label Rights to others**

This is a statement that adds value to the PLR rights as it means people won't be selling the PLR rights everywhere. It means the PLR rights are only available to the original purchasers. The value lays in the fact that only the original purchasers can rebrand and re-work these products, whereas anyone else can only have master resale rights.

### **[NO] May give away for FREE**

This adds to the value of the PLR product. It means that you are not going to find it being given away for nothing across the Internet. It will retain its value significantly because of this. It does mean that you can't use it as a list builder, but that's fine, it will have more value to you because you know people aren't getting hold of it for nothing.

### **[NO] May be added to FREE membership sites**

This goes hand in hand with the previous right and means that the product won't be added to free membership sites. It means the PLR product retains value because of it. You may sometimes see this being a bit more precise and saying that only the personal usage version can be added to a free membership site. However, the best PLR will typically state no for this.

### **[NO] May be sold on auction sites**

This is another typical right you will see. When a product gets released on to eBay you will find it being sold for a few cents, bundled with other products and sold with rights it doesn't have. Obviously, this isn't always the case, but it often happens. Most PLR authors object to their products getting on to eBay because it devalues the product for everyone else very quickly. If you are planning on selling your product through auction sites you will have to re-write it significantly before you do.

### **[NO] May be added to bundles of more than 4 products**

You will often see this limitation in order to prevent the product being bundled into firesales or dimesales. Typically in this situation you can get products for pennies on the dollar and so it devalues the original product. Of course, if you have re-written the product significantly then you can do with it as you please at it is now a unique product.

### **[NO] May claim copyright or sell Private Label Rights (Not unless you change over 50% of the content to your own)**

You won't see this right very often, but it does appear on occasion. Basically this is protecting the value of the investment by ensuring it isn't sold on. Quite often this right will be left off and it will just say no to selling PLR rights.

The most valuable rights to you are non transferable PLR rights with a limited distribution. The fewer people who can get hold of the original PLR the better as it means the market will be much less saturated. With very low distributions you can expect to pay a premium and that will give you a real edge in the market.

Many people who purchase PLR products will literally turn them around as is and sell the PLR rights. They'll make some money but it will be very short term cash. It won't be long before the master resale rights version is being sold for a few dollars by many people.

This is particularly common in the Internet marketing niche and not so much in other niches.

However, if you follow this course and apply it you will be able to create long term cash generators and outsell all the competition.

# Where To Find PLR

Finding high quality PLR is a challenge, but it is out there. You may have to go through some poor quality PLR first, but you will be able to find it. The videos accompanying this book show you some of the best places to find high quality PLR. Remember, the advantage of high quality PLR is it isn't as much work to re-write it to create a unique high value product.

One of the best places to find unique PLR is the [Warrior Forum](#). This is a forum for Internet Marketers and is free for you to browse. It has a section called Warrior Special Offers where you can find some fantastic deals.

Many marketers start their business on the Warrior Forum and because it is a community you find people will provide very special deals here. In the video you will see us find a massive discount on a PLR membership site that is only available in the Warrior Forum.

Likewise, you can find high quality PLR products being sold here that are not available anywhere else. You definitely need to be monitoring this forum for PLR. There is a lot of noise and a lot of other offers, but if you sift through them you will find some real gems.

There are many PLR membership sites you can find online which will provide you with PLR products every month. These will be discussed more in the next section.

There are also reseller and wholesale sites where you can often get PLR products for a fraction of the cost it would be for you to acquire them direct. The downside of this is that you may not be able to have the rights you want, i.e. PLR rights, unless you buy them direct. However, it is a good way to find some great packages for a very low price.

Of course, you can search on Google. Searching for keywords and your PLR and then looking through the results will reveal many sites which will provide you with PLR.

You always have to check out the rights they give you for the products and the quality, but in general you will find decent quality. Remember, anywhere selling poor quality products is not likely to survive in business for too long.

