

# PLR Ma\$tery

For Internet Marketers



VIRTUAL REAL ESTATE  
FOUNDATIONS



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# Introduction

Private label rights are a booming business and make the world of the Internet Marketer so much easier. Private label rights remove the need for ghostwriters or even a tone of research. All you need is a domain name, some time to edit the items you've bought, hosting and your own tone and ideas. You might need to do minimal research, but to be honest, if you're using PLR correctly, as a jumping off point for your work, you can cut six weeks or more out of the average development.

Average development of content is long and arduous because of the research and collation involved. You have to find the concept you want to convey, write the ideas down, organize them and then coherently present them in such a way that each idea leads into the next - each article supports and solidifies the concepts in other articles - and each eBook contains enough information on everything presented in the topic to make it worthwhile to purchase.

The Info marketing niche has recently flooded with badly written, outdated, or flat out misleading content - and as an information marketer, its now YOUR responsibility to ensure you understand, not only your PLR based rights, but your responsibilities as well.

In this no holds barred PDF, we're going to expose how to create a virtual real estate empire - with the foundations already dug and placed for you, the walls and roof in place - all YOU need to do is decorate!

We'll walk you through finding a PLR site that suits your needs, deciding what type of PLR you need, and the best ways to choose your content.

We'll explain how to put up a website, and more importantly, decide WHAT TYPE of website you want. We'll walk you through setting up everything to make money, solidly, and in ways that don't break the various rules and regulations of the Internet community, search engines and, most importantly of all, preserve your reputation with your clients, and finally, we'll explain how to tie it all together and where to go from here.

Our guide is designed to take you from allowing content, eBooks and audio to gather dust on your hard drive to making a real income with all kinds of PLR content easily, efficiently and with minimal effort. We're not saying its hands free - and of course, you'll have to put in a little work, but that little work can translate to bigger profits.

## **What IS PLR?**

PLR is Private label rights, and is a category and type of content that you can edit, or rebrand yourself. The most common types currently are articles, eBooks and source code. Following up behind that, audio and video content is also becoming more and more popular.

Most PLR companies deal in selling PLR in sets. These sets could simply be a group of articles on the same subject, or complete sites and audio, video and code. This content is all designed to be edited and published online, either on a website or via eBook to increase the standing of the author as an expert.

There are many different kinds of PLR - from article packs to eBook sets, and beyond - but there are also different kinds of rights with PLR. You can buy personal PLR rights, which means you can't resell the PLR - personal resale PLR rights - which allows you to send the personal rights to the PLR. And then there's the full PLR rights, which means you can do whatever you please with the content.

## **Why PLR works**

PLR works, quite simply, because it leverages your time. You're no longer tied to researching, producing, editing, drafting, re-editing, redrafting, laying out, and then polishing the content you need in any niche, and even more importantly, you're not even tied to niches you have more than a passing knowledge in.



Before, to credibly produce content for any site, you'd either need to BE an expert or HIRE an expert. The 'be or hire' mentality soon pervaded every niche, simply because it was easy to spot who was putting up research and who had passion. Who was throwing up Adsense sites to make money, and who was monetizing their hobby. Who was using Adsense to support their interest - and who were simply feigning interest. And, on top of that, those that WERE experts were finding themselves being overlooked, ignored or even ripped off, and their content appearing on other sites. Things got ugly on the web, and to combat that, writers began charging more for their work. Which, of course, was also a good thing because quality writing became harder to find as more and more people began to think that all it took to make money was to put up a couple of sites and wait.

PLR broke that mould very quickly. People could be instant experts - in fact, as long as you've got some editing skills, and can afford to spend a little time adding your own slant to the content, and understanding what the niche was, you could become the expert, and also make money.

### **The problem now?**

People don't use PLR properly. They put it up, and follow the paths of gurus that barely understand what they are supposed to be doing with the content, without understanding the Google Slap, and then wonder why they aren't even making pennies in Adsense. Yet, it's possible to make so much more with PLR, and we're going to walk you through how, because when used properly the reason WHY PLR works is because it makes the author of the site, or the website itself a credible source of quality information, written well.

Using and editing PLR is essential because without making the content unique, you'll actually lose standing as an expert - in the search engines AND with your readers.

The secret to making content unique is to edit it in your own style - its not simply about replacing a percentage of the words and tidying it up simply to make it fit - the best edited PLR uses the PLR as a starting point and

converts it into something that speaks to your readers in a personality that's all you, and still contains the information in the starter article.

Most people don't do that though, and by and large, it's why PLR 'fails'. They take no time out to fix the content up to make it unique. If you can make the content work for you, you're less likely to get caught by Google's rules.

## **The Google Slap**

Google is a leading search engine, and usually any policies it adopts, others follow – so it was of little surprise when Google decided to start eliminating sites of little or no value to people – first they eliminated the junky 'link' sites, which meant that people actually had to have quality content on their page, and then they eliminated sites with duplicate content – and they are still working on this now. This meant that people who were 'stealing' content got caught in what was now not just a Google slap, but a Google sucker-punch. Affiliates saw their AdSense checks drop from a couple of thousand dollars every month, with little effort, to pennies, because Google had wiped out their main line of search engine traffic.

Google's 'slap' works by its algorithm picking up the people that aren't adhering to white hat techniques – though loopholes come and go, the people that adhere to honest policy when dealing with Google, are generally the ones that don't notice the 'slap', and those that take advantage of the loopholes others find, and base their whole strategy on doing so, are the ones that suffer the most.

The Google webmaster's guidelines are basically designed to ensure that sites designed to be picked up by search engines adhere to a quality that means the people using search engines aren't getting 'stiffed' in the information stakes. These guidelines clearly outline the concept that Google takes pride in the results it provides and will take any action necessary to maintain the quality of them.

Every so often though, Google will take it a step further, and ‘clean up’ the loopholes – tightening their algorithms and generally cleaning house. The last ‘big’ slap was over, what many people believed to be squeeze and opt-in pages – the one before it was over duplicate content.

The duplicate content ‘slap’ was considered to be the harshest to date – Google introduced a ‘secondary’ search results set – and if you used duplicate content, you found yourself, quite rapidly, in those results. People lost their top page ranking overnight, and things looked bleak for people producing sites, but not writing their content.

Around this time, people began looking for solutions, and it was there and then that PLR was born. People couldn’t or wouldn’t pay for ghostwriters, so decided to buy content in bulk and edit it. And then people began to deliberately produce content (PLR) and sell it as editable, thus filling the space in the market caused by Google.

Like everything else, Google is already eliminating the people that don’t use PLR properly and is now refining it down to those that do. And you can be one of them.

## **Who should use PLR?**

The long and short of PLR is anyone can use it. It saves time, research, development and of course, creation from scratch. Many people find it easier to modify or edit products that have already been produced – and PLR provides a legitimate way to do so.

The people that benefit most from PLR are those that want to build sites or bolster site content with items that match it, and that they can put their own name to. PLR is most useful when used in conjunction with blogs and informational sites – and can be used by anyone with a little skill in editing and writing.

Anyone that can produce a basic html website, or post to a blog can use PLR.

PLR is also a useful way to build a reprint library for the promotion of your own site. With editing, most PLR articles are suitable for everything from reprint promotion, e-zines and mailing list, audio and auto responder costs. In fact, PLR is only limited by the limits of the medium and usage you choose for it. Anyone can use PLR, and everyone can use it for any reason.

## **Part 1 - getting PLR**

### **Membership or deals?**

Many people start out with PLR because they are buying it through dime sales, deals, and getting it from free giveaways, but rarely use it properly because ALL they are being sold is PLR. A few savvy people will start looking into learning to edit PLR, but it takes a very specific skill set to edit PLR to be both useable, clear and most of all, get passed Google and the other search engines filters for duplicate content.

