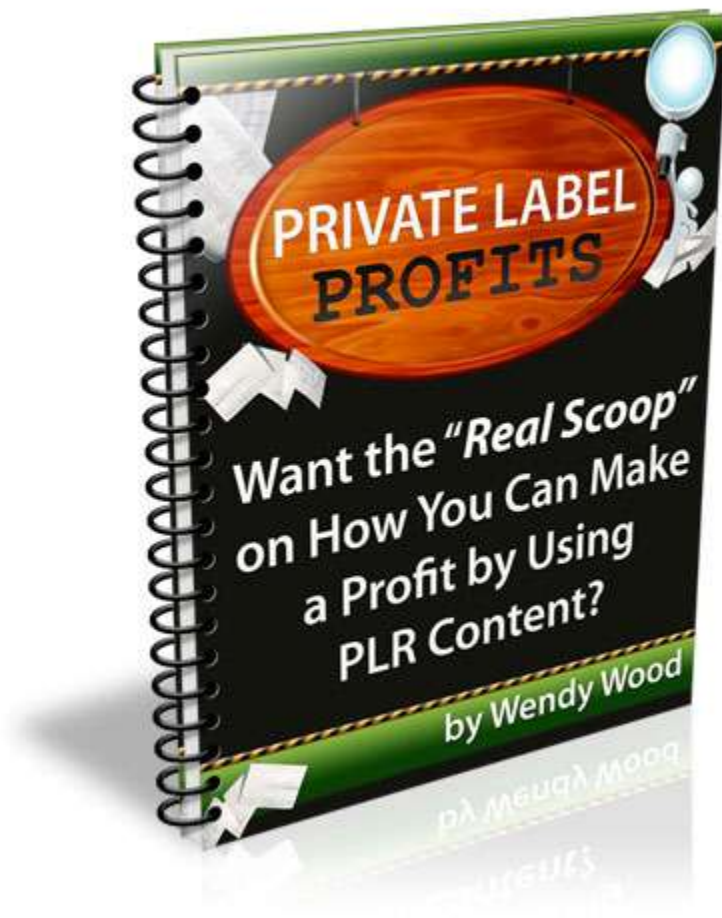


Private Label Profits

Want the "Real Scoop" on How You Can Make a Profit by Using PLR Content?



You **Do NOT** Have the Right to Edit, Copy, Reprint, or Resell this Report!

You **DO** Have the Right To Give Away this Report To Others Who May Benefit From It

Share it With Others By:

- **BLOGGING ABOUT IT**
- **POSTING IT ON FACEBOOK**
- **TWEET ABOUT IT**
- **GIVE IT TO YOUR CUSTOMERS OR CLIENTS**
- **ADD IT AS A FREE BONUS TO YOUR PRODUCTS OR SERVICES**
- **SEND IT TO YOUR LIST**

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

AFFILIATE DISCLAIMER. Some of the links provided in this report may be affiliate links, which means that if you click on them and make a purchase I will earn a commission. This is one way that I earn my income for my family. Please know that the services or products that I promote are something that I've either bought myself or have researched and feel are of good value to my readers.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented in this report represents the views of the publisher as of the date of publication. The publisher reserves the rights to alter and update their opinions based on new conditions. This report is for informational purposes only. The author and the publisher do not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and the publisher cannot assume any responsibility for errors, inaccuracies or omissions. Any similarities with people or facts are unintentional.

About the Author

Wendy Wood has been working online for over ten years and enjoys every minute of it, especially having her own work schedule. She has experimented with a variety of online business models over the decade, but truly enjoys affiliate marketing and creating web graphics and PLR content for other online business owners. In fact, she's been providing quality PLR products and web graphics since 2007.



She's also a busy mother of two and truly believes that with dedication, the right mentors, and the proper tools, that anyone can build a profitable online business as she has done for herself.

