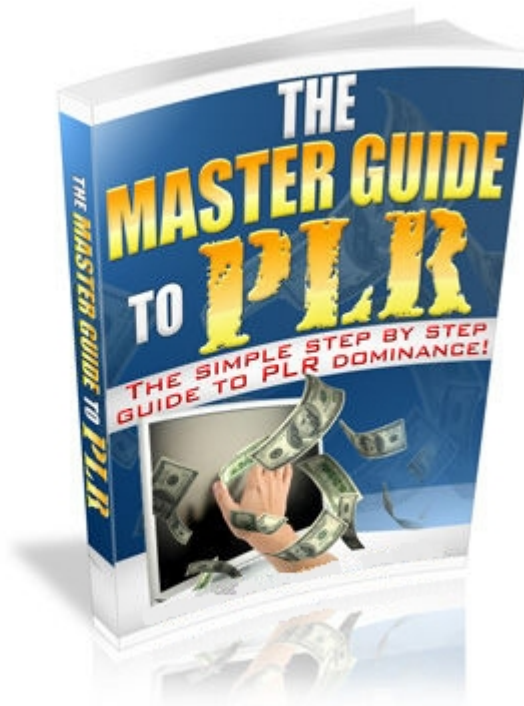


# The Master Guide To PLR!



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## **Chapter 1 – Introduction**

If you are selling products online and trying to figure out what to write, you can save yourself a lot of time and trouble by using private label rights. Everyone wants to save time and private label rights enable you to spend more time on your business and less time worrying about what you are going to write in order to sell your product.

Writing is not for everyone and freelance writers can charge you a small fortune. By using private label rights, you can simply modify content and make it your own. You can use the product as often as you want in any way that you want.

You can make quite a bit of profit if you can modify the content of the private label rights and make it a quality piece. As a matter of fact, the private label rights will give you the opportunity to sell the same idea over and over again in different forms. E-books are in hot demand, and the better quality the more satisfied the customers.

Quality is more important than quantity when it comes to using private label content. You need to make sure that your product is very informative and easy to read as well as structured properly, so that buyers will enjoy reading it and not ask for a refund. Nothing is worse than selling a ton of products and then having to refund half of the money because the quality was no good. What a waste of time!

Most of the information that is contained in the private label rights content is easily attainable on the internet. But who has the time to search around for information? Most people are too busy to do this and would prefer to have all of the knowledge given to them in one

concise e-book. They want it now.

Most people are looking for help when it comes to buying an e-book. They are looking to find answers very quickly. You can help them get those answers if you provide them with a quality product that addresses all of their concerns in easy to understand language. Not only will they be pleased to buy such a product, they may come back for more!

People want information right away on how to solve their issues. They do not want to wait. They do not want to have to go to the store. They want it in a matter of minutes and are willing to pay for it, as long as the information is of good quality. The name of the game is quality and good quality content that you can provide to people quickly will make you a huge profit.

Unless you are an expert on a variety of different topics, it can take you ages to write an e-book about any particular topic. This is why it is such a good idea to use private label rights content. It is well worth your time to pay someone to write the content, freeing you to sell the product and concentrate on your customers. Once you have paid for the content, you can have it re-written as many times as you like, putting a different spin on the information.

There are certain products that have been "done to death." If you are planning on selling private label content, look for something that is unique. This will put you ahead of the game as you can have a foothold in an area where very few have ventured. Unique and informative content that people will need is really where it's at when it comes to selling private label content.

If you buy the rights of private label content, you buy the rights of the

particular content, word for word. This means that you can sell it to other people and even change it around to suit your needs. You can re-write the content or have another writer re-write the content so that you can basically continue to sell the same idea over and over again. The original writer will no longer own the rights to the book they wrote. You can copyright the book as your own if you so choose. Remember, though, that you cannot copyright an idea.

The more original and unique your content, the more money you stand to make. If you want to start selling private label content on the internet, the name of the game is quality and originality. Look for unique content rather than the same old stuff.

## **Chapter 2 – What Are Private Label Rights?**

Private Label Rights is written content that you purchase from individuals that you can sell to other individuals. You may have great marketing skills but be unable to write. Another person may have terrible marketing skills but be able to write. By purchasing their content, you can use it to market your own product. In some cases, as in the case of e-books, the private label rights are the actual product that you are marketing to others.

You may have seen the term “PLR” and wondered what it meant. This is private label rights and usually refers to articles or e-books. The concept of private label rights have really made niche in the internet marketing world.

The point of purchasing private label rights is to enable you to be re-write the content over and over again. You can put a different spin on each writing. You can thus sell it to other individuals. It can be modified or used as is.

You have to be careful, however, when buying private label rights. There are different types of rights that you can buy for the product which we will be discussing later on. In some instances, the original creator of the content will not allow you to change anything. This can be a problem for you as you will be stuck with a product that has been pretty much everywhere and cannot be changed.

Private label rights come in a variety of formats. The most common are those that are in the .doc format, which is short for “document.”

Also common formats are .rtf (rich text format) and .txt (text format). You can discover the type of format by looking at the three letters after the dot.

Doc and Rtf files usually indicate that the content was written using Microsoft Word. Notepad or Wordpad will give a Txt file. You can specify what type of file you prefer to the person who produces the content. You can also cut and paste and put the content into a different type of file. Many people like to check the content out in the document format because you can easily do a spell check. Work with whatever program you find easiest.

You can put your name as the author of the book if you have purchased these rights. You can also put down a pen name, if you so choose. Many people create pen names such as "Dr. Smith." to give an indication that they are a doctor. This is perfectly legal, however, you cannot put "MD" after your name and attempt to certify that you are a medical doctor.

You should read the book and edit it according to how you see fit. Remember that most people read at the third grade education level. Take a look at a newspaper and see the type of words that are used in this media. Eliminate difficult words that most people do not understand. Remember that you want to sell this product to the masses and in order to do so, it has to appeal to the masses and be easy to read.