Many marketers will sell PLR rights to either their own products or products they have created and not used. Being on their lists will always ensure you are aware of whatever PLR is being offered. Any really high quality PLR being sold will be marketed by these people as affiliates so you are bound to hear about it.

There are also many giveaways in the Internet Marketing niche and you can pick up some PLR here. Sometimes these are unique and interesting, other times they are products that you probably already have. However, it is always worth having a look as you can sometimes find some good products. Don't spend a lot of time on these, but just look through them to find what you are after.

The one place to avoid finding resale rights products is eBay. Sure, you can find thousands of products on a CD for a few bucks, but many of these are either terrible quality or they are products that you are not legally allowed to sell. Often these will include recently published books in PDF format that could land you in legal hot water if you try and sell them. Most of these are only suitable if you are planning on selling the entire package on eBay for a few bucks to try and make cash from people looking for resale rights products.

Whereas there are some good quality packages on eBay, wading through all the rubbish makes it a pretty pointless exercise. It would be a far better use of your time to go find decent quality membership sites and products through somewhere like the Warrior Forum.

High quality PLR products do exist, it is just you may need to spend some time finding them. There is less work involved for you with high quality products, but sometimes even a poor quality product will provide a framework to start with.

# Selecting A PLR Membership Site

Selecting a PLR membership site is a fairly big deal. You are going to be paying a monthly fee, often up to a hundred bucks a month, so you need to know you are getting your money's worth. You also need to know that you will use the products you receive and you are not paying a monthly fee to fill up your computer's hard drive.

When you find a membership site you are interested in, make sure you check out the quality. If they have a trial membership, take them up on it and review the products to see if they are suitable for you.

If they don't offer a trial membership then contact them to ask for samples to determine the quality. This is a good test of the site because if they don't reply, they are going to cause you trouble. If they can't be bothered speaking to someone who wants to give them money, how are they going to treat someone who is a member?

You also need to make sure that the products they produce are for niches where there are buyers. Some sites will produce products on any old niche without doing any research to ensure there are buyers in the market. Check a couple of the products to ensure there are buyers out there. If they don't then it is a site worth avoiding, but if they do then it is worth looking into them in more depth.

Ideally the membership site needs to have a cap on the number of members it allows. The lower this figure is, the better it is for you. However, be aware that the lower the price the more expensive the membership will be. Typically, PLR membership sites will have a membership cap of between 100 and 500 people, with it only occasionally going higher. The average appears to be around 250 people.

However, just because that is the membership cap, it doesn't mean that is the actual number of members. Often it can be lower than this, which is great for

you. Obviously though, PLR membership sites don't publish their member numbers, so you can't actually check this.

Ideally you are looking for a membership site that offers non transferable PLR rights so that the marketplace doesn't become saturated with the product or the PLR rights. If they do not then it is not the end of the world, but you may well be able to pick their products up cheaper through a reseller membership site elsewhere.

If you are looking for content for your own reseller or PLR membership site then you may well want transferable private label rights.

Always check the rights that they offer before you join, even if it means contacting them. You need to ensure you can do what you are planning with the products. If you can't then you are going to have to look at a different site. This just prevents you from joining a site and then realising that you are limited in what you can do with your products.

Do a quick search in Google for the membership site and the word "reviews" just to see what people are saying about it. Sometimes sites may be experiencing problems with delivery or quality that, for obvious reasons, are not advertised on their sales page.

You will find these problems, if they exist, discussed in forums and it can prevent you from investing in a turkey. PLR membership sites have problems all the time because the owners have a problem in their life and have to stop paying as much attention to the site, or they have problems with their outsourcers and so on.

You want to receive all the original source files so you (or your team) can edit them. This includes the original Microsoft Word document, the AVI files if it is video and the PSD files to Photoshop the graphics. These are a vital component. Usually the products will come with these, but it is worth checking to be sure as some sites may leave out the PSD files for some reason.

You want a product that is well written and as close to a complete product as possible. Ideally, you want to be able to sell the product as is with no changes,

if you choose to. That's the level of quality you are after. You will edit it and make changes, but high quality products require less work on that front.