Just as people are savvy to duplicate content now, it's also very easy to see what the 'hot topic' is from people using the dime a dozen PLR membership sites out there. You can see what content is being sold from the cheap ones because of the sudden rise in the sites on that topic, and if you see the content unedited, the poor quality of the content itself.

Companies like Info-go-round and others pride themselves on quality, but there are some fly by night PLR groups out there that produce barely coherent articles, and pass it off to unsuspecting newbies as 'the best' there is in PLR. Instead of getting caught in that trap, you should consider very carefully the quality of the PLR you're buying, and where you're getting it from, before committing.

### **Deals**

There are a variety of deal sites out there, from the \$7 report style ones to serious dimesale sites that sell content, portals, and most of all PLR for what seems to be ridiculously low prices. And if you're really interested in trying PLR before you buy into memberships, many good ones will give you a 'trial' pack to edit before signing up.

Deal sites serve dual purposes – the owners have picked up PLR at cost, and may, or may not have edited it. They then place it on their deal site, in front of their mailing list – who tells their mailing lists and so on down the chain. Every purchase is money in the bank, its true, but it's also another

name on the mailing list they run. That mailing list is then worth more than the sale itself – with that list, they've got a bigger audience to launch their other deals to –and to sell anything else via affiliate links.

PLR content is well suited to dime sales because people aren't going to go looking for 'the source'. It also means that if you're interested in trying out PLR, that there's a variety and abundance of sites that you can buy from to do so, without any effort on your part. Just wait for the next mailing.

### **What to look for in a PLR company**

There are thousands of PLR companies out there - from sites that offer memberships that are smorgasbords of content, to sites that simply offer you content with no bells and whistles.

Whether you're looking for a million articles on a variety of topics, or just a couple of hundred in a solid niche you'll want to evaluate the companies offering content very carefully. You'll want to take a variety of quality issues into account – both the tangible and the customer based. These checks will not only ensure that you're getting a good deal, but also give you an idea of where 'the competition' could be buying their content – and give you a head start on planning your site to stand out from the rest.

There are companies that cater specifically to Internet Marketing, health or other products, and others still that allow you to mix and match your niches and produce content to fit a variety of needs, in a myriad of areas. So you may want to consider 'drilling down' and finding a company that suits your ethos and then considering whether the 'mix and match' companies can offer similar, albeit on a less specialized level.

When buying PLR, it's also important, first and foremost, to consider exactly what you need. If you're looking for a specialist type of PLR, such

as pre written newsletters, or eBooks, there's little point in looking at a company that provides only audio. Similarly, unless you're confident in your abilities to record content, if you need audio, buying articles might prove to be less than cost effective.

There's no point in buying a membership to a site that produces blog content, if you're not using blogs - or reports if all you're looking for is articles for your sites, though, of course, most PLR reports can be broken down to be used as articles. Where it's true that most PLR content can be adapted, one of the major ways to exclude PLR companies from your list is to decide which matches your needs closely.

It's also important to evaluate whether the content you are buying is worth it - whilst doing this, it's a good idea to rule out any bonuses you honestly won't use. What's the point of having 20 blog templates, for four different types of blogs, if you're not sure how to use them? Do you then include that in your evaluations?

Where it's important to remember that, yes, of course, you'll have access to everything - if there are several memberships of different prices that offer you a match for your core needs when seeking PLR, but vastly different 'extras' - even if they are labeled bonuses, and not part of the core price, to make it easier, it's best to only consider your direct needs. While your business plan may have room for extras, you don't want to take on TOO much, or you might find that you grind to a standstill.

Once you've got a basic feel for the PLR companies, and any offers that are currently going on you'll want to explore the different communities attached, if possible. If they don't have a community, it's good to see what others think of the PLR offered. If there are testimonials on the site – contact the person and ask if they mean what they say about it – if you can, contact the sales team and ask to contact members of the site, whether through them or directly, and ask their opinions. This may lead to slightly 'biased' reviews in favor of the company – but you'll at least get a feel for who the members are.

Once you've done that, look at any recent affiliate promotions you've seen, from the company – does it accurately reflect the sales letter, or have the affiliates gone out of their way to write about the extras they received. Are the affiliate's even members?

A word of caution though - its unwise to simply take member comments on board, as different people expect vastly different things from PLR provision sites. Some people expect over delivery and content that can be used out of the zip - others are more interested in making sure they are getting content 'over delivered' and don't care how much they get, as long as its A LOT.

It means that some people will never be satisfied with the content they are receiving - or worse, will complain when they stop getting bonuses or bonuses they already have. And though many companies perform a great balancing act when it comes to this sort of mindset, PLR is already pushing the boundaries of stellar value. When written well, PLR can make a website – augment a reputation and best of all – fill gaps that nothing other than hiring a ghost writer can do. PLR is your own private ghostwriter.

### **PLR company checklist**

**Do they deliver regularly?** - you can evaluate this by looking into the company history, and seeing if there are any comments on their forums, or from other people that are or were members. Ask for opinions and recommendations on high traffic forums.

**Do their sales teams answer emails promptly?** Though this isn't a great indication of how they behave once they have your funds, it's always good to evaluate a company on how they handle their presales support. If they answer your question promptly, give them another tick.

**Do they have a support desk?** – Its possible that evaluating this is tied to sales teams, do they have a help desk? Does it look like it's used? Do the FAQ's (if they have any) seem realistic? Based on the realism, do the



questions seem reasonably answered? Are there quality outlines, or a complaints procedure included?

**Is there a forum attached to their member area?** – Another word of caution here – most membership sites offer a forum for MEMBERS ONLY, so it may be hard to evaluate whether their membership site is any good. Going to other forums about any membership is a risky proposition, as there are so many PLR sites out there that people will lie to get your business. This lying may take the form of trashing your competitor, or posting false reviews.

**Are their free samples written in grammatically correct English?** – one of the biggest bugbears any writer or anyone even remotely website and content savvy will tell you is that the majority of 'cheap' PLR companies use writers from countries that outsource cheaply, which, in most cases means that English is not their primary language. And where there's a difference between leaving PLR articles with lots of editing room and poor English, if their samples make you cringe or are an effort to work with, you might be in for more of that when you sign up as a member.

**Does the content outweigh the bonuses?** – if their bonuses outweigh one month of their content dramatically – or outweigh three months total of their content, you might be better served grabbing membership elsewhere – you're not paying for the bonuses, so you'll want to decide if what you are getting MONTHLY is worth what you're paying.

**Are the bonuses related to the content?** Again – if their bonuses have absolutely nothing to do with websites, web development, website tools, or PLR or aren't at least decent MRR products, you may want to look a little deeper.

**Does the person providing the content have a history of good offers?** – This is very subjective, but if this person has a history of letting others down, or has 'bad' projects tied to their name, proceed with caution.

**Are the testimonials believable and from 'trusted' sources?** – Testimonials are another grey area. It's very easy for someone to make up

a testimonial and stick a big name on it, less easy to catch them without following up with the testimonial provider themselves. As there's no central repository for testimonials, you'll have to go on your gut with this one.

**What is their money back guarantee?** – A real stickler for most people is money back guarantees – but it's important to remember that most of these companies are also battling against unscrupulous users, so if they don't offer a money back guarantee on their content, its reasonable – you may just need to wait until they run a big offer on their PLR and get in then.

**What are their terms of use?** – probably one of the biggest sticking points for people is how they get to use their PLR - so check the terms and see if the rates look fair. Make sure you understand the terms that you're looking at, and whether it's worth it.

**Have you seen the items promoted elsewhere?** – if the company is claiming that they have 'exclusive' rights to content you've seen elsewhere, you may want to double check what rights you're getting, and possibly even let them know that you've seen it elsewhere.

