Making Money With Private Label Rights

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<u>**A few things before we get started**</u>
This Special Report is free, so I hope you didn't pay for it. You're free to give this report away as long as you don't make any changes to it. Share it with your friends or coworkers, send a copy to your mailing list, or just let your visitors download a copy for themselves.

This report is short, but I've worked hard to ensure that the information inside is accurate and up to date. If I've made any mistakes, please send an email to mike@fresh-niche-content.com

The strategies you will learn in the pages that follow can be used to earn a great deal of money. But I can make no guarantees that you will in fact make money, and I accept no responsibility for any liabilities resulting from following them.

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Introduction

Putting the power of private label rights products to work for you is perhaps the wisest and easiest ways to grow your online business. Most of the internet gurus (I'm talking about the guys who rake in millions) use PLR products themselves. They save time and effort by leveraging the work of other people to their own advantage.

This guide is going to show YOU how to use private label rights products to make money online. We'll discuss different methods you can use to easily convert the PLR content you own into a **money-making machine**.

But first let's take a second to explain how private label rights work.

In simple terms, when you buy a product with private label rights, you're allowed to make as many or as few changes as you want to the product, slap your own name on it as author, and sell it.

Articles are the most common type of PLR product. But you can also acquire PLR ebooks, videos, audio files, and software.

PLR products are a huge time-saver! You don't have to build a product from scratch. Most of the work is already done for you. It takes just a little bit of work and creativity to turn PLR products into a new revenue stream that earns you money day and night.

Once you're up and running, just repeat the process again and again with other PLR products. Before long you'll have your own internet empire!

Are you ready to find out how you can use PLR to earn a living?? Read on...

Method 1 - Using PLR as Web Content

This is definitely the easiest way to make money with private label rights, but it usually has the least revenue potential. Simply take the PLR content and post it on your website. Or start a new website specifically for your PLR content.

PLR articles are easy enough to post as web pages. But you can also break down PLR ebooks into bite-size chunks and post them too.

The idea is to get some free web traffic from the search engines and earn money using Google Adsense or affiliate links.

Or do what I often do...start a blog that is made up primarily of your PLR content and use it to drive traffic to your main website. This will not only increase your main site's traffic, it will also increase its PageRank.

Method 2 – Create and Sell an eBook

Ebooks are great products to sell. There's no inventory to store and no limit to the number of copies you can sell. But writing an ebook takes a lot of work.

So why not take a shortcut and convert some PLR content into an ebook and then sell it from your website?

Now you could buy an ebook with private label rights and just slap your name on it and sell it. But its likely that other people will do the same thing. You'll be selling the same product as who knows how many people...and if their price is lower you can kiss your profits goodbye.

Instead, what you should do is take PLR article packages and convert them into an ebook. Ten articles just isn't enough to make an ebook worth buying, so you'll need to buy a few packages and combine them.

I'd recommend editing the articles a bit to put your own personality into them. You should also spend some time organizing them into a logical order.

The beautiful thing about this method is that few people will take the time and effort to complete it (even though 90% of the work is already done for them!) so there will be almost NO COMPETITION!

PS – There's one more thing that will help increase your sales. An ebook cover. It adds a look of professionalism and legitimacy. Do a search online and you'll find lots of graphic artists that will create an ebook cover for as little as $50 to $100.

If that's more than you're willing to spend, check out **eCovergenerator.** It's a nice piece of software you pay for once and then use as often as you want. It was a good deal for me because I make a lot of simple covers for inexpensive or free reports.

The cover I use for **Fresh-Niche-Content.com** was created with eCovergenerator...

I created that graphic in about 5 minutes. I admit it's not the same quality a professional could do, but it suits my needs and the price was right.

Method 3 – Backend Sales

One thing that separates top internet marketers from the crowd is their ability to generate backend sales. When you buy one of their products, you're immediately offered an opportunity to buy another one (usually at a discount).

And once you're in their sales funnel, you're met with one sales pitch after another. One product after another. They never miss an opportunity to turn a single sale into a repeat customer.

Retail stores understand the value of the add-on purchase too. Just try to buy a toy without being offered batteries, gift cards, or buyer protection plans. Each of those add-on items adds to the store's profit.

You too can use this method to increase your revenue. Simply use your PLR content to create a separate product with added value.

Be creative. If someone buys an ebook, offer them an audio recording that they can listen to in the car. Or a hard copy which can be printed on demand by sites like Lulu.com.

If you're not taking advantage of backend sales you're missing out on a huge opportunity.

Method 4 – Autoresponder eCourses

An autoresponder is a service that lets you maintain an online newsletter and send out unlimited emails to your mailing list. You can create your own eCourse by loading your PLR articles into an autoresponder.