Why change the content? Because you may be one of several who has purchased the same content. This is particularly true when it comes to



using articles on websites. The same article can be sold hundreds of times by the same author. If you want your article to stand out on your website, you have to change the words around. Unless, of course, you have exclusive rights to the private label content.

In some cases, the seller has a limit on how many times they can sell the content. In such cases, this makes the content more valuable. The least amount of times the seller sells the content, the better off you are. You still need to change things around, however, just to make your content original.

If you and many others have the same content on your websites, this can over burden the search engines and they will not pick up the content. This makes the content that you purchased utterly useless. This is why it is so important to rewrite as much as you can after you purchase private label content. You do not want your competitors to offer the same content as you on their websites. Again, the more original the content, the more value.

Read the content carefully and then make sure that you add some new twists so that it stands out even more. Have you ever read a book and thought about different things that you would have written or said if you wrote the book? This is your chance. Take your PLR content and make it your own. Spice it up a bit and make it more interesting to the reader. Make sure that you use easy to understand language, personalize it, add some humor if possible, and make it a fun read. You will get a lot more response with a cleverly written article or e-book than one that reads like an encyclopedia entry.

Are you good at writing headlines? This is an art form unto itself. You

want to be sure to make the headline as catchy as possible so that it grabs the reader's attention right then and there. You do not have a lot of time to really get the attention of someone on the internet so snappy headlines are crucial to draw people to your website or product. If necessary, hire a headline writer to spruce things up for you in this department.

If you saw the following two books on a shelf, which would you rather read?

"I Lost 20 Pounds Of Ugly Fat In 20 Days (Without Cutting Off My Head)"

Or

"How To Lose 20 Pounds in 20 Days."

Even if the second book is more informative and of better quality, guess which book people are going to pick up? Yep - the first one. The humor is going to grab them and above all, it's something different. How many diet books are out there that promise to make you lose weight in a certain amount of time? Countless. How many add humor to the whole experience? Few and far between.

Grab them with a good title and the rest will go like a piece of cake.

## Chapter 3 – Terms For Private Label Rights

### Content

You can make quite a profit with private label rights content if you know what you're doing. You need to make sure, however, that you and the original creator of the content are both on the "same page" so to speak, when it comes to the rights you are purchasing. You may be thinking one thing and he or she may be thinking another, so get this hammered out right away, before you buy.

You can get yourself into a "fine mess" in the immortal words of Stan Laurel, if you don't know what you're buying. You start messing around with someone's content to which you don't own the rights, and you may be looking for trouble. If possible, get a contract together so that you and the seller have no misunderstandings when it comes to exactly what rights are being sold.

When it comes to buying rights to content, there are basically two different types of rights that can be purchased: Exclusive and Non Exclusive.

**Exclusive Rights.** This is really what you want. If you purchase exclusive rights to the private label content, you become the sole owner. This means that you can sell it as is, you can re-write it or have someone else re-write and sell it again. These type of rights are generally more expensive than non-exclusive rights.

**Non Exclusive Rights.** This means that the seller can also sell this product to others. You are allowed to use it, in most cases - as is - on your website. You and 10 million other people. Non Exclusive Rights, however, can work for someone who is just starting out, has a limited

budget, and wants to draw people to their website.

Most sellers would prefer to retain rights to their product and sell it as many times as possible to a bunch of different people. They would also prefer to have their name on the product and not have anything in the content changed.

Other sellers are more realistic and realize that there are millions of other people writing the same type of content who are selling it cheaper and they are better off making money where they can get it. They are more than happy to sell exclusive content to you as long as you pay them.

Unless otherwise specified, it is assumed that content sold online is sold as exclusive content. If a seller wants incorporate rules as to the sale of his or her content, or wants to add restrictions, it is up to him or her to specify the conditions of the transaction prior to the transaction.

Many sellers produce very little content of good quality. They prefer to retain the rights and sell the content to as many people as possible. They will most likely insist that you only have usage rights, or non-exclusive rights. Sure, you can use the article on your website.

A wise seller who practices the above will allow you to make changes in their content so that it has unique value and is not the same old thing that is seen on several other websites. The seller will tell you to use the content as you wish, but still retains the primary rights to the content.

Some sellers can produce quite a bit of content but lack the focus and abilities to make it truly outstanding. They are more inclined to sell

you full rights to the content and let you do whatever you want with it. They are happy to be able to move on to the project and onto something else.

Before you decide to purchase any private label content, make sure of the following:

- What type of rights you are being offered;
- If you can change the content;
- If you can sell the content to other individuals;
- If you can put your name on the content as the author.

Not discovering these facts out prior to purchasing private label rights can make the content you are purchasing from the creator useless.

The best type of private label content that you can hope to get is unrestricted private label content. This means that you have exclusive rights to the content, can change it and edit it as much as you want, can put down your own name as the author if you so choose, and can sell it to whomever you want. This is the best type of deal you can hope to acquire when seeking private label rights content. This may cost you a bit more money, but chances are that it will be well worth it.

## **Chapter 4 – How To Please All With PLR**

Everyone has different talents. Some people are more detail oriented and are good at working out complex problems. They follow certain thought patterns that enable them to build airplanes, operate on brains or invent innovative technology. These same people, however, will freak out if they have to come up with a theme party for their five year old's birthday.

Then there are those people who can come up with a dozen different theme parties for their five year old's birthday party, but cannot figure out how to get the navigation system in their car to work because they cannot follow the directions.

There are people who can take a television set apart and put it back together, but could not read the directions on a simple recipe.

Everyone has different talents. The entire private label rights concept can utilize many different talents and allow different types of people to earn money doing something that they do well.

For example, a person who is a genius when it comes to computer technology can set up a website, can figure out how to create an auto response program for e-mail and can find ways to work the search engines so that he can draw attention to his website. A person who is gifted in marketing can figure out different ways to sell people what they want, 100 different ways.

Someone who can write, who is probably also good at thinking up birthday party ideas, can come up with content and sell it to the

person who is good at marketing. The marketing person will enlist the aid of the technology person and sell the private label content that he or she purchased from the person who can write and come up with ideas.