Make sure the site is in it for the long term and that they have reliably delivered on time with good quality. It is always worth checking out the membership site on forums to see what people are saying and you can usually find honest reviews there. Other websites may not have honest reviews because they are trying to promote the site as an affiliate.

A PLR membership is an excellent way for you to get high quality PLR every single month without having to look for it. You are going to have to make sure you use it, but if you do, then you could be on to a great income stream with minimal work on your part.



# Making Money With PLR

There are many different ways to make money from PLR products. It is only limited by your imagination and creativity. This chapter will discuss some of the common ways to make money from PLR. You may choose to do one of these or many of them, depending upon your target market, the rights and your business plan.

## **Create An E-Book**

This is the most common choice with PLR products. Most PLR products already come as e-books so most people will turn them round and sell them as is. With the techniques you will learn in the next two chapters you can make some changes to an existing PLR e-book and increase your earnings from it.

A PLR product could become a single e-book or a group of e-books depending on the subject and what you do with it. You may increase the length of the book or shorten it, but more on that later on.

## **Create An Audio Book**

Audio books are perceived as being higher value than just a plain e-book. You could sell the product solely as an audio book with a transcription (the e-book) thrown in as a bonus.

With our iPod friendly culture, many people love to listen to audio books as they can do other things whilst they are “reading”. Delivering an audio version will set you apart from the competition and add value to your package.

You can either record the audio yourself or you can hire someone to do it. Any of the freelancing sites will have many voiceover artists who would be happy to record your product. The higher quality artist and the more experience they have, the more you are going to pay, but the end result is a much higher quality product for you to sell.

## **Create A Video Series**

Video is perceived as being even more valuable than audio, and many people love video these days with the wide availability of broadband Internet.

You could sell the product as videos with a transcription (the e-book) or you could sell the e-book with the videos as an upsell. Both of these work and it will depend on your target market how well they are received.

These can be recorded yourself or outsourced depending on your skills, vocal abilities and finances. You need to ensure you create a high quality product in order for you to maximize your revenue, so if you are not sure you can do it then you need to outsource it.

Video lends itself nicely to physical products, as does audio, which we will discuss in a minute.

## **Create A Membership Site From It**

There are many opportunities to create membership sites from PLR products. These could be training products or other types of membership site based around the PLR product itself and maybe other products.

Membership sites are a great model because you usually charge a recurring fee paid every month. This means you have a few months guaranteed income from each member, instead of just making the single sale. This makes a membership site a very attractive model for business

## **Add It To A Membership Site**

If you already own a membership site then you may want to re-write the PLR product and use it as content for members. Exactly what you do with it will depend upon the rights granted with the product and the needs of your members.

However, PLR products are a great source of content for membership sites and many people make a good living from this type of site. You will understand your members and be able to give them what they want from the PLR.

## **Create A Home Study Course**

A home study course is typically a multimedia course involving audio, video and books. These may or may not be a physical product.

In most cases, this will be a reasonably substantial package that provides complete training on the subject. This usually comes at a premium price to the end user and provides them with high value.

If you are creating home study courses then they will often be an amalgamation of a number of PLR products together with original content. Home study courses make a good backend product or upsell.

## **Create A Physical Product**

Even in our digital age, people love to receive physical products. Some people won't want to download the digital product and others will just want a physical product for safekeeping. It means they don't have to print / burn it if they can buy it from you.

Physical products are also easier for you to sell offline through classified and other adverts.

The physical product may be an upsell or may be the entire product itself. If you are delivering digital products then having a link to order the physical product on the download page often brings in some additional income.

You can use a company like [www.Kunaki.com](http://www.Kunaki.com) for CD and DVD production and someone like [www.LuLu.com](http://www.LuLu.com) for your printed books. Which one you use depends on your product.

## **Create A Viral Product**

Viral products are a great way to get traffic to your website and promote either your own products or affiliate products. The basic premise is that people take your viral product and distribute it to other people with your links in.