It's easy to take 15 articles on a topic and create a lesson called "15 steps for...". Of course, in each email you'll want to subtly plug your own product or one you're an affiliate for.

The real beauty of this method is that once you set the eCourse up, you can just let it go on autopilot and move on to other projects. I'm a big fan of any method that doesn't require constant maintenance.

In order to use this method you'll need an autoresponder. I use **Aweber** myself, and I highly recommend them. There's a little bit of a learning curve, but they have detailed tutorials that make setting everything up easy.

Method 5 – The Special Report

This method is pretty much the same as the autoresponder except instead of receiving the lesson as a series of emails, they receive it as a mini-ebook.

Usually this type of report is distributed as a PDF file. There are several ways to create PDF files. The easiest is OpenOffice, which is just like Microsoft Word except its free.

I used OpenOffice to create the report you're reading now. I'm just typing in the word processor and when I'm done I'll hit the PDF button to save it into PDF format.

That's it. One button and it doesn't cost a dime.

You can easily create your own report to giveaway by pasting some PLR articles into OpenOffice. I suggest spending some time re-writing them a bit and making sure they're in a logical order.

Giving away free useful reports is a great way to grow your mailing list, build your reputation, and earn extra money through affiliate links.

Putting It All Together

Now that you've learned 5 different ways to make money with PLR products, let's look at how we can tie them all together and really explode our profits.

In order to take full advantage of this action plan, you'll need a few different PLR products within the same niche (or a willingness to do some writing yourself).

Let's say you want to create a website to sell an ebook about dog training, which is a very profitable niche.

Rather than writing the entire ebook yourself, you buy a package of PLR articles about dog training. You'll need to do some minor re-writing and editing of the articles and combine them into one text file in OpenOffice.

You can then use create a cover for your ebook with **eCovergenerator**, or outsource the job to a graphic designer.

Once your ebook is completed, you'll need to create a simple sales page to sell it. For this you'll need a reliable web host (I use both **1and1** and **HostGator** for my sites) and a way to collect payment (PayPal and Clickbank are both excellent payment processors).

With your sales page up, you can start promoting it and selling your ebook. But we're not finished yet!

At this point you'll also want to have your One-Time-Offer ready. A second ebook, a hard copy version, an audio report...whatever. But you want to have **something** to offer your customers as an add-on purchase to increase your profits.

By now you should have an account with **Aweber** or another autoresponder service. You want to collect your customer's email addresses so you can follow up with them with future product offers. This is a VERY important step in building a successful online business.

You'll also use Aweber to create a mini-course about dog training. It'll be much less detailed than your actual ebook. You just want to give people a taste of what they will get when they buy your book.

Create a simple eCourse such as "10 Ways to Keep Your Dog from Barking All Night" or something along those lines. Load 10 PLR articles into Aweber so that when someone signs up for your eCourse they receive them automatically. Remember to customize the articles a bit so they gently suggest purchasing your ebook.

Next up is a Special Report. Call it "Dog Training Secrets Exposed!" or something similar. You'll create this special report just like your ebook. This will be the "Lite" version. Using Aweber, you can collect email addresses and deliver the special report automatically. Again, once you set it up its on autopilot.

Now grab some more PLR content about dogs and use it to create a series of websites or blogs that point back to your ebook site.

There's no limit to this step. Buy a PLR pack about beagles and create a simple beagle site that directs traffic to your ebook site. Do the same thing for huskies, golden retrievers, and as many other breeds as you can.

Before long you'll have a dozen or more mini-sites driving traffic and PageRank to your main site where you're selling your ebook. And it took very little work thanks to the power of PLR.

Action Plan Checklist

That was a really short and sweet way to quickly build a money-making business using PLR products. I can go into a lot more detail, but that's way beyond the scope of this short report.

To keep you focused on the action plan, you can print out and follow along with this simple checklist to making money with private label rights.

__ Create an ebook using PLR articles

__ Create a separate, complimentary product to offer for backend sales.

__ Use Aweber to collect email addresses for follow up.

__ Create mini-course to collect emails and pre-sell ebook.

__ Write short Special Report o collect emails and pre-sell ebook

__ Acquire more PLR content to build mini-sites for driving traffic to main site

Once you've got everything up and running and you're making money you can repeat this exact process in one niche after another.

Just wash, rinse, and repeat!

Resources

Quality PLR content

Fresh-Niche-Content (my site)

Niche-Content-Packages

Autoresponder/Mailing List Service

Aweber

Web Hosting

1and1

HostGator

Graphic Software

eCoverGenerator

Payment Processors

Paypal

Clickbank

Many thanks for taking the time to read this, and best of luck in building your business.

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