The person who writes is happy because they are getting paid to do something that allows them a creative outlet. The person who runs the technological part of the business is happy because he is able to make money setting up websites and doing all sorts of other stuff with technology that he really, really likes - and getting paid! And the marketing person is happy because he or she has everything that they need to sell a product and make some serious cash.

It is helpful for all people to be a bit well rounded and be able to maneuver their way through other territories. The technology wizard has to be a little creative in order to come up with some unique ideas for doing auto responses that can not be blocked by spam prevention. The writer should be able to use the computer to the point of putting files in the right document setting as well as writing things that will be of some use to the person who is buying their products. The marketing person should know how to use the computer as well as have the basic grammar skills so that they can edit the content produced by the writer.

With everyone working together, the private label rights content concept can help everyone earn money doing something that they enjoy doing. A person who purchases private label rights is getting a good product for a reasonable amount of money that he can sell for more money by using his marketing skills.

A person who wants to write private label content is better off to be able to come up with creative ideas for fresh content rather than re-hash the same old stuff that has been going around the internet since it was invented by Al Gore.

Remember, the more original and fresh the concept of the private content, and the better the quality, the more of a chance you have to sell it on the internet.



## **Chapter 5 – Types Of Private Label Rights**

There are many different types of private label content that you can use to make a profit on the internet. Many of them you have probably never even considered using to make a few extra bucks. However, once you are familiar with the different types of private label content, you can learn how to market this content to make extra cash.

### **General Website Content**

This includes articles and even blog entries that are used to draw people to your website. This content can be loaded with search optimized engine keywords or can be of superior quality that will be shared throughout the internet. You can find websites throughout the internet that sell articles and other website content. Most of these offer exclusive rights as well as non exclusive rights.

Take a look at some of the freelance writer websites to find a writers with whom you can work. You can skip the middleman this way and work directly with an individual. The drawback of this is that if the writer decides to do something else, you are stuck without someone to write for you.

Another option is the membership sites that charge a certain amount that you pay by the month to be a member and allow you to use all the content that you want on your website. These membership sites can be a great way to get private label content for your website that includes articles and blog entries.

If you are watching your budget, you can try to find some free private label rights, but these articles and blog entries are usually of very poor quality and take some fixing. You are better off to find someone who will work for a few bucks to give you what you need on time.

### **E-Books.**

These are the most common of all private label rights that are available on the internet and the easiest to market. Once you own the rights to an e-book that has been written by an individual, you can change it around as many times as you like and keep selling it under different titles to make even more of a profit.

For example, suppose you buy a private rights label e-book on weight loss. You can entitle one e-book "Quick Weight Loss" and sell it that way. Another book can be entitled "How To Lose That Gut," and yet another one can be "Quick Weight Loss Tips For Women." You can change the book around a little and continue to market it to the appropriate groups.

You can also take an e-book apart and make a reports. These are about 15 pages long as opposed to the 30 page e-books. This can offer more concise information and can also entice the buyer to want to purchase the other reports. You can obviously make more money if you charge \$20 for a 15 page report than \$35 for a 30 page report. And people will be more willing to shell out \$15 than \$30. Use your marketing skills and figure out how you can make the e-book private label rights that you purchased, make the most money for you.

There is no limit as to the ways that you can market an e-book. You are only limited by your imagination. You can take it apart several times, change the title and change the marketing focus in order to target different audiences. As you own the entire e-book, you can do whatever you want with the book. It is entirely up to you. You can even sell the rights to the book, when you are finished with it, to someone else who can spin it for themselves.

You can find e-books at different sites that offer membership rates and allow you to purchase e-books at a discount. Or, you can work with a freelance writer who can provide you with e-books that are well written and can be used as you like. Either way, you can make a lot of money if you know how to market these e-books to the right target audience.

### **Software.**

Software is also a very good investment and can be purchased as private label rights on the internet. You will be working with “techies” instead of writers, who are able to create innovative software. Obviously, the most unique and user friendly the software is, the more you will have to pay. But if you can sell, you can sell anything. Including software.

### **Script Software**

Script software is a software that is based on the internet. Again, they are available in minutes to you and you can also turn them around

very easily by selling them to individuals who want them.

## **Public Domain**

Many things such as art, books and films are in the public domain. Anyone can use anything that is in the public domain in any way that they wish. There are hundreds of thousands of items in the public domain such as movies, television shows, music, artwork and books that are yours for the taking.

Once something is in the public domain, you cannot copyright it. If you decide, for example, to sell clip art that you found in the public domain, you cannot copyright it for yourself.

Material that has been published prior to 1923 is in the public domain. Copyright can only be enforced for a certain period of time. When the copyright laws changed in 1962, it affected a lot of films, television series and books that were copyrighted after 1940 and before 1962. Many owners did not understand the new laws and failed to renew the copyright. This is the reason why so many films from that era are available on many different DVD labels. It is because they are in the public domain.

To find property in the public domain, take a look at some internet sites such as the Gutenberg site that will list properties in the public domain. You can also find out information through the United States copyright office. Again, this material is free for you to use, but for others as well.

If you are planning on using a film for profit, make sure that the music in the film is also in the public domain. The television series "The Beverly Hillbillies" has a season that lies within the public domain. However, the theme song to the show, "The Ballad of Jed Clampett" is protected under copyright law. This is why, if you buy these television shows, which are sold cheaply on DVD, you will get the series without the theme song.

Also, when depicting an artist on your product, make sure that they do not have an image copyright, as many artists protect themselves with a likeness copyright that prohibits people from using their likeness to sell any product that they themselves do not endorse.

## **Chapter 6 – Enhancing Your Private Label Rights Content**

People who purchase an e-book want something that no one else seems to have. They want to be let in on secrets that no one else knows. They want to feel as though they are a special and valued customer. They do not want to purchase a product that everyone else seems to have.