## **Storing your PLR content effectively**

Once you've chosen your PLR Company, or companies, you'll need to make sure you've got a system for storing your content. Many people use a drive just for their PLR, but as time passes, you'll find that this drive fills up very fast. There is also the question of downloading it – do you download it a bit at a time, and wait for each one to download, or use a download manager?

## **Download managers**

There are many options out there for download managers – but one of the most important things to remember is that any download manager YOU

use is your responsibility – and some sites do not like them. In fact, some sites have clauses that say you cannot use a download manager with their site. So make sure you review their terms of service, and if in doubt, ask on their forums or their tech support.

Some of the best download managers are Getright(share/offerware) and FreeDownloadManager (free) – both have easy to use interfaces. In the case of FDM, you can install it then simply right click on the page and it'll find all of the items for download, and queue them for you.

These download managers will make downloading the content easier, but you should always ensure you've got room to save the content.

### **Storing and tracking content.**

PLR is notoriously easy to lose track of. You buy MRR to a couple of products and then, a few days later you buy the PLR to it and another product. But you don't purchase PLR to all of them. Soon you're left with a tangle of content, that you can't tell what rights you have – especially if the site is removed.

So you have to develop a saving and cataloguing method.

### **Saving files**

The easiest way to save and organize your PLR is to make sure that you've got a folder structure that you can save it to. Have one folder for your PLR – another for MRR – another for bonuses (and split them into the rights you're getting). Another file for resale rights and another for personal use. It may seem like a lot of work now, but if you save them separately, based on the rights outlined on the web page or site you are buying them from, it's far easier to plan what you're going to do with the content and other items you now have various rights to use.

It's also a good idea to save the webpage itself that you bought the content from to a folder with them – that way you've got an actual reference of any rights you're hazy on.

There are also 'tracker' style software – such as PLRcommander, TigerEcontent, and DeskpilePro that allow you to input your products and categorize and track them. These DO make your life slightly easier – but are an additional step after downloading, so may not be for everyone. And you'll still have to save everything to different folders.

### **PLR commander review - <http://plrcommander.com>**

PLR commander is a great piece of software that allows you to log everything you're downloading. You can store what you've downloaded, its path, and give it keywords – all whilst being able to search it, and mark it as used or not.

Pros: It's a very simple interface with a lot of great features – Jay Jennings really has done his homework on it.

Cons: There's no way to have it automatically log what its downloading, which means when you're downloading a lot from a site, you're going to spend a long time logging it.

### **TigerEcontent review – <http://tigerecontent.com>**

TigerEcontent is a several software systems bundled together - this bundling of software has created a cataloguer, eBook tracker, article, tracker, and is tied to your Wordprocessor, allowing you to load and work on your content, in the program. You can scan for content, and other items - so you don't need to manually add anything to it if you don't want to - the downside is that it doesn't really recognize zips - meaning that you have to unzip all the files you have in zips, or store a text copy with them.

It is has a contact manager built in - which means you can outsource the content that you're producing, should you so choose.

## **Backup, backup backup!**

It is of crucial importance to backup any files you download at least once per week. The last thing you want is to buy products and then lose them the first time your computer melts down. Most PLR membership sites DO NOT archive, or charge for access to their archives so you must keep your own copies. Put these archives away – but don't forget about them. You'll be able to use content on the disks simply by copying it back to your hard drive.

Alternatively, a large external drive is a good option. With the 400GB models coming in from \$200, depending on how much PLR you plan on keeping, this might be a good way to store, and track any PLR content you buy.

However you choose to backup - try to keep a searchable copy of everything you've bought - if you're buying a lot of content, you might find that you buy duplicates - and while you may only be paying \$7 per duplicate (if you're lucky), you may find those costs soon add up.

## **Check in regularly**

Another problem with PLR membership sites is that they update whenever they can. Very few of them have set update dates and though they claim to, in many cases, most PLR sites are late in delivering content, due to upload or creation delays.

It's still surprising though, to see how many people contact support desks because they've been paying for months, and are just checking in again NOW. And of course, most companies will not allow you to access content that you've missed, so you're stuck with paying, effectively, for nothing.

So, when you join a PLR company – set a reminder for yourself to revisit the site, at least every 15 days. If they have an active forum that you use, this may not be a problem, but just in case, you might want to remind yourself to go check the downloads.

If you notice that downloads aren't forthcoming, by all means, contact the company, but remember that most of them are single person enterprises, so might not get to answer help tickets every day.

And if the worst should happen?

Most people don't know how to handle things if they 'worst' happens. In the case of PLR sites – the 'worst' is paying for a product you're not getting, at least a month of no updates, discussion, or movement at all on the site (for example, one site had a very active forum, but its help desk just wasn't being manned at all – the owner knew nothing of it till her PayPal account was suspended) and you don't get a response to any support tickets or comments to the owners.

Once you've paid for a month that hasn't been forthcoming, around two weeks before your next payment, email the PayPal address you're paying. They should have a reasonable explanation as to why your products or services are not being delivered. Give them a week to respond, then email again. Let them know they have another five days to respond, before cancelling the subscription and letting them know that you're flagging this to PayPal. Usually you'll find that when you cancel your subscription, if you haven't had a response, that WILL prompt some sort of follow-up or comment from the site owners.

If they still don't respond though, open a complaint with PayPal, claiming back last month's fees – its highly unlikely, in the very rare case that you've gotten someone that isn't going to provide what you're paying for that you'll get it back, but you may find that you do.

Although there are many different options for PLR companies out there – and there's a PLR company (or a handful) to fit any niche, you'll find that most PLR companies are perfect for their membership. The best PLR companies respond to their memberships, and deal with anything that's raised, effectively, openly, honestly and evolve based on member requests. This evolution makes the best PLR companies stand out from the market, and means that its easier to select which fits your needs the most.

## **Part 2 - What sort of website or product do you think your PLR will suit?**

PLR can be used for all sorts of things – from websites with AdSense or other monetization, to eBooks that are bought and downloaded, to member's only areas, auto responder series' and beyond. Basically, you can create anything you like from the content you're buying, as long as you're willing to shape it into that.

It takes time to develop a site from content, and though PLR speeds that process considerably, any production of content or products that you undertake will most likely not be simply 'overnight'.

Most websites usually start showing profit after around a month in AdSense, sometimes less; sometimes more - but that profit will almost always be tiny. It takes time to build up a passive income so set yourself a target and stick with it.

There are many programs out there, including the \$5 a day scheme - which basically says you set up one stream of income that gives you \$5 or so back a day. The mistake most people make is they expect to make that straight away - if you set a goal of having a site that makes \$5 a day after 60 days - and set one or two of those sites up a week, it'll soon add up, and it won't leave you so stretched out that you can't pay attention to those sites. Whether you're running your site from a blog, or through simple html, site maintenance soon starts to eat into your time - whether it's just adding a fresh set of articles once every few months, or tweaking the ads, the

metatags, the descriptions or something else, you'll always find there's something you need to do to make your site better. Eventually it'll get to the point where all it needs is freshening - it'll be refined far enough that you only need to add articles - but that takes time.

### **So what's your game plan?**

Once you start getting your PLR content in bulk from member sites, you'll probably find that unless you're very prolific, or incredibly disciplined, you're not going to want to produce items out of every single thing you buy, and will instead pick and choose the best and the worst of your content.

Cherry picking what you can work on is a great method to ensure that your site or your reputation is boosted by PLR, so we've outlined a couple of ways you can use PLR. Its highly unlikely you'll use every piece of content you've got access to so if you pick the best of the content that you're getting, and the content that sparks the most interest in you, you will have a better chance of editing that content to its best potential. It's important to remember though, that there's no getting around the fact that most PLR editing is dull.

Not just dull, as in, it's a bit boring, but dull as in mind numbing, unless it's a subject you're REALLY passionate about. If you choose content that you have no interest in, it's likely that you'll have to 'fake' enthusiasm, because worse than the editing is seeing sites that have been produced using PLR and discovering that they are as flat and lifeless as they come.