Quality PLR Content to Feed Your Blogs and Sites



Private Label Rights Content at your fingertips to:

- Keep your mailing lists and sites fresh with relevant content
- Make creating niche based mailing lists and blogs a breeze
- Save time and money from writing all of the content yourself

PLR CONTENT IN A VARIETY OF NICHE → PLR Nook.com

PLR EBOOKS IN THE MOM NICHE → Mom PLR eBooks.com

WHAT IS PLR

Before we get into how to profit from all that PLR that's cluttering up your hard drive, let's find out exactly what PLR is.

PLR stands for Private Label Rights. It's content that you can rework and claim ownership of. Think of it like store brand ice cream. It's manufactured in the same facility as the premium brand, but the store is given the right to re-brand the ice cream and make it their own. The same is true of PLR. You, the publisher, are given the right to re-brand the content with your name as the author.

Most often PLR is in the form of articles, eBooks, and special reports, and it's typically sold in bundles. You might buy a pack of 10 articles and an eBook, for example. You can also find PLR autoresponder series, PLR graphics, and PLR product reviews. Sometimes you'll find PLR eBooks that come complete with a mini-site and sales page. All you have to do is host the site and drive traffic to it. You can even find PLR videos and audios. But here's the magic of PLR: it doesn't matter what format it comes to you in. You have the right to change it into anything you like.

PLR LICENSING

Here's the text of a typical PLR license:

License Agreement

Dear Marketer,

The following is the detailed rights information for this product.

[NO] Can be given away

[YES] Can be packaged

[YES] Can be offered as a bonus

[YES] Can be edited completely and your name put on it

[YES] Can be added to paid membership sites

[YES] Can be offered through auction sites

[NO] Can sell Resale Rights

[NO] Can sell Master Resale Rights

[NO] Can sell Private Label Rights

You can see that you are not granted unrestricted rights. You can edit, rework, and repackage (and you should – we'll cover why and how later in this eBook), but there are also some things you may not do, such as selling Private Label Rights to the product.

Before using any PLR for any purpose, always make sure to read and understand the license. If you're not sure about your usage rights, contact the seller for clarification.

ALL PLR IS NOT CREATED EQUAL

Just like with everything you buy either online or off, the quality of PLR can vary wildly from one seller to the next. It is to your benefit to purchase the highest quality PLR you can find. The difference in price will be minimal, but the amount of time it takes you to make something useful out of your purchase will be greatly improved by starting with a quality piece.

Imagine buying fabric to make a quilt. If you buy the cheapest material you can find, you're going to end up frustrated with the process and with a less than professional looking blanket for all your troubles. The same is true of PLR. Start with high quality work and end with high quality work. Start with junk and you might eventually turn it into something worth reading, but if you're going to work that hard, you might as well write it yourself. It will be a lot less frustrating if you do.

Finding quality PLR isn't difficult. Ask other marketers in your niche for their recommendations. Ask for referrals on the marketing forums you hang out in. Read the

free samples PLR distributors offer – but use caution here. They're not offering up their worst stuff as samples. Take the time to seek out quality sellers and you won't end up frustrated. You'll also be more likely to use all that PLR if it's good stuff to begin with.

USING PLR CONTENT

Now that we've figured out what PLR is and how to find it, let's talk about what you're going to do with it.

Niche Blogs

Blogs are a fantastic business model. Take a subject you know something about (or want to learn about) and turn it into a money making website. Blogs are super simple to set up and maintain, Google loves them, and readers love them. The only trouble with blogs is that they require constant updating. Go a few weeks without posting and you'll see your traffic take a nose-dive, and eventually even Google will stop visiting. That's where PLR can help.

Purchase a pack of ten PLR articles on your topic and without doing anything else, you've got at least two weeks of posts. Say you've purchased a package of weight loss articles, and in the package is an article about the benefits of eating blueberries, along with a recipe for low fat blueberry pancakes. You've got two blog posts right there. The benefits of blueberries, and a recipe. That's the beauty of PLR. Split those ten articles up, rearrange them, and you can have enough blog posts to last you a month or more.