When you purchase a package of private label rights, you may find that it will include graphics, fonts and even a sales page. You can use the content, but make sure that you change around the graphics as you do not want to give your customer a product that is just like everything else.

Make sure that your graphics are professional and look good on your product. You would be surprised at how the graphics can influence the mind of the reader. You may have the highest quality and informative content in the world, but if you have shoddy graphics, it is going to look like an inferior, shoddy product.

Professional graphic artists can create one of a kind graphics for you. These will be fresh and original and will make your product look all the more professional. Make sure that you look online for graphic artists and find one who you trust and with whom you can develop a working relationship.

You can also create your own graphics if you use a software for this purpose. You can try Adobe Photoshop to create graphics on your own. They offer a free trial period where you can discover the joys of

creating your own graphics for your products. You may enjoy doing this and the software will be well worth the money.

Use the information on the sales pages but change the tone as many of them have been passed around the internet about 100,000 times at least. No one wants to read the same thing over and over. Try to come up with something fresh for each product by changing some graphics and some words around. Make sure that the sales page really grabs your potential customer.

The copy on the sales page should be informal and friendly. Do not worry about using proper grammar. Write the sales page in a way that you would write to a friend. This is not to say that you should have a bunch of typos and present an unprofessional product, but you do not want anything that looks too polished as it will seem like a very standard, run of the mill, sales letter. Make yours friendly and upbeat.

Another thing you may want to consider to brand your private label rights product as a way to further enhance your product. By putting a name to your product that is easy to remember, you build a "brand" that people will associate with your product.

One way you can create an instant brand is to put your name to your product. We talked about using "Dr." as your prefix in your title. You can do this legally. This instantly gives you creditability in the mind of the reader. Which would you rather buy - "Dr. Smith's Guide To Lowering Your Cholesterol Naturally" or "How To Lower Your Cholesterol Naturally?" Chances are that you will pick the one that has the "Dr" in front of it. Even if this is just a pen name.

Although you can add this prefix to your pen name, you cannot make up a bunch of fake credentials. This is fraud and, if you are discovered, could prove way more trouble than it is worth. Not to mention that you will embarrass yourself immensely.

Another way to create a brand is to create a logo that will instantly be associated with your product. You can have a graphic artist create the logo or create it yourself. Either way, make sure that it is something totally unique. It is also a good idea for you to register the logo with the United States copyright office as a trademark so that no one else can use the logo.

Anything that you do to associate your product with your business in the mind of your target market can be considered a trademark, be it a name or a logo. Even if you come up with a catchy name, you should protect this name by registering this trademark with the copyright office.



## **Chapter 7 – Get The Most Profit From Your PLR**

### **Give Them A Freebee**

People like free stuff. People swarm to the word “free” like locusts. If you have free report, you can give them a little tidbit. A little taste of what they can have if they hang out on your website. Once they see that you have valuable material that they enjoy reading, they will be more inclined to buy your product.

If you have a PLR that offers tips and advice, you can give a few little free tips to your target market either by e-mail or on your website. These are teasers and will draw your customers to you. They will like getting the free tip so much that they will want to buy your product.

### **Become An Affiliate**

By becoming an affiliate, you can have links on your website in which you will earn a percentage from each product that is sold to a customer who links onto the site from your website. Being an affiliate costs nothing and is a very easy way to earn extra money.

Becoming an affiliate is painless. You should search out sites that relate to the product that you are selling on your website. This will enable you to really make the most of your target market.

If you decide to become an affiliate, make sure that you have enough valuable information on your website that it does not look like you have a website strictly to direct people to different links. This makes

your website look unprofessional and will be a bad reflection on the product that you are selling. Remember that being an affiliate is a way to enhance the PLR, but do not lose sight of the fact that you want to sell the PLR.

### **Get An Endorsement From An Expert**

By having an expert “endorse” your product with an interview on your site, you add credibility to your product. You have probably seen this in the back of books when another celebrity or author endorses a product by telling everyone how good it is.

Using an interview from an expert in the field that relates to your PLR product will give an added bit of uniqueness to your product and make it seem a cut above other products on the market that are similar.

### **Audio Offer**

Offer a free audio book or tips from the book. Anything free is good, as you know by now. People like the idea of free advice. An audio book can be used to draw people to your website, make them buy your product, give them a taste of your e-book or even get them to subscribe to your newsletter.

Make your audio unique and fun and something that someone will want to listen to. Make it stand out above the other run of the mill audios that merely sound like recitals. The more you stand out, the more likely people are to remember you and want to purchase your products.

## **Sell It On Ebay**

You can sell your PLR on Ebay, but beware. You will have other people soon copying your work and ideas and undercutting you. If you decide to sell your e-book about lowering cholesterol on Ebay for 99 cents, expect someone else to start offering the same product for 50 cents. And the beat goes on. It will continue to get diluted until it is down to a penny and, in a sense, worthless.

You can sell an opportunity to earn money on Ebay and use your "About Me" page on Ebay to talk about your product. This may draw people to your site and get them to purchase your product. You can also use the Ebay forums as a way to draw people to your Ebay "About Me" page.

## **Create A Newsletter**

By creating a newsletter that is free to subscribers, you, in fact, make yourself a self proclaimed "expert" on a particular subject. You can change PLR content around to create a different newsletter each time. This can really make people take a look at what you have to offer. Again, because you put out a newsletter on a steady basis, you will appear to be an expert in the field in which you are in.

If, for example, you have a private label rights content on marriage tips, you can put out a marriage newsletter each month or week and send it to your subscribers. This is relatively easy to do. And soon people will look to you for advice.

The more newsletters you "write" using PLR content, the more credibility you gain. This will make people want to buy your product.

E-Courses

Once you have established yourself as an expert in your PLR field, you can then set up E-courses online. These can be conducted with a knowledge of Powerpoint and by using meeting rooms that are available on websites.

You do not have to have a certification to teach people marriage tips. You can give them sound advice during the "course" which, of course, is designed to draw them to your product. You can use course as a way to promote yourself and your product and, of course, establish yourself as an expert in your field.