So when planning to produce ANYTHING with PLR, be sure to allow lots of time to edit – even when you're used to editing content, PLR does feel like a very hard slog – and rightly so. It's content that you're adding your own personality to – and that might take longer than you think.

### **You've got your PLR, what else do you need?**

Once you've got your PLR, and you've got your game plan, you'll need to decide where you're putting it. Whether you're using it in a blog, or putting



up a mini information site, or using it as an e-course, there are a couple of things you'll need to procure.

For all things editing, Open Office is the best office suite for those that are budget minded. If you don't mind paying a couple of hundred dollars, the most recent copy of Microsoft Office is incredible – its been seriously tuned up and is far more intuitive than any they've released recently – the catch being, if you're used to the old copy, it leaves you a bit confused till you adapt.

For writing emails – emails need to be formatted to a certain width, which, to be honest, Word isn't designed for – so you need to find an editor like Notetab (<http://notetab.com/>) – you can use this to design your auto responders, emails, articles for distribution and more. Their free copy is sufficient for the average Internet Marketer.

Editing templates and uploading sites – if you can afford it, pick up Dreamweaver. It's an amazing piece of kit that allows you to edit code and view the results in separate boxes.

Other editors -

<http://www.google.com/Top/Computers/Software/Freeware/Editors/HTML/> this open source directory lists some of the best freeware editors out there – but HTML kit has to be one of the best for anyone not totally sure of HTML. Again, it's not free, but it's far cheaper than Dreamweaver.

Uploading – SmartFTP is a great, full featured FTP agent that will allow you to upload your content easily.

Of course, you MAY get bonuses, or starter kits with your PLR. Of all of the items I've seen offered lately, two have stood out as good value, high quality tools – one is HyperVRE and the other is Website Sizzler.

Website Sizzler is an incredible piece of software that allows you to generate and upload articles to your website with the minimum of fuss, and is a great companion to any PLR based site. The downside is that to date, there's very little documentation for it.

Hyper VRE is a free or paid tool that you can buy - it allows you to produce websites with the minimum of fuss based on templates that you can buy as a monthly membership option, or create yourself based on their instructions. Then you simply load the articles, the keywords and some other settings and it creates and uploads the site for you. You don't need to worry about the links, or uploading - Hyper VRE does that for you.

The paid option allows you to personalize and customize the content and other items inserted to your own settings - the free one has some functions missing that you may find essential, or may not even notice.

<http://hypervre.com>

Hyper VRE also provides templates - HyperVRE monthly is a great investment for anyone looking for templates to match the software - the templates are well designed, easy to use and of course, priced competitively for the service and shortcut they provide

<http://hypervremonthly.com>

### **Choosing a template to match your site**

There are a myriad of free template sites out there – and whilst the content has to reflect your personality – and passion – you also have to ensure that any content you're providing on a site has a structure – and templates provide a solid way to ensure that you've got that structure.

In recent years places like Open Source Web Design (<http://oswd.org>) have grown in popularity because they provide easily accessible, easily modified templates, usually with CSS files, and more.

These lightweight, easy to edit sites are an ideal starting ground for any budding infopreneur and allow them to express themselves and their personalities in a professional and pleasing way.

### **Choosing a template to match your needs**

One of the more complex considerations when designing a template is what, exactly your 'look' should be. Should you go for a slickly designed site, with lots of flash and graphics, or should you go Web 2.0? Should you go for graphics heavy, or minimalist?

One of the best ways to decide what sort of template you want is to evaluate templates, whilst remembering that you can swap images out. It's easy to overlook, but if you don't like the color of something, but the layout is perfect, why go looking elsewhere? Why not change the color – or remove, or alter the image? This isn't to say that you should steal another site's design, but when browsing through design repositories, remember that the designs you like are probably very easy to customize – and probably a lot cheaper to do so, as making alterations is far less time intensive for design professionals than designing from scratch.

Another thing to consider is though you want to stand out in your community; you'll also want to ensure that you still fit with the generalities of the community at large. Funeral sites rarely use bright colors, simply because that doesn't fit with the overall tone of the product, or what they are trying to convey.

## **Editing a website**

Most people find that editing websites is a daunting and sometimes even scary task. Whether this is because you've found editing with FrontPage, or Dreamweaver or another program difficult in the past, or because you're 'just not techie' there is hope.

Most templates, when loaded into Dreamweaver, are easy to manage, and can be edited with a minimum of hassle – if you know you're going to be putting up a huge site, you may want to consider creating a 'template' file – depending on your software, you should be able to create that with a minimum of fuss.

Finally, whenever you edit a website, make sure you have kept track of any links that you've made – ensure they work when online so that you're not bleeding traffic due to misspellings, mistakes, or broken links.

## **Putting up a website**

The second simplest use for PLR, behind adding to an existing site, is to use it to create a site from scratch.

Creating a site from scratch can come in a myriad of formats – you might find it easier to create a site with software, such as HyperVRE (affiliate link) or similar, or you might want to build it in Frontpage, Dreamweaver or another program.

If you can't afford the software we've just mentioned, you've also got the option of downloading a freeware or shareware html editor. The best free WYSIWYG editors out there are listed in our resource appendix, but primarily, what you have to consider is whether you understand using a site builder on your desktop to create a site or if you should, perhaps, consider using a pre built framework – such as a blog system, CMS or online site builder. Whatever option you choose, you're pretty much stuck with for the duration of that project, unless you're willing to tear it down and start again, you want to get it right first time.

## **Blogs and PLR**

Building an information rich blog site, on either blogger or WordPress with PLR is as simple as ABC!

A- Choose the blog system you want – in the case of Wordpress, it is strongly recommended that you use a self hosted, or community copy designed specifically for niche products. Wordpress.com will let you run your content there, but you may find that people don't visit, plus it's far harder to optimize and organize perfectly on a remotely hosted option. Blogger allows you to archive the blog itself to a site – look in the documentation to find out how, and do that, as it means that Google is crawling your own site and, again, you have slightly more control over what content is accessible.

B - Once you've chosen the software system you'd like to run your content on, edit it. As we'll explain in the next chapter, it's always better to edit your content in batches rather than daily, and post it, forward dating it if possible.

C – Post your content carefully – ensuring that the dates all match up and that you're posting articles that are obvious sets with links to one another – and that's it. Make sure you've selected all of the settings that optimize your blog to its best performance, and then promote the site.

Blogs also have the additional advantage of automatically building the links structure for you – most of the better blog software adds the content links to your site.

By far and away, using a blog to organize and publish your content is the easiest method of putting together an easily spiderable site. Blog software will always create unbroken links, until you mess with their settings - for example, the quickest and easiest way to break your links in WordPress is

to change your permalink structure - BUT - if you set that up before you start (as you should) it won't make a difference. So if you plan ahead you can eliminate problems and once you've created your site, you should consider generating and submitting a site map to Google.

## **Sitemaps**

Sitemaps recently became one of the big 'buzzwords' in search engine optimization - and just to confuse things slightly further, the search engine style ones aren't - usually - human readable.

Sitemaps are a great way of letting search engines know that you've got a raft of content in place that they don't know about – it's a way of 'jumping' the organic process of indexing your content and allowing Google and others to see your content all linked up. Sitemaps work the way they do because the content is all linked ON the sitemap – so anything not linked will, automatically, not be considered.

Many of the better sitemap tools also do not include broken links in their sitemap outputs, or give you warnings allowing you to fix them. This is an invaluable way to ensure that everything is linked up correctly, and nothing has accidentally 'broken' whilst being produced.

## **Site builders and uploading your site.**

One of the biggest 'should I do it?' questions that new Virtual Real estate developers ask is whether they should put their site up all at once or 'trickle it' by uploading their site bit by bit and updating the navigation accordingly.