You've probably heard the saying that “the parts are worth more than the whole.” Usually it refers to a junk car, but it's also true in the case of eBooks. Going back to our weight loss blog example, if you buy a PLR eBook on exercise, you can pull short pieces from that book and turn them into blog posts for months. In fact, in just one afternoon you could split an eBook up, feed it into your WordPress blog, schedule the posts, and not have to look at your blog again for weeks. Talk about set it and forget it, this blog practically wrote itself.

Making Money with a Niche Blog

Niche blogs make money in a variety of ways. You can use Google AdSense ad blocks and get paid every time someone clicks on an ad. You can sign up for affiliate programs and link to products and services using your affiliate link. When someone buys through your link, you get paid. You can also sell advertising on your blog, though admittedly this method works best when you have loads of traffic. There are other methods as well, but these three work best if you're using PLR as content.

Review Sites

A review site is similar to a niche blog. Most of them run on a blogging platform like WordPress, so they're easy to set up and maintain, and of course, Google loves them. (Why do we care what Google thinks? Because you want your site to rank high in the search engines. By choosing a platform that Google likes, you've got one less hurdle to jump.) Review sites are exactly what they say: they provide reviews of products and services.

The trouble with review sites is that it's expensive for the site owner to buy and try out enough products to keep the content on the site flowing. Luckily, you can purchase PLR reviews of many products. Just like with PLR articles, you can – must – change them up to reflect your style and your voice, then post them to your site. Again, in a single afternoon you can have content loaded on your site for the next several weeks.

Making Money with a Product Review Site

Product review sites generally make money through affiliate programs. You review the product, and then provide a link where the reader can find out more information and make their purchase. When they buy, you get a percentage of the total cost. You can use a variety of merchants with a product review site. Amazon is probably the simplest to set up, but you can also sign up with affiliate networks like Commission Junction or Link Share.

EBooks

In a previous example we took PLR and broke up larger pieces into smaller ones for blog content. Now we're going to take small pieces and put them all together for one larger work, an eBook. As I said before, PLR articles are generally sold in packs of five or ten. All the articles in a pack will share a common topic, so it makes sense that they can all be combined into a single work. All you have to do is compile them into a logical order, rework them so they flow naturally from one to the next, add an ecover graphic and you've got an eBook ready for sale.

SIDENOTE: eCover Graphics

I also design ecovers and other web graphics at <http://GeteCovers.com> . If you're ever in need of graphics to "spruce up" your reworked PLR, be sure to check out my site. ☺

EBooks don't have to be super long. In fact, since most people read eBooks on their computer you probably want to keep it on the shorter side. No one wants to read a Stephen King length tome on their monitor. The typical eBook is around 40 to 50 pages, or 10,000 to 15,000 words. That's only about 25 articles.

Making Money with eBooks

Generally, eBooks are sold outright. You can set up a mini-site with a sales page, a few testimonials, and a PayPal "Buy it Now" button, and you're in business. If you want a longer term strategy, get a ClickBank or eJunkie seller account, recruit some affiliates, and put them to work driving traffic to your sales page. You pay them a percentage of the sale price, and they do all the work.

Special Reports

Special reports are similar to eBooks, but generally smaller. You're reading a special report right now, in fact. Special reports are the favored way of list-building among Internet marketers. You provide valuable information to a reader, and in exchange, the reader provides you with his or her email address.

Special reports are generally shorter than eBooks, usually around 10 to 12 pages. They're not intended to be all inclusive of the information they present, but they do need to provide good solid content for your readers.

Making Money with Special Reports

Special reports can make money in three ways. First, with the inclusion of affiliate links. If you recommend products in your report, include an affiliate link. Whenever someone clicks on that link and buys the product or service you recommended, you will earn a commission.

The second way special reports can make money is by acting as a lead in to a paid item, like an eBook. Your product funnel will look like this: Free blog posts and articles – low cost special reports (the “cost” is an email address) – paid information products like eBooks. Each item in your funnel is more valuable than the last, and each leads naturally to the next.