The more professional your e-course, the more credibility you have among potential clients who will most likely want to purchase your products.

### **Create A Website Showcase**

You can have a website to showcase all of your PLR articles and e-books that you are willing to sell to others. This a perfect way for you to showcase your content and will make it very convenient for others to purchase what you have to offer.

You can draw people to your website either with Google ads or by putting on content that is search engine optimized. By implementing the use of keywords that will attract people to your website, you can sell them article packs that they can use on their own websites, or for other endeavors.

You can charge more for your article packs on your website than those on the subscription websites because people will like the convenience of not having to pay for an entire subscription and still be able to get the articles that they want.

Again, the secret to selling these articles is to make sure that they are of excellent quality and very informative.

## **Make Reports**

By creating small reports instead of long, e-books, you can not only create more content as you can create the reports from your PLR e-books, but you can also make more sales. You may even use a mini-report as a “free gift” to entice your target market to buying your other products, such as your e-books and larger reports.

Reports are easier to sell than e-books. They give all the information that someone needs and are less expensive and quicker reads. Think of a report like a short story and an e-book like a novel and you get the picture.

Some of the reports that you can write can include the following subjects:

- Work at home business;
- Parenting tips;
- Marital tips;
- Dating tips;
- Health maintenance;
- How to make more money;
- Financial advice such as investing;
- Weight loss;

- Cooking ideas;
- Sports;
- Pet care;
- Wedding planning tips

These are just a few of the more popular ideas on what your customers will want. You can have some of these on hand and also do special orders for customers. You can charge extra money for special orders. You can create “catchy” titles that can be spun different ways to make your PLR unique.

Make sure that you study other people who are doing the same thing. It is always wise to check out the competition whenever you embark on any sort of business and make no mistake about it, you are starting a business.

Remember the ideas on creating your own “brand” so that people will associate the product with you. If you have a stellar report that is full of valuable information and is easy and enjoyable to read, you can be assured of getting more customers.

As mentioned earlier in this book, these reports are generally easier to sell because they are cheaper than the e-books. They are easier to write as well. You can generate three reports in the time it takes you to generate one e-book and make more money. Reports are a great way to really get your business off to a flying start.

Most reputable book sellers offer a refund if the customer is not

satisfied. A person is less likely to ask for a refund for a small amount of money than a larger amount of money. To most people, this is simply not worth the time. The profit margin when it comes to selling reports is much larger than selling e-books, although you should not discount the e-book sales at all as there are still many people who wish to buy these books and many ways to market them.

## **Tangible Products**

People sometimes like to hold something in their hands. Printed books are still more popular than e-books. Most people like the luxury of being able to put the book down and then pick it up again to read it at their leisure. However, when you have purchased the rights to private label content, you can make your own printed books and sell them online.

There are several places online where you can sell printed books. Lulu.com is one such place where you can just pay for a jacket cover. They will help you market the book and even get you an ISBN number. This can expose your book to a larger target market - those who prefer printed books.

Other examples of tangible products include audio books. These are all the rage now as many people love listening to books on tape or even books that can be downloaded to an MP3 player. There is software available online that can enable you to do this. Now you have reached out to even a broader target market.

Videos are also very popular and these can be made using the tips that

are in your e-book. You can either create the video yourself or have someone help you with this task. Videos can be downloaded or made into DVDs to sell. One such book that worked well as both an audio book, a printed book, an electronic book and a DVD is "The Secret" which is basically rehashed information about the laws of attraction that have been around forever. By using clever marketing strategies, the person who wrote this book made millions.

Once you have the rights to the private label content, you can do what you want. You can make tangible products such as printed books and audio books, or you can split the product up and make reports and articles. The sky is the limit!

## **Master Rights**

When you have used the products as much as you can and gotten quite a profit from them, you can then sell the master resell rights to the PLR to another individual. You can even put it into a bundle and sell them either on Ebay or other places for all rights. This means that another person can take the content and split it up and use it any way that they want.

Just as you purchased the content, you can then sell it to another individual. You can remove your name as the author or any logos or trademarks. You can then sell the entire e-book or packaged materials as a large money-making bundle to another entrepreneur.

Selling the master rights means that you no longer have the rights to the product. It means that someone else can use the products as they



wish.

You should only embark on selling the master rights of the articles or other PLR content when you have saturated your target market and are ready to move on to something else. You can use past sales as a sales incentive to sell the product to other individuals. You can advertise it as a proven money maker and talk about all of the money you have had.

The more successful the product, the more money that you can expect to get for selling the master rights. People will be buying the rights to a product that they know was a successful seller. Imagine if you had the rights to the book "Gone With The Wind." You could do whatever you wanted with the book. Although the book is over 75 years old and most people have read it, you can probably find some different ways to market this book.

Your customers will probably use their own imagination to rework your book, update it and find a way to market it to a different target market. This can be a win-win situation for both of you. They are getting a best selling e-book that they can work with and you are getting cash for something that you no longer want to rewrite.

One way to sell the Master Rights to a best seller e-book is to sell it on Ebay. Here, the sky is the limit when it comes to the final price as bidding fever can set in. This can earn you even more money than you imagined. Sometimes, we tend to under-rate ourselves. This will enable you to set a floor price for the package but allow others who see more value in the property that you do, to bid higher. Make sure that you market the auction as much as you can.

## **Submitting Articles**

If you have PLR that you want to make the most of, why don't you submit articles to various places on the internet that are picked up on the search engines? Many websites such as Associated Content will pay money up front for well written articles that have keywords that can be used to generate ads for the site.

There are many other sites that are similar that will pay you for page views. You can write a bunch of articles and submit them for publication and see what gets picked up in the search engines. You can put your real name or a pen name on your articles and create not only a profit, but a name for yourself.,

Suppose, for example, you purchase PLR content about dating. You can submit a bunch of articles on the subject matter on a site like Associated Content and wait for others to read them in the search engines. You can then direct them to your website where you can have the following ready and waiting for them:

Affiliate links

Products such as e-books and even tangible books for sale

Google Ads for profit

There is no limit as to what you can do when you begin submitting articles to such websites. You can even post links to your articles and draw attention to them by using social networking sites such as MySpace or Facebook.