This could be a product they can give away to their subscribers or website visitors or it could be a product they can sell with resale or master resale rights.

Remember when creating a viral product it has to be something people will want to pass on to their friends or list.

### **Create A List Builder**

Depending on the rights, you may be able to use it (particularly if you re-write it) and use it as a giveaway to build a list. Offering something like this to your visitors will help encourage them to sign up to your list.

The rights may not permit you to do this, so you may end up having to significantly re-write it as the giveaway product. Remember that it has to be something of value, it can contain affiliate links and must pre-sell your main product.

### **Create An On or Offline Training Course**

Training courses can earn you a lot of money. Rather than read an e-book, you can present your PLR material in the form of a training course, which has a higher perceived value and could well have a recurring billing component.

This may end up being a multimedia course or even a program you deliver in person. Remember, there are a lot of companies and groups offline who still hire speakers and people to present to them.

This is potentially a very high value opportunity and requires a bit more work than creating an e-book, but will be worth it for you.

### **Create An E-Course**

E-courses are like training courses but are delivered by autoresponder. These are typically training courses or even membership site content. If you split the PLR product up into various modules then you could create an e-course that could be either a pre sales or post sales training course or even a product in itself.

### **Use It As Website Content**

Providing the rights permit it, you can use PLR as website content. It makes a very quick and easy way to create a website, particularly if you are using PLR articles.

This again provides you with a rapid way of creating a website with high quality content. If you mix it with unique content then you are on to a winner as far as the search engines are concerned.

### **Use It As Autoresponder Content**

Finally you can use all, or some, of the PLR product as content for your autoresponder sequence. You can purchase PLR newsletters, but these really need to be re-written before use.

There are a whole host of uses for PLR material and you can use any one of the above or any combination of them with your PLR material. You may find that you create an initial e-book and autoresponder series and then create many other products based on PLR material to satisfy your market.

# Maximum Value Of PLR

Anyone can take a PLR product and then sell it on either as PLR or master resale rights without making any changes to it. The real serious income comes when you change the product around and create a valuable proposition for your buyers.

In order to maximize the value you need your product to stand out from the crowd. It needs to be different from everyone else who is selling the same PLR product in order to attract the most sales.

The easiest way to do this is to change the title and graphics. That's a good start, but if people do buy the product then they are going to realise it is the same content as other products and you may see a high refund rate.

You can further add value by adding extra information into the product. If you have researched your niche and you know what they are after and what they want, then you can add more of this information into the product to increase the value of it.

With some bonuses on the sales page (perhaps made from other PLR) you have a high value product that solves the target markets problems and should sell well.

You can further add value to the product by creating an audio book and a video course from it. Not all products lend themselves to these formats, but if yours does, then these are perceived as higher value than just an e-book.

If you follow the herd and try to sell your PLR product as is then all you are going to do is make a short term income and compete on price. This will drive the price down and make it harder for you to earn a decent amount of money from your work.

By thinking outside of the box and being creative with your use of PLR plus re-writing it (see the next chapter) you will be able to maximize the value of the product to your target market. It will stand out from the crowd and will be easier for you to sell.

To truly maximize the value of your product you have to understand your target market. What pain are they experiencing that has made them look for a solution? What are their problems?

Knowing this will help you create a product that will sell well because it meets their needs. If you also understand what they want, then the product will be a big hit.

People don't always buy what they need, usually they will buy what they want. This is why you find families who can't afford to feed their children with 52 inch plasma TV's. They need to feed their family but want the television. Wants will win in the majority of cases.

So what does your target market want?

All of the above will help you to maximize the value of your product even before you have started re-writing it. Add in the re-writing from the next chapter and you will have a high class, valuable product that should do very well for you.

# How To Rewrite PLR

Re-writing PLR is the key to making the product your own and maximizing the value from it. Once you have significantly re-written PLR it becomes your own product and you are effectively free from the license restrictions.