The third way special reports can earn you money is simply by adding qualified readers to your mailing list. Who is a qualified reader? Anyone who cared enough about the information you offer to give you his or her email address. Those readers care about what you have to say, and when you send an offer to a list of qualified buyers, you'll get a much better response than an offer on your blog will get. It's a longer term strategy, but also more sustainable than simply selling an eBook for money.

Viral Reports and eBooks

Viral reports and eBooks are exactly like special reports and eBooks. They're made up of several pieces of PLR content stitched together and reworked in your style and voice. The difference is, and this is what makes them viral, they are offered for free. You allow visitors to download a viral eBook from your site without requiring an email address. You allow your readers to give the eBook away to their lists, to their friends, to their blog readers. You post viral eBooks on free eBook directories. The point is to get as many copies of your viral eBook into circulation as possible.

Again, just like special reports and eBooks, viral eBooks are simply a compilation of PLR articles. Rework them, move paragraphs, add your own comments and thoughts, spice it up with your personal style, and you've got a viral eBook.

Making Money with Viral Reports and EBooks

Since you're not collecting email addresses in exchange for this kind of report, and you're not selling it, how are you going to make money? Through the embedded links. You can embed affiliate links and make a commission every time someone buys through your link, or you can include links to your own products and services. Either way, it's like a team of unpaid sales people out there all over the Internet making sales for you.

The one drawback to viral eBooks is that the conversion rates are not as good as they are with a special report. Think about it...in order to get a copy of your special report, the reader has to explicitly ask for it. They are qualified buyers. They are seeking what you are selling. With a viral report or eBook, only a small percentage will end up in the hands of someone who is actually seeking the information and who is looking to buy.

Membership Sites

Membership sites are often touted as being the be all and end all of Internet marketing. With a membership site, you have a captive audience of people who pay to hear what you have to say. No matter what your topic of choice is, you can build a membership site around it. Depending on the subject matter, memberships can sell for anywhere from \$2 per month to several hundred or even thousands of dollars per month. But in order to command that kind of price, you better be offering value that can't be found just anywhere.

Membership sites are like blogs...they require a whole lot of content to keep them running. Members expect to be given lots of information in exchange for their monthly membership fees, and that's where PLR content can help. Depending on the setup of your membership site, you might offer a monthly instruction guide, weekly podcasts, exclusive videos, or eBooks and special reports. You might have a forum where you can post short instructional pieces. All of these types of content can be created using PLR.

Making Money with Membership Sites

Obviously, membership sites are monetized by requiring a monthly fee from all members. They do come in two flavors, though. Ongoing, and what Jimmy D. Brown calls "fixed term." An ongoing membership requires payment every month from every member. A fixed term membership is for a set period of time only. Once the end is reached, payment stops, though access to the material may continue.

Article Marketing

At its most simple, article marketing is a method of driving traffic to a particular website or page. There are other benefits as well, like better search engine rankings, but for the purpose of this report, we'll stick with driving traffic to a sales page.

If you provide a service such as copywriting, graphic design, or are a virtual assistant, then article marketing can help you get more people on your site. The more people who see your site, the more clients you will have. The trouble is, if you're a service provider, you're busy doing client work. You don't have the time to write articles. PLR to the rescue again!

Pick up a pack of PLR articles in your niche and put them to work for you. If you're a VA, you might find a series of articles about finding a good virtual assistant, how to work out the contract details, and what kinds of work can be outsourced. Edit the articles to make them your own, add your author resource box with a link back to your site, and post them on free article directories.

There is one thing you should note about this method, however. Not all article directories will accept PLR, whether you've reworked it or not. Be sure to read the terms of service for each directory before submitting.

Making Money with Article Marketing

Aside from driving traffic directly to your site, you can also drive traffic to affiliate offers

for other merchants. If you're an affiliate for an eBook about knitting, you might use a PLR article that explains how to make a specific stitch to drive traffic to the sales page for the eBook you're promoting. It only takes a few minutes to rewrite a PLR article, so you can be making affiliate commissions by the next day.

