

# **PLR Secrets Exposed**

## ***PLR Profits – How To Make Money With Private Label Rights***



**By Aurelius Tjin & Edmund Loh**

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<b>Edmund Loh</b>	<p>Hi this is Edmund Loh here again. Joining me is Aurelius Tjin and we're resuming the second half of the PLRSecretsExposed audio session.</p> <p>The next 5 frequently asked questions are concerning marketers who want to know how they can cash in on the Private Label Rights phenomenon in the shoes of a seller.</p> <p>We'll kick start the second session with yet another commonly asked question and as with the last segment, we'll listen to Aurelius' expert opinion.</p> <p>What is the kind of income expected from selling Private Label products and content?</p>
<b>Aurelius Tjin</b>	<p>That's a great question.</p> <p>It varies on how you use it really.</p> <p>If you know how to use PLR wisely, that's where the money comes in.</p> <ul style="list-style-type: none"><li>▪ Don't expect too much if you're gonna resell a PLR product as is – by that I mean reselling the product how you got it.</li><li>▪ For private label products which include text, It's best if you customize it to create your own products, add the content to your current product, create viral reports, use the content for your email mini-course and more.</li><li>▪ If the PLR product's a software script, like a membership script, you could get it customized by a programmer. You can get the programmer to add your own unique logo, add extra features to the script, change the layout and so on.</li></ul> <p>If you're planning to create your own products and then sell it with private label rights, you'll make a substantial amount of profits because you're the originator and you keep 100% of the profits.</p>

	<p>There are a few points you need to consider though: The PLR products you're selling must be high in demand. Something everyone is hungry for.</p> <p>If you don't have your own list then consider inviting joint-venture partners to help you launch your plr package.</p> <p>It only takes 4-7 PLR products to make \$67-\$197 per sale. So if you're only selling 300 packages max and you price it at \$197, that's about \$59,000. Even if you only end up selling a third of that, that's still \$20,000.</p> <p>So to sum it up – If you're a reseller, PLR products can make you monthly profits without you have to do as much work. Just remember PLR is just one source of income and one type of model you can follow as an online marketer, considering there's many other ways of making money as an Internet marketer, example – eBay, Adsense, email marketing, joint-ventures and more.</p> <p>Edmund, I like this question here. How do I sell PLR products on eBay?</p>
<b>Edmund Loh</b>	<p>Firstly, if you resell a product with Private Label Rights that many more people own the same rights to, don't be surprised if you find yourself engaged in a price war, where people sell product for less and less.</p> <p>This hurts everyone – yourself, other resellers and the product creator. You hurt yourself because you won't make much selling cents per product in as many volumes as you go. You might be better off selling sweets.</p> <p>You hurt other resellers, too, by building the pressure to price their products less and lesser. And ultimately, you hurt the product author by devaluing his or her product quality.</p> <p>Now I'm not saying that you can't profit from reselling Private Label products that you've purchased elsewhere. But you would stand more of a chance creating and selling YOUR OWN</p>

	<p>product with Private Label Rights. Even holding the exclusive rights puts you ahead of the pack because you have something others don't – a unique product.</p> <p>Therefore you won't find yourself competing with another desperate reseller. But this is not the entire ordeal. First understand that the eBayers are bargain hunters. They usually like a bargain and aren't prepared to spend too much, which is why they're visiting the infamous auction sites. Chances are, they won't pay anywhere above \$10.00 in most instances.</p> <p>So, the strategy? Create your Private Label package to serve two-fold. For example, you can create 10 E-Books with Private Label Rights. It gets better when they have no restriction to their rights.</p> <p>You can sell the 10 E-Books to your mailing list for say, \$97.00 to \$197.00, and then pick out only 1 E-Book from the package and sell at \$10.00 on eBay. If your mailing list is built responsively, you shouldn't be expecting bargain hunters and that they can fork out \$97.00. But be prepared for those who shop cheap on auction sites. The kind of prospects visiting auction sites are looking for bargains. Though \$97.00 to \$197.00 may be still be cheap by several standards, bear in mind that most bargain hunters aren't prepared to fork out a lot of money.</p> <p>But you sure can create your own <i>lite</i> pack and sell on eBay that everyone can afford!</p> <p>Now moving along to the next question. How do I rewrite, edit or use Private Label Content in order to sell successfully?</p>
<b>Aurelius Tjin</b>	<p>Generally, there are three WAYS in order to do this.</p> <p>ONE - You can rewrite or edit the content yourself.</p> <p>TWO – You can hire a ghostwriter from elance.com, scriptlance.com or guru.com</p> <p>THREE – You can use “content spinner” software which basically “rewords” &amp; rephrases the content for you.</p> <p>OK, so, let me give you a more in depth explanation about the</p>