Re-writing PLR can be outsourced. Any of the freelancing sites will have competent writers who can do this for you. Remember to check out samples and their feedback before you start in order to ensure they are decent quality writers. The price will vary from a few cents a word to a few dollars a page depending on the writer.

You want to have new graphics designed for your product. You may be tempted to just change the title on the graphics, but people will still think it is the same product. In order to get maximum value your product must be perceived as being different from the competition.

If you are good at graphics then do this yourself otherwise outsource it. You want the site design and a product image at the absolutely minimum.

You need to change around the title page as well, add your graphic to it and change the layout in order for it to fit your own personal style and to differentiate it from the competition.

If there isn't a disclaimer in the product then you need to add one, or add to it if there is one there. Again, this helps to make your product unique.

The table of contents is the next thing to tackle. If there isn't one, add one. If there is one already there change it around and make it look different from the original. Change the layout and then change the chapter headings (moving them around and adding some if you can) to make it completely unique.



The introduction will need rewriting in your own style. Make sure this grabs their attention and is completely different from the original. This will make your product stand out and ensure your readers enjoy your product.

Ideally you want to rewrite the content by a minimum of 50%. This means swapping content around, adding to it, either unique content, PLR articles or other PLR books and creating a totally unique product.

You need to write in your own style, providing it is appropriate for your target market. If you write in a style that is not appropriate for your market you will alienate them.

For example, a book on confidence or dating can't be written in a doubting, wishy washy tone because it will not be accepted by the market. Just as a book aimed at the scientific community can't be written in an informal, laid back style.

The style of the book has to be appropriate for your market and if you have done your market research you will understand their problems and pain as well as the solutions they are looking for. This will enable you to target your style and content precisely for your market for maximum results.

# PLR Articles

No discussion about PLR products would be complete without one of the mainstays of the PLR market, articles.

PLR articles are an incredible resource and one that can easily contribute to your profits. You can use PLR articles for pretty much anything, including making products from.

The main use for them is content for your websites and to promote your sites. You can submit them to article directories, use them on blogs and web 2.0 sites and more.

You need to re-write (or spin) the article prior to using them to promote your sites. Many article directories will not accept PLR articles and rewriting them by 40-50% will ensure they are accepted.

A great way to rewrite them is to use some article spinning software. Which software you use isn't that important, what really matters is your skill as a spinner. You have to rewrite as much as possible in order to get as many unique articles as possible. You can then use the same article many times as a unique article and receive even more benefits from it.

Below is an example of a section from a highly spun article:

{{Submitting articles to the article directories|Submitting articles to directories} is a {time honored|much used|frequently used|very popular|popular|effective|very effective|often used|oft used|commonly used} {strategy|technique|tactic|method|approach} for {generating|getting|improving|boosting|enhancing} traffic|Article {marketing|submission} is a {time honored|much used|frequently used|very popular|popular|effective|very effective|often used|oft used|commonly used} {strategy|technique|tactic|method|approach} for{generating|getting|improving|boosting|enhancing} traffic}. It has been {used|popular|effective} since the {early days|beginning|start|birth|conception} of {the

Internet|Internet marketing} and {is still an effective traffic generation {strategy|technique|tactic|method|approach} even in our {Web 2.0|modern| high tech} times|even {now|in our modern times|in our high technology times| today} is an {effective|efficient|effectual|successful|valuable} traffic generation {strategy|technique|tactic|method|approach}}.

{There are {a lot of|many|a number of|frequently|often} questions over the {best|most effective|quickest|easiest|simplest} {strategy|technique|tactic| method|approach} of submitting articles for maximum traffic and effectiveness| {People|Everyone|Marketers} are always {wondering|thinking|asking questions| asking} about the {best|most effective|quickest|easiest|simplest} {strategy| technique|tactic|method|approach} of submitting articles for the {best|most effective|quickest|easiest|simplest} results|{People|Everyone|Marketers} always {want to know|ask about|question|query} the {best|most effective| quickest|easiest|simplest} {strategies|techniques|tactics|methods|approaches} to submitting articles for the {best|most effective|quickest|easiest|simplest} results}. {What are the {best|most effective|quickest|easiest|simplest} {strategies|techniques|tactics|methods|approaches} and which are the most effective|Which {strategies|techniques|tactics|methods|approaches} are the {best|most effective|quickest|easiest|simplest} and most effective|Which are the most effective {strategies|techniques|tactics|methods|approaches}}?