Social Media Content

Social media is hot, hot, hot! If you're not on Twitter and Facebook you're missing out on connecting with a large segment of your customer base. But just like a blog, social media requires a constant stream of content. It might be smaller chunks, but it's still content, and someone has to write it.

PLR is perfect for breaking down into 140 character snippets. Do you have a PLR article with seven or ten or 25 tips about your topic? Those tips can be broken down into several days worth of Tweets or Facebook updates. You can also use PLR to answer questions on forums, at Yahoo! Answers, or anywhere your market hangs out. Helpful responses lead to clicks on your signature links, and clicks lead to sales.

Making Money with Social Media

Just like with article marketing, the real key to making money with social media is in driving traffic to your site. To do that elegantly on Twitter or Facebook – and to avoid losing followers in the process – make sure you offer lots and lots of free content for every link you Tweet. You might Tweet four or five tips for easier bread baking, for example, then Tweet a promise of more great ideas if they click this link to your blog.

Multimedia

Up to this point we've only covered written content and how you can use PLR to jump start your own writing. But the truth is, whether it's written in the page, spoken into a microphone, recorded on video, or turned into a PowerPoint presentation, it's all content, and it was all written first.

Think about it, an instructional video is nothing more than step by step directions for completing a task. If you've got a cooking site, PLR recipes are perfect for turning into

cooking videos to post to your site. If your business is teaching others how to blog, then you can use PLR articles about setting up WordPress to design a screen-cast explaining the process. Podcasts are just written words spoken aloud. Don't limit yourself to the written word. Remember, PLR is designed to be changed, and changing formats is a great way of creating unique content.

Making Money with Multimedia Presentations

You can make money with multimedia presentations in the same way you make money with written content. You can offer it for sale directly, use it as a free gift to build your list, sell advertising on your podcasts, or include affiliate links within the content.

SIDENOTE: A Word About Affiliate Links

We've talked a lot about using affiliate links as a way of making a profit with PLR content. I want to caution you to always cloak your affiliate links. In other words, never use a link that looks like this:

<http://www.greataffiliateprogram.com/go.php?af=1107140>.

First, because it's ugly. Readers are hesitant to click on ugly links.

More important, however, is the fact that once you send your eBook or special report out into the wild, you won't be able to change those links. If the affiliate program changes their link structure, you'll be stuck with an army of ineffective sales people. You can avoid both of these problems by setting up proper redirects ahead of time. It's easy to do, and will potentially save you a huge headache later. Here's a simple method you can use.

Open a text editor like Notepad and type the following:

```
<?
header("Location: THIS-IS-YOUR-AFFILIATE-LINK");
?>
```

Replace THIS-IS-YOUR-AFFILIATE-LINK with your actual affiliate link, including the "http://" part and name the file something meaningful, like myaffiliateprogram.php. Save it to your hard drive, making sure you save it as file type .php and not .txt.

Next, use your favorite FTP client (or your cpanel) to upload the file to your web server. I like to put mine in a special folder called "likes" or "recommends." To use your affiliate link, instead of writing out that ugly URL, you can now write <http://mysite.com/likes/myaffiliateprogram.php>.

See how much nicer that looks? And the bonus is, if the affiliate program changes their links, all you have to do is change the link in the file on your server. Those thousands of eBooks and articles out there will continue to work as if nothing ever changed.

CHANGE IS GOOD

Regardless of what you choose to do with your PLR, one rule applies: You must change it. No, that's not a requirement of the license, but it is necessary if you want to avoid publishing the same content dozens (or hundreds) of other marketers in your niche are publishing. What will your reader think of you if she reads an article on a competitor's site and then reads the same article on yours?

Another reason you must rework PLR is because readers expect a certain style from you. We all have our own unique writing and speaking style, and readers will notice if you don't 'sound' like yourself. Take the time to rewrite your PLR in your own voice.

I can practically hear you moaning over this. "But I bought PLR because I can't write...I'm not good at writing...I hate to write..." the list goes on. Rest assured, reworking PLR is not the same as crafting articles and eBooks from nothing. It's nearly painless, and I'll show you how.