The name of the game is to continue to market yourself and your product in any way possible. By continuing to submit articles that will be picked up in the search engines, you will establish yourself as somewhat of an expert in the field in which you are writing.

You can even write about more than one thing and change your name! You may be interested in writing about dating and have PLR content that you purchased about dating advice. You are busy submitting articles, doing rewrites and making reports to sell on your website that people are finding through the search engines and your articles.

Your articles are generating income. Your website is generating income through ads and affiliate links. And you are generating money by sales of e-mails.

But what if you want to also write about painting? You can purchase another PLR e-book on painting and start the whole thing over again, using a different name. This time, you are an expert in the painting field. You can sell video lessons in faux painting and create all sorts of graphics for your e-books.

The articles have a better chance of being picked up in the search engines if you use keywords that people use to search out information on the internet. Remember the ideas we talked about earlier? Those keywords are popular for a reason - it is because they are the most searched topics on the internet. Remember - people always want to find answers and this is your way of giving them the answers to their questions.

Just make sure that your articles are quality and informative, but be sure to leave some information out so that they have an incentive to order the e-book.

One example of doing this with the dating advice is to write an article about dating advice, give some tips and then talk about yourself as if you are a dating expert. You can mention that you have published books on dating in your profile. You can even add a link to your website for people who want to “learn more.”

There are many sites on the internet that allow writers to post their material. Many of them just post things that interest them. Very few people understand the marketing concepts that can work for them and turn a simple article about dating into a goldmine on the internet.

### **Limited Time Sales**

In addition to “free,” people also like to see the word “sale.” Most people love to get a bargain and PLR is no different. You can offer “limited time sales” for content such as e-books, reports, articles and everything else that you can have relating to the topic at hand. Sales are a great marketing tool to increase your profits and your sales.

Content creators usually package private label contents in groups of 10 or more products. You can use these products and have a “sale” in many different ways. You can either sell them all together at a special, discounted rate, or you can make them into a report and make them a special sale.

You have to make sure that the “sale” price is only good for a limited

amount of time. This is what gives people the incentive to take advantage of the sale. You can start at a very low price, which is your rock bottom price, and offer the product for a week at this "special, introductory rate."

After the week is up, you must then raise your prices. You can say that the demand for your product has forced you to increase the price by a little bit but that it is still a bargain and you can continue to offer it to them for a week more.

You can also add that if they contact you within 24 hours, you can give them the original sale price. This will be an incentive for them to act right away.

Another way that you can organize the sale is to state that you sold "thousands" at a certain price, but are now slashing the price, *for a limited time only*, to "X" amount.

There is nothing that consumers like more than the feeling that they "put one over" on a store or a vendor. The idea of them getting a valuable piece of merchandise, or a service, for a lot less than what it's worth appeals to most people. This is the entire concept of "sales." Most people love to get a bargain.

Take a look at your nearest store. You will see that they advertise "sales" often. The sales are only good for a week or shorter. Then the price goes up. If you advertise a "sale" and keep something at the same price for an extended period of time, people no longer feel like they're getting a bargain and the interest in your product wanes. They may also think that you are assuming that they are fools.

You can play around with the price and the packages as long as you

want, but as long as you continue to use the word “sale” in your marketing, you will garner interest of prospective clients. You have to stick to the terms of the sale, however, in order for it to be effective.

One week, you can be selling e-books for a “rock bottom price.” The next week, it can be articles. The following week, reports. You can mix and match them however you want.

Make sure that you are observant of any holidays or events that are coming up. If you have seasonal articles or e-books, you need to market them in plenty of time with a special sale in plenty of time for the holiday.

One of the rules of marketing is to “strike when the iron is hot.” This means that, if you have a bunch of Christmas articles, you want to *reduce* the price around Christmas, not increase it. Your sales should be at your busiest time, not at your slowest.

Take a look at the stores in your area. When do they have the biggest sales? Around the holidays. They usually do not offer a “big sale extravaganza” in January. This is when they want to get rid of their merchandise, but they know that the time to strike with the public is during the “hot” season.

Another way to conduct your sales is by limiting the number of packages that you are selling. This creates a sense of urgency in the mind of the consumer who doesn’t want to miss out on this valuable opportunity.

Having sale is not only a way to make a lot of money, but also an opportunity to draw people’s attention to your products. There are many different marketing tips that you can use to make sure that your

sales are successful. With knowledge of the internet, you can even create your own website that showcases just your products and gives your customers “membership” rights. This means that they will pay a certain amount of money and be able to use all of the content that they want.

You can implement the “sale” concept with your new membership site by offering a “one time only” introductory membership fee for the site. This is yet another way that you can market your private label rights content.

### **Membership Sites For PLR**

With a little knowledge of the internet, you can create a membership site where people can pay a subscription fee to have access to, and be able to use, your private label rights content. Creating a website is not difficult and once you have successfully accomplished this feat, you will probably want to continue to create websites for other purposes.

Today’s websites are a lot easier to establish and a lot safer. Because of anti-virus systems and advanced technology in software, it is easier than ever to create a website. And there are plenty of merchant sites, such as Paypal, that can make collecting subscription fees a breeze.

Start out by purchasing a few bundles of private label rights content. This will be a smart investment into the “stock” in your store. Think of your website as your store and the private label rights content as your merchandise. Once you have your merchandise in your store, you can change it around as much as you like to entice buyers.

Remember to continue to package and re-package your articles for your target market. You can have several different target markets drawn to your website, or just one. In most cases, it is better if you have a website set up for each target market to whom you intend to sell. Once you have created one website, you will see how simple this process is and can create another for a different target market.