Expect it to take between 30 and 45 minutes for you to spin an article properly. This isn't time wasted as you will have more unique articles than you can use at the end of this process. With practise you will be able to create articles that are spun by 200% to 300% and even more.

You can see from the above example that you nest the spins so that not only is a sentence spun, but words and phrases within that sentence are spun too. This provides variation in the length of the sentence and more uniqueness in the final article.

Whereas you can use automatic tools to submit to the majority of article directories, you should always submit to Ezinearticles manually. As this is the biggest article directory and has the most traffic and visitors it is worth ensuring

this is done properly and that it has a unique version of your article for maximum effect.

PLR articles can be used as is on your websites or rewritten. One of the best combinations for the search engines is 30-40% unique content and the rest PLR, drip fed over a period of a few weeks. This will provide you with good rankings and regular visits from the search engine spiders.

If you don't want to spin or rewrite the articles yourself, this is a job that can be outsourced. You can expect to pay between \$2 and \$5 per article for them to be rewritten, depending on the quality of the author.

Using PLR as part of your site promotion and creation strategy will help you to improve your business. It can get you back links to your website as well pushing your site up the search engines. The end result of this is more visitors to your site and more money in your pocket.

# Summary

Private label rights are a very valuable resource for you. They provide a lot of benefits, not least is the reduction in time to market and product development time.

You can very rapidly create unique, valuable products for your target market using PLR material. In fact, you can create lots of different types of products, not just an e-book.

It allows you to target many niches at once rather than following the traditional product development process of creating one product at a time. With practise, you will be re-working PLR products in under a day and setting them up for sale.

It grants you cheap access to expert writers and designers through buying the private label rights to their material. It could cost you several hundred, or even thousand, dollars to hire that person to create you a product, but purchasing the PLR rights provides you with a significant cost benefits.

There are lots of different ways you can monetize PLR products and it is really only limited by your ingenuity. People make lots of money from PLR all the time and you could be one of them.

Whether you create an e-book, audio book, video course, membership site or whatever doesn't really matter so long as you are addressing what your target market wants. You need to understand them and give them what they want, i.e. the solution to their problem in an easy to digest capsule form with no work required.

You do need to find decent quality PLR and that can be a challenge sometimes. However, resources like the warrior forum will ensure that you find good quality work that you can make into your own profitable products.

A monthly PLR membership site can be a great place to get your products from and you can create new profitable sites from them every month, which will be highly profitable.

Remember that before using PLR you need to make some changes to it in order to guarantee the best possible price and conversion rate. It needs to look different to everyone else's product and stand out from the crowd.

People who are looking for a solution to their problems tend to compare a number of different solutions. If yours stands out as being different and better then you are more likely to make a sale. You won't be competing on price which the people who throw up a PLR product and hope for a sale are doing.

Now you have all the tools for starting to make money from PLR products so here's a quick action plan to help you succeed.

- 1) Find a PLR product in a niche you are interested in – you probably have at least one on your hard drive now. If you have more than one in a niche, take them all and copy them into a separate directory.
- 2) Rework this PLR product into a unique product with brand new graphics and sales page
- 3) Put it on Clickbank and drive traffic to it.
- 4) Enjoy the results!

Don't try and spread yourself too thin. Pick one project and work on that until it is earning. Trying to do much at once will mean nothing gets done short term, and you want to get some quick results.

You have all the tools now for earning from private label rights products, so take action, follow the steps about and make money today!

Yours in success and profit

Your Name

# Resources

ADD YOUR RESOURCES HERE, e.g. other sites you own / products you sell / affiliate program

Picture  
Picture  
Picture

Description  
Description  
Description