QUICK AND PAINLESS PLR MODIFICATION TIPS

DIY

This is obviously the least expensive solution, but it does involve some keyboard use on your part. You can change as little or as much as you want. For example, you might only rearrange the paragraphs in an article to make it flow better. Or move a sentence or phrase within the paragraph. At the very least you should change the title and subheadings and completely rewrite the opening and closing paragraphs, but the rest is up to you.

Of course, if you want to get the most benefit out of your PLR content purchase, you should rewrite the entire thing, word for word, from beginning to end. This isn't as hard as it sounds. Remember when you had to write a paper for high school English class and you rewrote an encyclopedia (remember those?) article. This is the same thing, but legal. Just put the information into your own words. You can use the same underlying structure, so you don't have to worry that it won't make sense. Just change the wording to reflect your own writing style.

You can also mix and match sections of different articles about the same topic. If you've purchased PLR from multiple sources, this might be a good option. Each source will have similar information worded differently. Take one paragraph or section from one article, combine it with a paragraph or section from another article, and now you've got a completely different third article. It's unique to you, and you didn't have to type a single word.

The important thing to remember when doing any kind of writing is to close the door to your office. Not to keep the kids out – though that can help – but to keep your inner editor out. You'll never get anything completed with that nasty little person peering over your shoulder reminding you that you got a D in comp 101. Isn't it better to have content out there that is less than perfect than to have no content at all? Even poorly written content will make sales, but a blank page will not. Be perfect later. Right now, just get it done.

DIY with Help

For an automated rewriting process, you could try “spinning” the article or eBook using software. Spinners work by using a list of synonyms for given words, and randomly changing out those words in an article to make it unique.

I don't normally recommend these kinds of programs, because they tend to spit out unreadable garbage. House and home might be similar in definition, but contextually they are miles apart. However, I recently came across an article spinner that seems to work better than the rest. You can try it out here:

<http://marluckmarketing.com/spinner> (if this option interests you).

Outsource It

If you really can't bring yourself to rewrite PLR, and you don't want to leave it up to a computer program, then a good option for you would be to hire someone to rewrite it for you. If you already have a VA, he or she might be able to take care of it for you. Otherwise, ask around for recommendations for writers, post a job on Elance or RentACoder, or surf the marketing hangouts like Warrior Forum for writers looking for work.

One source I recommend for content writing needs can be found here:

<http://marluckmarketing.com/customcontent>

You should be able to find someone to rewrite your PLR content for between one and four cents per word. While that might seem like a lot for PLR, think about how much it's costing you just sitting there taking up space on your hard drive. We already covered a dozen ways PLR content can make you money, but none of them work for PLR that is stuck on your computer. It has to get out onto the Internet to start earning its keep.

PROFITING FROM PLR CONTENT

If content is king, then PLR content must be the prince of the information age. PLR allows nearly anyone to become a publisher of content on the Internet, and where there is content there is cash. We've looked at more than a dozen ways you can use PLR to generate revenue for your online business, but there are many more.

For example, you could

- Build an entire website and sell it for a profit
- Post PLR to a Squidoo lens and drive traffic to your main site
- Build a FAQ page with it
- Have it translated into another language and offer it for sale
- Create a physical book for sale through Lulu.com or Amazon
- Format it for the Kindle
- Create a step-by-step guide for "dummies"

Some of these ideas have profit built in, some have a money-making "back end," but they are all profitable. Take a look at the PLR you've collected and brainstorm some ideas. I bet you'll come up with at least a few. By tomorrow at this time, you could have that PLR working for you instead of just taking up space.

Wishing you much success with your PLR content,

A handwritten signature in black ink that reads "Wendy Wood". The signature is written in a cursive, flowing style.

P.S. If you find you need new PLR content after you've utilized everything that's been sitting on your computer's hard drive, then be sure to check out my other PLR related sites:

Click Here for → PLRNook.com

Click Here for → MomPLReBooks.com