Again, you will want to make sure that you have information on your membership website to draw people to your site. You will also want to make "free" content available. You can have some content that is available for members only and offer free content to those who want to check out the site. You can also offer different tiers of membership to your site. Some members can be "gold" members who can use all of the content and change it as much as they want on their websites. Others can be "silver" members who can have access to certain paid content, but not the "gold" content. Then others can be "general" members who can use the free content only. There is a difference in subscription prices between the gold and silver memberships.

Having the free membership available on your site enables you to be able to contact the free members and offer them discounts and special deals if they become "gold" or "silver" members every so often. You also want to work with Paypal or another merchant assistance company so that they can pay you quickly when they decide to join and become a "gold" member.

Makes sure that you have all of your private label content available for your subscribers to download onto their systems before you begin your membership or subscription website. Have something that they can



take a look at before they decide to subscribe. This is why it is so important for you to have “free” content that will entice them to want to subscribe so that they can get unlimited, quality content for their websites.

If your subscription site has a theme, all the better. It will be easier to discover in the search engines and be a place of comfort for people who are interested in the same topic as your theme, to hang out. A forum on your website can be a great way to keep people coming back to your subscription site as well and each time they visit, they will be further enticed to join as a “gold” member.

One caveat to having a subscription site that offers some “free” content is that you do not want to give “cheap” content as your free content. Just because the content is free, it should not be of inferior quality. Although it should not be as long or as informative as the content that your subscribers are receiving. You can offer mini content or blurbs for free, but they should be grammatically correct and easy to read. You want to use the free content as a way to draw people towards the idea of joining the site and paying the subscription so that they can get unlimited, quality content.

Quality is crucial if you are going to be successful in the subscription site business. It may take a little bit of time to build your subscription base, but it will steadily continue to increase if you offer good quality. The better the quality, the more subscribers. And above all, the more happy subscribers.

To get private label content, you are better off to hire freelance writers

to create the content. There are thousands of freelance writers who are eager to work and you can find them in writing forums all over the internet and on sites like Elance, which is a freelance writing site. Check out different sites and the work of various writers. With luck, you will find several writers with whom you can develop a solid, working relationship that will be of benefit to you both.

Have at least three new products available each month for your subscribers. You are going to have to continue to work with content producers in order to keep your website growing. If you keep the website active with the same old stagnant content, sooner or later, you will have no subscribers and no business. Keep it going with fresh, new content that continues to become available.

Do yourself a favor and work with more than one freelance writer. You want them to be fast and reliable as well as have the ability to crank out articles in a flash. However, you do not want to become dependant on just one person. Make sure that you have several writers who are willing to work for you and always keep your eyes open for professional writers who can write quality work in a flash.

Each month, as you fill your website with quality content, your subscribers will be happy to be members of your site. There is quite a demand for quality content and if you can continue to provide this on your website, you will have a lot of happy subscribers.

Take a look at other successful subscription sites that sell private label content and emulate them with your website. Think of ways that you can improve their site and implement them on your website. In

addition to scoping out the competition, you are also getting ideas on how to have the best subscription website available.

Check out Clickbank to see what are the “hot” topics on the market right now. This will enable you cash in on the current trends in the market by promoting private label rights content that meets the trends on your subscription site.

## **Ideas For Subscription Sites**

In addition to Clickbank, there are many other ways that you can find ideas on what type of private label rights content you wish to purchase. Naturally, in order to be successful at this endeavor, you have to keep up with the current market trends.

You can find ideas on what types of content to purchase and promote on a site called 43 Things. This is a very popular website and has themes that are “hot” at the moment for private label content producers. You can check out the site and discover the latest market trends and promote this on your site as well.

The market trends for private label content are always changing. There are a few steadfast topics on which you can count, but new ideas are always causing trends to change. You will want to make sure that your subscription site does not get “stale” by keeping up with the current trends. Imagine if you were a dress designer and you didn’t bother keeping up with the current changes in fashion. Pretty soon, your styles would be out of date and unwanted. The same is true when it comes to selling private label content. In addition to

everything else discussed in this book, you have to make sure that you keep up with the current market trends or risk having a site that is dated and no longer useful.

If your site focuses on weight loss, for example, which is one of the most popular of all private label content niches, you need to continue to stay current with the trends during weight loss. Although everyone knows the “secret” to losing weight is to simply eat less and exercise, the weight loss industry has made billions of dollars telling people different ways to do this. You have to stay current with the “trends” in the industry itself. Remember when “carbs” were “out?” At such a time, it would make sense for you to offer no-carb recipes on your site and articles about how great it is to eat nothing but protein and stay away from fruits and vegetables.

Take a look at the articles in the magazines at your local drugstore. Chances are that they are the same type of articles that were there a year ago, ten years ago. Just with a different spin. Observe the trends and see what people are seeking. Remember that people who purchase content that you sell are seeking information that they can get at the click of a mouse.

Make sure that you conduct your own “market surveys” to find out what sells and what doesn’t on your subscription site. You should have some way to keep track of the “hot” types of articles and content that is being downloaded and the stuff that is staying stagnant. This way, you can follow the trends and get more content on the topics that people want.

If you have a bunch of articles on hair loss and some of them are selling and others are not, take a look at the disparity between the articles. You may find that some are written in a more entertaining way or contain different information about hair loss. Some may offer answers that people want to hear. Take a good look at the articles that are not selling and try to understand why. Is it the style of the writer? If so, you want to make sure that you offer more articles that have incorporate a style most people want to read.

### **Getting Traffic To Your Subscription Site**

Of course you have to have a way to drive traffic to your website in order to get any subscribers and make any money at all. A subscription based website that sells private label rights content can be a great way to make money, if people know that it exists.

One way to do this is to check out your competition and find those who are using the subscription services of other sites. You can offer them a short term "trial" subscription to your website at a very low price. This is to get them hooked and in the door. Once you have them in, you have to keep them there.

You will want to make sure that you put your best foot forward with your content when driving people to your site. People do not want to read a lot of fluff. Your content should be well written and concise.