'Trickling' it up, by and large, is the most natural way to grow a site – even if your trickle is ten or twenty articles at a time, its highly unlikely Google or the other search engines will care – you're still going to find a lag in your upload and being indexed.

The drawbacks with doing it this way is that you're going to be editing your site every single time you add an article, and unless you've been really clever and used a navigation that you can edit as a standalone, instead of altering every time you upload your site, you may find that your site is either increasingly big to upload, isn't particularly navigation friendly, and that your hard work might be wasted, if you forget to link articles.

On the flip side, uploading a site full of articles is a sure fire way to star your VRE empire and as long as its not thousands of pages of duplicate content, it's usually ok. You'll still have to drive traffic to it to ensure that people see the content you've uploaded. The only drawback to this is that if your site doesn't upload properly, you may find that you've got broken links, and it takes a long time to do. Depending on the size of your site it might be more trouble than its worth to build a 'static' site.

## **Static versus Dynamic**

Static sites are easy to work with – you can edit them on your computer, and upload the bits you've edited – you don't need to know complicated programming languages to produce them, and best of all, most static sites are easy on the browser too – to a point. With no include files, and no external CSS to load, you'll normally find that these static behemoths take a long time to upload, and even longer to edit.

Static sites are also usually a lot bigger – because you're saving the template over and over again, each page you upload, you'll find that the site gets bigger and bigger as time goes by. As we'll detail in Chapter 4, its easy to build static templates – the worst part is turning your design into HTML.

Static sites have several drawbacks – unless you centralize the theme itself (via CSS or similar) you'll find that your site is unwieldy to edit – if you're not using CSS by the time your site is 25 pages or so in size, you'll find editing your SITE becomes a bigger chore than editing PLR.

Static sites are also very easy to break – but just as easy to fix. There's no code to work through to find the 'break' so you won't need to work out what you did to damage it in the first place.

Dynamic sites – even simple ones using PHP and includes are far easier to maintain, once you know what you're doing. They are lighter to load because dynamic sites take all your 'common' areas, such as your header, navigation, footer and sidebars and keep them in one file. That file is then inserted into the page you're pulling up to show your content.

The advantages of this are myriad, from load time, to ease of editing but those advantages can also be their drawbacks. They are advanced options for people wanting to build sites fast, but some of the better PLR sites are now offering these templates as a part of their bonuses.

Another form of dynamic site is blogs, CMS systems or similar. These scripts give you the framework, and an easy way to build your site, taking care of the navigation and links for you. Though not always intuitive, they can be a fun and quick way to put up a site and learn more about PHP, CSS and dynamic scripting.

Where to get CMS's

Depending on your level of expertise in working with scripts, there are several options to what to do when looking for a script to run your site.

By far, the most common way most people get into using and installing scripts is a program called Fantastico. This c-panel script is amazingly easy to use and offers a range of the most popular open source software available to webmasters – from blogging programs such as Wordpress and B2 Evolution to CMS systems such as Typo, PHPnuke – plus forums and other programs designed to make your site as inviting and interesting as possible. It's possible to get carried away using Fantastico, it really is that easy to add and use the scripts it installs.

The second option you've got is to research or purchase software that you want to use on your site. This option has a steeper learning curve – not



only do you have to learn how to use the software you're installing, but you've also got to learn how to install them – which is beyond people sometimes. This does mean you've got control from start to finish, but it also means you can find yourself in over your head rapidly.

The third option is to hire a programmer to install your script – this option is probably the easiest – you don't have to worry about ensuring the site is patched and up to date before you start – of course, you'll still have to learn all about using the script itself, but it does mean that you can get up and running with that expert start.

## **CMS systems**

By far and away, the best CMS systems don't look like CMSes. Two of the best are Joomla and Mambo. Branched from one another, Mambo was the older and more stable of the two, and then Joomla was founded. Mambo and Joomla make for great sites – have fairly intuitive back ends and are easy to make search engine friendly – which means putting up sites is as simple as installing, picking and modifying a template and adding the content. While there are older systems out there such as PHPnuke and Postnuke, Mambo and Joomla are easier to use, easier to configure and better overall.

## **Monetizing from the start?**

There's a lot of debate in the web community as to whether you should monetize your site from the start, or wait until you've got traffic.

Short of designing your site with areas that can hold advertising, and then 'collapsing' or filling them with something frivolous, it's pretty safe to say that monetizing from the start is a good way to deal with your site. You might feel stupid collecting no money, then one or two cents until traffic picks up, but once your traffic DOES pick up, you'll find that it's worth it.

You can monetize in a myriad of ways but the most popular is AdSense.

## **Using AdSense**

AdSense is either a blessing or a curse to many web masters. It gave us a very easy to implement, professional way to monetize our sites, but at the same time, has so many strict rules that sometimes people feel very intimidated by it all. And occasionally people fall foul of the protections Google use – and these issues cause people to lose their accounts.

Having said that the few people that have problems with AdSense are unfortunate – AdSense makes a lot of money for a vast amount of people.

By far, the simplest way to use AdSense is to insert a couple of blended blocks into your site and ensure that they look like they fit. Don't overdo it, and enjoy the passive income it brings.

### **Using affiliate programs and more**

Though far beyond the scope of this book, there are a myriad of other ways to make money. Exploring Clickbank, and Paydotcom are two great ways to get ideas of where to make money, and how – and best of all, there's software out there that allows you to make AdSense like ads on your pages, and keep all of the affiliate pay. Be sure not to blend AdSense and AdSense lookalike units though!

### **Adding to an existing website**

This is of course, the easiest way to use PLR. Simply edit and add the PLR to your site, in whatever fashion suits you, your site and the PLR. This gives any site a 'shot in the arm' and gives you content to play with – making Google, your visitors and ultimately, your bank balance happy.

You should only ever add content that matches the overall theme of your site – while it's true that there are sites that talk about 'everything' on them – it's also true that they have a common theme. This 'common theme' is what makes Google rank them highly, and allows them to be the focus of lots of search engine, organic and other traffic.

### **Founding an article site**

One of the suggested uses for PLR, when it was first thrust onto the internet scene was to build and add your PLR articles, once edited to an

article site. Whilst this is a good idea as a secondary use for your edited PLR, it probably shouldn't be your primary focus.

Partially because without traffic article sites are practically pointless but mainly because with the correct use age, you can actually use your own article site to promote your other ventures far easier than maintaining and uploading a tone of articles on a vast list of topics.

Once you've created your site – pick your best articles, and upload them to your own site and other article sites – we suggest Ezinearticles and Article directory as two of the best and biggest. Make SURE you link back to the site you're adding the rest of the content to – once you do, you'll find that anyone using your articles will also be adding to your page rank, and using your content, establishing you further as an expert.

### **Selling your PLR as a product**

Slightly more time-consuming and probably the least popular way to use Private label articles is to create eBooks or courses. It's the least popular because it requires the most work, but also gives the best returns in terms of value for money.

Creating an eBook isn't as simple as editing the PLR articles and stringing them together, though some books are simply an amalgamation of articles that people have bought from PLR companies and put together. Instead they need to be carefully edited and crafted into a coherent message, and stay on message the whole way through. There's nothing more frustrating for a customer than to purchase an eBook and find that it's rehashed or nonsense on a topic that they aren't interested in.

EBooks are laser focused markets. You need to always ensure that you're paying attention to what you want your readers to do – and what information you are hoping to impart, whilst ensuring you've also got enough material to keep your readers interested and encouraging them to continue to reading.

Most sets of PLR articles aren't easy to convert to eBooks, so if you're interested in heading down this route, you might want to consider a

membership that provides eBooks, either as its main content, or as an additional production.