	<p>three ways of rewriting &amp; editing PLR content.</p> <p>The <b>first</b> was <b>doing it yourself</b>. This can be time consuming but overall would personally be my <b>BEST</b> choice out of the other two because:</p> <ol style="list-style-type: none"> <li>You'll know <b>EXACTLY</b> what's contained in the content.</li> <li>It makes the content more original. If it's a software script and you don't know how to program the script then this is where the <b>SECOND</b> way comes handy, not only for software but for content as well.</li> </ol> <p>So the <b>second way</b> was to <u>hire a ghostwriter</u>. Hiring a ghostwriter means you're assigning other people to do the work for you who are most likely professional in their field and they could easily do a 10x better job than you can.</p> <p>But when it comes to requesting a project to "rewrite" your PLR content, writers would sometimes charge you more to rewrite than to write new content, reason being is because they need to go through all the content which they didn't even write.</p> <p>Now, if you're really, really <b>LAZY</b> than the third way would be ideal but not recommended.</p> <p>The <b>third way</b> was to use "content spinners". I personally wouldn't recommend this method, purely because when you're using the same PLR article and then using the content spinner software to reword &amp; rephrase the article, every other person might do the same, and as a result you'll get duplicated content. There's only "so much" that a content spinner can manipulate your content.</p> <p>So Edmund. What is the best way to make money from Private Label products that we purchase from other marketers and that others are having the same products, too?</p>
<b>Edmund Loh</b>	<p>There are several ways to use Private Label products given its benefits such as claiming authorship, editing the contents, and so forth. Some products even allow you to publish them offline.</p> <p>But in my experience, the best leverage you can squeeze from Private Label Rights is conveying the Full Master Resell Rights</p>

to the PLR products. In other words, sell the Private Label product in PDF format but offer Full Master Resell Rights to it.

In fact, this method is inspired by some of my customers who did wonders with my PLRGold products. Let me explain.

If the Private Label product comes with PLR & Master Rights, it gets even better because most marketers I know tend to prefer to resell its Private Label Rights.

Result: tough competition. But you play a different ball game when you use the same product and take advantage of its flexible rights just by re-titling the Private Label E-Book, putting your name and using your own designed E-Cover.

That counts for significant changes at the expense of 6 to 24 hours. Sure beats weeks of hard work writing from scratch.

If the Private Label E-Book has 100-200 pages, just break it into several E-Books with 20-30 pages each, each targeting a sub niche. You might notice that most 100-200 page Private Label E-Books are written in the form of text books on a certain subject.

Just by breaking the huge book into chunks of smaller, extremely targeted books – no additional writing necessary – you already attract a more focused set of audience.

With that in mind, create multiple E-Books with Full Master Resell Rights and sell them. You don't most of the money by selling upfront because the real kill settles in when you embed your affiliate links and place back-end advertisements in those products with Master Resell Rights.

This is the concept but by doing so, you're in a real essence hitting 3 birds with a stone: making sales (upfront), building your list (from back-end advertising), and establishing your credibility – because people and resellers are reselling your E-Book over and over without you getting involved.

Now Ok, we'll move on to the next question.

	<p>How do I create, market and sell my own Private Label product? What is the best way?</p>
<b>Aurelius Tjin</b>	<p>OK. I can't really give you "the BEST way", because it really depends if you've got the budget and time to invest in your own PLR product.</p> <p>There's two kinds of people –</p> <p>If you've got <u>NO TIME</u> but <b>do</b> have <u>MONEY</u>, then I would highly, <b>HIGHLY</b> recommend you hire a ghostwriter to write or program your PLR product.</p> <p>On the other hand, if you <b>DO</b> have time, have knowledge about your chosen topic, BUT you're on a shoe-string budget, then you'd rather do it yourself.</p> <p>Both ways will give you similar results. It just depends on those two factors – <b>TIME and MONEY.</b></p> <p>Once you've got your product created you could easily sell it to your own list (if you've got one), you know, just to get started. Edmund and I can't stress out how important having your own list is – it's the foundation of your business.</p> <p>You could do a Private label rights firesale where you offer 7-10 private label products starting from \$197 and moving up to about \$297.</p> <p>You can even start your own membership where you provide articles with private label rights and charge a monthly fee of about \$29. That's residual income for yourself.</p> <p>Once you're more advanced with creating PLR products you can seek Joint-Ventures to help you do a big launch.</p> <p>If you've got NO list at all you can carefully advertise your product using Google Adwords. You'll get your ads shown on Google searches in about 15 minutes. I also recommend you use other PPC services like Overture (they call it Yahoo Marketing or something like that now).</p>



	Ok, so Edmund, let's wrap it up....
<b><i>Edmund Loh</i></b>	<p>Okay so we'll be wrapping up this segment and the entire audio session on <a href="http://PLRSecretsExposed.com">PLRSecretsExposed.com</a>.</p> <p>Aurelius and I hope that we've answered your Frequently Asked Questions on the Private Label Rights subject satisfactorily.</p> <p>This is Edmund Loh signing off, and enjoy your day!</p>
<b><i>Aurelius Tjin</i></b>	Alright, thanks for listening and bye for now.