Another way you can drive people to your site is through the use of search engine optimized articles. Articles that are about purchasing private label rights can be picked up by the search engines and can

lead people to your website. You should have several of these articles on your website so that people can visit.

Another way to get people to visit your website is by visiting forums and positing links to your site. Most forums for business entrepreneurs can be accessed easily and will allow you to post a link. You can post a link to get people to click onto your site and get free information.

Obviously, the more quality content on your site, the more you can charge for a membership. With a \$100 a month membership, a client who can access top quality content that can drive traffic to his website will be a happy client who continues coming back.

You can also have a discount subscription site for lower priced content. This can include content that has been around quite a bit and is not so much in demand. It may be of lesser quality than the content on your higher priced subscription site. Instead of being a theme based website, this can be a website for all of your content that is no longer in demand or is not "quality" and should not be included in your "elite" website.

### **Other Ways To Make Money On Your Website**

So you have your subscription site up and running and have quite a few subscribers. You are doing well and have a successful business. Do you think this will last forever? Probably not. Most likely, someone else will come along with a site similar to yours and have content similar to yours and start taking your customers. Nothing lasts

forever.

One of the wisest things you can do with a booming, successful business is to sell it at it's peak. There are many people who want to have a business of their own, but do not have the imagination or skills it takes to get the business up and running, much less make it a lucrative enterprise. If you have a gift for marketing and creating a product such as a successful subscription website that sells private label rights content, why not just take the money and run?

There are two ways to have a business: You can have an ever changing and dynamic business that is constantly growing, or you can have a business that you work at a certain amount of time and get a certain amount of money. With the latter, you essentially have a job. Without growth, any business, even your own, is just a job.

There is nothing wrong with making a happy living by operating a subscription website that sells quality content to satisfied customers. But remember that the trends in business are always changing. If you want to make a quick profit, sell the business and start another.

Some people are really just good at starting businesses. Others are good at operating businesses and going about the day to day things. If you find that you are highly creative, always coming up with new ideas and really like to try new things, you may be the type of person who would do well on such a path as forming new businesses and selling them, especially if you dislike the detail oriented work involved in running a business, that most creative types try to avoid.

If you are the type who likes order and detail, you are better off running a business, such as a subscription website that sells content. You will enjoy all of the different facets of operating a successful, online business.

Whatever you decide to do, make sure that you incorporate all of your talents and abilities and use them to your advantage.



## Chapter 8 – Quick Tips

**Pictures** - Do not bog your content down with a lot of graphics to “stretch it out.” Your customer will see right through this and, after all, they are not paying for pictures or graphics, they are paying for information.

You can add a few graphics, but try to keep them at a minimum so that it doesn’t overpower your content and doesn’t distract the customer from reading the information.

**Point Of View** - Do not allow your content to read like an encyclopedia entry. Unless you are writing blog entries, you are better off to have your content read like third person participant. There is a difference between third person participant and third person narrative. Here is the difference:

“One must hire a ghostwriter if they do not have the time to write articles themselves.”

“You should hire a ghostwriter if you don’t have time to write the articles yourself.”

The second quote is friendlier and less formal and also easier to read. This is also known as “first person,” but technically doesn’t fall into the mix. First person would be:

“I hired a ghostwriter to write my articles.”

Usually, first person is always written from the point of view of the writer and has a lot of "I" and "Me" involved. This type of writing is better for your blog entries.

**Ghostwriter** - You should hire a ghostwriter if you don't have time to write the articles yourself. You may have to work with a few writers before you are able to get a good ghostwriter who will be reliable and be able to meet deadlines. Again, do not depend on one person to do all of your writing. They may find another job or just get burned out and you're up the creek. Have a few writers with whom you work.

Include A Sales Letter. A sales letter should sum up what you're trying to tell your prospective client. It should have a very catchy headline that really grabs their attention and makes them take notice. The body of the sales letter should present a problem that they have and tell why your product is the solution to their problem.

For example, if you are trying to sell an e-book about hair loss, you can have a headline that reads: "BALD NO MORE!"

You then will go on to write how you know how much baldness is effecting your client's self esteem. You will write about all of the tragedies of being bald. Wouldn't it be nice if there was some sort of solution?

Then you mention your book and how it is the ultimate solution to the problem of hair loss. You keep mentioning your book and give him examples as to what he can expect to find in the book, without giving

away too much information. You can use bulleting style to effectuate this.

You want to make sure that the client sees that your book is the ultimate solution to his problem and that all of the information that he need about hair loss can be found in your easy to read e-book.

At the end of the sales page, reiterate what you said at the beginning . People have a habit of reading the beginning and the end of something, you want to make sure that you end with yet another sales pitch.

Make your sales page attractive, but again, do not bog it down with too many graphics. If you have any testimonials, include them in the sales letter.

"This book is great and answered all of my questions about hair loss," Joe M. from Phoenix, Arizona.

You don't really have to have a real "Joe M." This is just a marketing strategy. If you have real testimonials, you can use photos and last names, but you must first get the permission of the people who wrote the testimonials.

Photo and real name testimonials are much more convincing than "Joe M." And no one needs to know that these are your relatives.

Testimonials are a marketing ploy. Famous celebrities endorse products all of the time. An athlete will tell you how great a certain

pair of shoes are. Does the athlete really like the shoes? He likes whatever shoes come from the company that offers him the biggest check.

Also make sure that your prospective customer knows that the "quantity is limited." This creates a sense of urgency and makes the customer feel that he has to act quickly or lose out on this fantastic opportunity.

There are many different ways to use private label rights content to make money on the internet. The secret to the success of selling private label rights, or using them to your benefit is your marketing strategies and making sure that you only use quality content.

## Recommended Resources



### **The Resell Rights Membership**

**[MasterResellRights.com](http://MasterResellRights.com)**

How would you like to get your hands on a daily dose of products with resell rights?

Including Master Resell Rights & Private Label Rights, & FREE access to 5 sister memberships!

[Click Here To Go!](http://MasterResellRights.com)