### **The pros and cons of eBooks**

EBooks are, by and large, one of the best things that the internet has ever seen. They are portable, tiny in size and are now finding their homes on handheld computers, such as palm readers and PDA's. But where it's true that they turn your library from a couple of tones into SD card size, they're not being adopted as much as the proponents of their first wave hoped.

EBooks are portable its true – but only as portable as the equipment you're reading it on, so many people with only a desktop have found that reading eBooks is a chore rather than a godsend. Even those with Palms find that reading eBooks can be both dull and unrewarding – most of the people that own eBooks spend a lot of time on computers anyway – so they feel that reading at a computer is too much like work.

Those that do read via their Palm or PDA, or laptop have also commented that often, they can't find the eBook they want. EBooks, as they've been slow to pick up, aren't mass produced – silly, considering most of the people that talk about reading eBooks on their laptop, palm or desktop, also comment that they purchase a tangible copy of the eBook at some point or another, giving eBooks a viral edge over other advertising.

The single best use for eBooks to date though is education. Internet marketers and niche readers the world over are always looking for clear, concise, re-readable, easily accessible information to learn from. And it's in that area that PLR really shines. So if you can take your content and turn it into a great info product, then you're probably onto a winner!

## Part 3 – Templates and more (advanced techniques)

Once you're a bit more confident with your templates, you can go ahead and design template sets. Dreamweaver and most other high end WYSIWIG programs have the option of creating, and defining templates. As we said in an earlier chapter, the advantages of this are huge.

Imagine creating 100 picture frames, and in those picture frames a mirror to link each and every other picture frame you have. The imagine needing to change one of them - that change would then get 'fed' to each picture frame - negating the need to alter hundreds - or thousands of pages by hand.

By using a couple of similar elements, such as includes, you can cut your work down even further.

### Includes

Includes are simply shared files that the page calls. I've found that PHP includes are the easiest to work with, but there are lots of tutorials online that talk about includes, and how to use them.

A simple include file could read:

```
</head>

<body>

<----this marks the start of our left column ----->

<? include_once 'includes/leftsidebar.php' ?>
```

Where leftsidebar has its actual path based on where the template is saved (in this case in a folder called 'includes' and can be ONE FILE that contains everything that you want in your left sidebar.

Most people use includes because they are incredibly powerful and reduce the physical space that you use on your website - you can put your header, your footer, and any sidebars that do not change in these files - or your

Adsense code, or a pile of other things that would benefit from only being saved once.

Some web servers don't support this, so if you're unsure of this, you might want to ask a designer to set it up for you - but includes, by and large, can kill the work of maintaining and updating a site by around 40% - which is 40% more time you could then spend on money making of other types.

One word of caution however - unless you've got some dynamic program loading your metatags and keywords, its a good idea to start your includes or your template files below your meta tags, keywords and other meta information. That way, you can 'tweak them for each page.

### **Tweaking and researching meta tags**

One of the biggest things that PLR seems to 'lack' when used is proper meta tags, descriptions and information that would otherwise help the search engines.

One of the biggest SEO debates at present is whether metatags and keywords even matter - personal research has lead me to believe that it does.

You can omit keywords and still rank highly in search engines, with a lot of high quality links - usually these high quality links need to be one way to be truly effective. With the new search engine measures however, Google and other engines are going to start filtering traffic, so its important to ensure that you get legitimate links - and not buy them - or all your hard work (and MONEY!) could be wasted, when Google eventually filter out all sites using 'paid' links.

You can research your keywords using a number of tools - my favorite is free and recommended by Internet Marketer Joel Comm in his eye opening book on Adsense and that is the Inventory tool over at overture -

<http://inventory.overture.com/d/searchinventory/suggestion>

Many people say that overture has died off, but its value for keyword research is huge, even now.

Of course there is also software on the market that will help you with your keyword work, so its important to find one that works for you. There's no point in paying for a tool that you're not going to use - and the first maxim of

internet marketing is "work smarter, automate and delegate!"

## Profiting from PLR

Broken down at the most basic level, there are 2 ways to profit from PLR.

- 1) You can buy PLR rights to products and use the content yourself
- 2) You can sell PLR rights to products/content that you create

Basically, you're either buying PLR rights or you're selling them. This line blurs the deeper you get into understanding PLR rights. But for the sake of keeping things simple at the start, this is a good way to look at things.

This is the fastest and easiest way to make money with PLR products that you purchase. But it is also the most inefficient way to profit in the long run using PLR.

Boom!.....You buy the product, download it to your computer, and upload it to your website.

Add a "Buy it Now" link, and you're ready to start making sales. The only problem is there will be other people who do the very same thing. This means not only will you have direct competition, but you'll have direct competition selling the EXACT SAME PRODUCT as you.

This often means that the only way to compete is on price, which will lead to a "price war" between everyone selling the product this way. This "price war" only lowers the value of the product in the customer's eye, and cuts into the profit margins of the sellers.

The only efficient way to make money selling a product "as is", is if you have a responsive opt-in list to immediately sell the product to. This way you can upload the site and immediately send out an email and start making sales. I'll cover this method a little more when I talk about what I call "PLR Brokering" later on in the ebook.

This is a fantastic way to develop your own line of information products in a short period of time.

While everyone else is busy trying to sell the same exact product to the same exact market, you work behind the scenes making a few changes to the PLR product you purchased. You find a part of the product where you feel the quality is lacking and you add some additional valuable info.



Basically what you are doing here is taking the PLR product you purchased and using it as a “template”. Instead of trying to write a brand new product from SCRATCH.....you simply take the PLR product you purchased and make it your own.

This is the one of the main reasons why you bought PLR rights.....to become an INSTANT author without any of the aggravation that comes with writing.

Make sure you put your name as the author, so you at least get some of the respect and prestige a “real” author does.

Just having your name on the product will make everything you say that much more credible. Over time, this will help you establish yourself as an “expert” and help your business grow.

Sometimes the only thing that separates a HOT product and a “dud” is the title.

The title of a book can often take it from failure status to best-seller.

Direct marketing legend, Ted Nicholas took a book titled “The Entrepreneur's Manual” and changed the title to “Why S.O.B.'s Succeed in Business and Nice Guys Fail”.....sales went thru the roof.

E. Haldeman- Julius, the publishing genius responsible for the “Little Blue Books”, regularly changed the titles of books that didn't sell well. He called it sending the book to the “hospital”. The title of the book would be changed to something more powerful and the contents of the book would be left the same. Trips to the hospital often resulted in HUGE jumps in sales.

Haldeman- Julius sold these “Little Blue Books” by title only (there were no salesletters), so the title was the only information the customer had about the book.

Some examples of titles that turned around sales :

- With sales struggling, the book “Fleece of Gold” had it's title “spiced up” into the more
- seductive “The Quest for a Blonde Mistress”.....Sales increased by 833% from 6,000 to 50,000.
- With the simple change of the title, 2 Little Blue Books saw their sales more than triple in volume. The first was titled “Patent Medicine”, the title

was changed to “The Truth About Patent Medicine”. The second was a book by Oscar Wilde called, “Pen, Pencil, and Poison”, whose title was changed to “The Story of a Notorious Criminal”.

E. Haldeman- Julius talks about the titles of his “Little Blue Books” in his hard-to-find book, “The First Hundred Million”.....a marketing classic. He devotes an entire chapter to the process of changing a book's title. The chapter is titled, “The Hospital” with the subtitle, “How Little Blue Books Are Given New Zest by New Titles!”.

Controversial and thought provoking titles SELL.....plain and simple.

This goes right along with changing the title. Give your newly-titled ebook some brand new kick-ass graphics.

Most of these PLR products that are sold come with rather boring, generic graphics. Yeah, they look “professional” but they just seem to have a generic feel to them.

Spice up your new version with some sharp graphics. If you can't do this yourself, have a pro do it. You can usually get a nice header and an ebook cover done for around \$47 or so.

If you're serious about taking your new product to the next level it may be worth the investment.

Here is a list of very capable designers who can help you create some original graphics –

<http://ecoverexpert.com>

<http://www.ecoverartist.com>

<http://graphics4marketers.com>

<http://ecoverfrog.com>

<http://www.ebookgraphics.com>

<http://www.MiniSiteGraphics.com>

<http://www.ecoverslab.com>

<http://www.trendyecovers.com>

<http://www.affordablegraphicsandbanners.com>

<http://www.HiDefCovers.com>

<http://www.BlingCovers.com>

<http://www.eCoverFX.com>

<http://www.eCoverDesign.com>

If you'd like to try and make your own graphics, I suggest checking out – <http://www.thelogocreator.com/> and <http://www.webgraphicscreator.com>.

Both programs are made by the same company but have different functions. For ebook covers and headers all you really need is the second software I mentioned the “WebGraphicsCreator”  
<http://www.webgraphicscreator.com>

Now that you've taken your PLR product and turned it into your own unique product, you need to make sure you use it to add even more money into your bank account.

Add affiliate links to products that you mention in the book. Far too often, I see people publishing ebooks and linking to a product, but NOT using an affiliate link.....that's what affiliate programs and affiliate links were MADE for.

There is nothing wrong with adding an affiliate link when you recommend a product or service in your ebook. If you're not doing this, then maybe you need to re-think your decision to be an internet marketer.

Maybe you have a higher priced product that relates to your newly modified PLR product.....Why not use your new product to promote your other product?

Another way to maximize the potential of your modified PLR product is to make the product viral. Use the product to help you build a list. Or promote your own site or e-zine.

Include links to all of your other products, services, mini-courses, ezines, etc.

A good way to do this is to include a short “About the Author” or “Author Bio” section.

You'd be surprised how many people like to know about the person whose book they are reading. Maybe think of including a picture of yourself. Don't be shy. The majority of people out there like to put a face with the name and words of the author.

Some authors even include banner ads or some other form of straightforward advertising in their products. Be careful with this. Especially in ebooks you are selling.

Too much blatant advertising will turn many readers off, and may result in more refunds.

It's best to keep things simple by using recommendations and other forms of "soft selling".

Blatant advertising has its place, but it's probably better to use this method only when publishing a FREE ebook, which we'll discuss more later on.

Add to the ebook – pictures, screenshots, graphics, affiliate links, recommendations, tips and tricks boxes, etc

Add some Pizazz to your new product.

Make it stand out from the rest.

Add pictures, stock photos, screenshots, graphics, audio or video snippets, etc. Make your ebook MORE than just PDF file with some text. Make it something special. It's incredibly easy to add all of these features to products with Open Office. This FREE software makes your life as a digital product creator easy.

Getting creative and spicing up your ebook makes your product stand out from the rest, and adds value at the same time.

People are always looking to get their articles published online.....why not publish their articles in your ebook?

There are tons of articles written on almost every topic you can think of.....why not add them to your current PLR content???

Contact the author of the article(s) and ask them for permission to use their article inside your new product. You'll credit the original author in the ebook....I'm not talking about "stealing" content here.

Yeah, there's tons of article sites out there....but here's the thing.....people are lazy, some people don't want to go around looking for articles. Why not take these articles and add them to your PLR content? This way you are

saving your customers time by putting all the information in one place – your product.

Talk to the article's author.....if they have a product or service they are promoting with the article, see if you can link to it with your affiliate link. This way you'll be adding value to your product, creating viral traffic for the article's author, and also adding a possible stream of income to your product. While also providing more information and value to your readers.....EVERYBODY wins!

Another way to take a generic PLR product you purchase and spice it up is by adding related resources, links, interviews, etc....

You'd be surprised how many authors, especially of PLR content, don't do a good job of providing easy access to resources for their readers.

Personally I HATE it when ebooks don't tell me about other resources I can find on the topic.

I also hate it when ebooks don't use active links in them.....I know it makes me sound lazy, but I get upset when I have to take a link in an ebook and TYPE it into my browser.  
What a hassle.....(laugh)...

It's SO easy to make links in an ebook live and clickable.....do your readers a favor and make their experience with your product as user-friendly as possible.

Interviews are another great way to add content to an existing generic PLR product you purchase.

Interview an expert and plug their answers to your questions right into your new product.

Or get even sneakier and ask someone a couple really specific questions about information in your product.....than add something like this to your PLR content :

“I asked John Smith, the author of “Affiliate Marketing For Beginners”, for his opinion on how to find a good product to promote. His opinion was that”

See you can take an expert's answers to your questions and weave and flow them into the generic PLR content that you bought.

Talk about a way to make your content UNIQUE!

Yet another way to make your content unique is to add famous or inspirational quotes to your PLR content.

People love quotes. They take quotes they love and put them on their walls, they tape them to their desks, heck some people even have quotes TATTOED on their body. Add some related or simply inspirational or educational quotes to your content to give it some added ZEST.

If you wanna get really sneaky....you could make all the quotes in you ebook clickable. That clickable link would take visitors to a quote web site you set up.....heck you don't even need a whole website.....just make a simple quote page.....throw some Adsense on it, and maybe some Amazon links and you just created another potential source of income....

This may not make you a ton of cash right away, but if you set up a simple “famous quotes” site or page.....and then have all the quotes in all your products link to it, you'll start to see free traffic flow to that page. Just a wacky idea.....

You can always add public domain content to your PLR content. Public domain content can be used “as is” or you can edit it before you add it to your content.

This is a quick and easy way to add more content to your PLR content.

This page here – <http://www.booksforabuck.com/general/pubsources.html> – does a good job of listing good sources for public domain content.

Yes, it's great to be able to have your own products that you resell yourself. But don't let they way of thinking stop you from maximizing the profits you pull out of your new product.

Once you've modified the product, changed the title, changed the graphics, etc.....You now hold in your hands your own unique product.

This allows you to do things like sell the Resell Rights and Master Resell Rights to this new product. If you've done a good job making a high quality,

unique product then you will soon find that you have a handful of people practically BEGGING you for the rights to resell your product.

Amazing isn't it?

Remember, have a plan in mind when selling Resell Rights or Master Resell Rights. Make sure your product is viral and has ways in it for you to make money by letting other people sell it.

Resell Rights are not something you should just attach to a product "just because...".

Make sure you have a system and plan in place where you profit from the resell rights that you sell.

Attaching Resell Rights to a product for no good reason, just devalues your product in the long run and takes away portions of your profits.

Now for something really tricky.....

You see, now that you've taken that somewhat generic PLR product you purchased, and added a little "sugar and spice" to it. You now have the opportunity to sell PLR rights to YOUR product.

Think of it like taking an old car, and fixing it up. Then selling it for a higher price.

That's what you're doing here. You're taking a generic PLR product, making it even better, and now selling the PLR to it.

If you've done a good job creating a high quality, in-demand product some people will pay you handsomely for the PLR rights to it.

Again, remember that PLR rights take away the control that you have over your product. They also devalue the product over the long run. Know and realize this before you decide if selling PLR is the right thing for you to do.

The more PLR you sell, the more you devalue your product. Also remember that the more PLR you offer, the less customers will be willing to pay for PLR. NOTE – As mentioned earlier in the ebook.....make sure the PLR rights you purchase to a product allow you to resell the product with RR, MRR, or PLR. Some products do not allow this. Although many of

these products WILL allow you to do this as long as you make significant changes to the product. Always double check what the EXACT terms of the rights are before you do anything like this. Back to the fun stuff.....

Take your hot new product and get an affiliate program put in place for it so other people can sell it.

This is a great way to build your business with zero effort. If your product is hot, and your salesletter converts then you will have affiliates and maybe even SUPER- affiliates ready to promote your product across the Net.

Having an affiliate program already in place also makes it that much easier to do a Joint Venture with other marketers. Once other marketers see you have a hot-selling product they will want to recommend it to their subscribers. If you've already got an affiliate program in place, they may even start emailing YOU with JV offers instead of the other way around. I'm going to give you a "guru secret" here about affiliate programs. Affiliate programs are one of the ways the big "guru's" build their huge lists.

I know what you're probably saying, "What does an affiliate program have to do with list building?".

Well, many of the "guru's" offer large affiliate commissions on all of their products because these commissions entice affiliates to promote their product(s).

Affiliates start sending traffic to the product so they can make their commission.

Well, the "guru's" are smart. They sit back and happily pay out the commissions because they know that any money they make via affiliates is FREE money. That is, it's money they didn't have to do anything for. They didn't pay for advertising, or spend time promoting. Even though they may only receive 25% of the purchase price, that 25% they receive is 100% pure profit.

On top of that, they use squeeze pages, pop-ups, and opt-in boxes to turn the traffic sent to them by their affiliates into a hands-free list building machine.

So, even if someone visits the site through an affiliate link but doesn't



buy....the “guru” still has a chance to add that person to his/her list. Now they can sell to them later.....or notify them when their new product launches, etc.

See the full power of having an affiliate program now??

Now that you've taken the steps and created your OWN product, you can now start leveraging the actions of others to build your business on auto-pilot and take your business to the next level.

“Guru's” here you come!

Now let's talk a little about repackaging PLR products.

The whole idea here with repackaging is that you take several PLR products and package them together to create more value for your end customer.

A creative way to do this is to package together products that are somewhat related and give the package a topic-specific title.

For example, if you took 4 or 5 products that all related to AdSense, you would package these together in something like “Ultimate AdSense Volume 1”. By taking these related products and packaging them together you create a more focused product and provide value to your customers.

This is a great way to create an “irresistible offer” to your customers. Give them so much value, all in one place at a great price, and they won't be able to say “No”.

There's big money to be made in membership sites. And not only is it big money, it's recurring money that gets paid to you month after month.

Membership sites are a great way to build a steady income online.

With the popularity of PLR right now, there are more PLR membership sites out there than you can possibly imagine.

I believe that market will continue to grow, as more and more internet marketers and entrepreneurs continue to look for low cost, time efficient ways to come up with content.

There are several avenues available to someone looking to start a membership site using PLR.

Perhaps the easiest way to start a membership site is to simply start buying collections of PLR products and articles from others and then use this content as the content you offer to members.

Because PLR can be resold, all you are doing here is buying PLR content and packaging it all into one nice little site. This saves your members both time and money.

For them to find and purchase all that PLR content would put a strain on their time and wallet.

The only problem here is that you must make sure you are buying quality content. Members aren't going to stay members for very long if the content is poor quality.

Another problem is that you need to add content every month. This can often be troublesome. Finding good content can sometimes be difficult.

Once you hit the point where you have trouble finding quality content, you are going to probably have to find people who will write quality content every month for a fair price.

This can get expensive but if you have a steady membership site going, you will just have to budget a portion of your revenue every month towards buying fresh content.

Long term, this is what most content sites will need to do.

You can start a membership site with readily available PLR that you buy up, but eventually you're going to need to find a steady source of content creation.

Let's talk a little bit more about the types of PLR membership sites you can run.....

Most PLR membership sites will focus either on creating PLR products or PLR articles. It is up to you to determine which site will be easier for you to run.

If you're running a PLR product membership site, you'll probably need to be producing 2 or 3 PLR products every month, depending on the price of membership, of course.

It may also be a good idea to include some articles that relate to your products. This is an added bonus that your customer's will value. If you're looking to run a PLR article site, you're going to need a ton of content. Lots and lots of articles.

100 articles a month might not even be enough, depending on the price members are paying monthly.

Some current article sites provide 150 or more articles a month.

This is probably too much for one person to try and write on your own. Most membership site owners find writers on Elance.com or even at the WarriorForum.

The WarriorForum WSO forum is also a good place to find ready-to-buy PLR articles at a fair price. Many of the writers there are also looking for steady writing assignments, so you may be able to find some steady content producers there.

This philosophy of “brokering” PLR products is the same basic strategy involved in running a PLR membership site.

The only difference is there is no monthly fee involved.

The idea behind being a “PLR Broker” is that you run a service for people where you buy PLR rights and then turn around and sell the PLR rights to them at a discount.

The best way to do this would be to set up a Squeeze Page or Opt-In page where people would sign up to receive information and discount offers on PLR products and content.

Your job would be to find quality PLR content and buy it. Then you would turn around and sell the same content to your “list”. You would be doing your list members a great service by providing them with PLR rights at a discount.

For example, let's say you find 10 quality PLR articles on a hot topic. All

you would do is pay the money upfront for these articles....let's say \$20 (\$2 per article). Then you would turn around and offer the pack of 10 articles to your list for, let's say, \$7.50.

Even with a rather small, but responsive list it's not out of the question that you could sell 10 copies of the pack of articles. Bringing in around \$75 for content you paid \$20 for. Leaving you with a \$55 profit.

This is a simple example. If you were able to slowly grow a large list you could make a very good money with this strategy. You could even start writing your own PLR content or hire a writer or 2 to write for you, and then market this content to your list.

This strategy also benefits your customers because they aren't "forced" to buy content they don't want or won't use as they are in a membership site. As a member of your PLR "broker" list, they simply buy the PLR content they want, when they want it. You don't have to take PLR products you purchase and resell them in order to use them effectively.

Using PLR products as freebies and giveaways is a great way to build a list, create viral traffic, and spread your affiliate links around the internet.

When I talk about a totally free giveaway, I'm talking about giving the product away 100% free. That means without collecting an email address from those that download it.

If you're going to use this technique with PLR products it's important that you do a few things to take full advantage of the strategy.

First you need to put your name as author of the product/content. This will help to "brand" you as an "expert".

Second, you need to include a link inside the product that leads those who read it to a place where they can go and Opt-in. You need to have some sort of system in place where you try and get the readers email address.

This is the exact opposite of asking readers for their email BEFORE giving them the product. The thinking behind this method is that if you give the reader quality information for free and THEN ask for the opt in, you aren't holding the person "hostage" for their email address.

Using this technique can help you build a higher quality list that is looking for information and not just FREE stuff. Your list may not be as BIG

number-wise, but it will hopefully be more responsive this way.

TIP: Some people when first starting out and thinking of building a list go for a script hosted on their own site. This is probably not the ideal solution for many reasons, but the most important is deliverability.

For example, a 3rd party service like Aweber actually work with the major ISP's to get the maximum emails delivered to your list of subscribers. For that reason, you really should consider going for a 3rd party service.

The third thing you need to do to make this method effective is to add your own links to the product.

If you have your own products you need to link to those. The best way to do this is to include an "About the Author" section. You will put all the links to your products here.

You also need to put your affiliate links in the product. If you recommend or mention a product, place a link to it in the product and make sure it's your affiliate link.

Another good way to include your affiliate links is to include a "Recommended Resources" section, or maybe call it "Author Recommends", or even "Some Cool Links".

This is a good way to include affiliate links without making them look too much like blatant advertising.

You can also try putting flat-out ads in your product. But be careful....It's important to know your market here. Some markets will frown upon being "bombarded" with ads in an ebook.

Other markets won't even care.

Taking your PLR products and giving them away in exchange for an email address is another way to use PLR products.

There are several ways to do this.

One way is to simply offer the product(s) as a "bribe" to someone. They enter their email address and your autoresponder sends them a download link to the product.

You build your list and the customer gets their free report. As mentioned earlier, it's still important to have your PLR products have your name on them, and your affiliate links in them.

Remember, on a Squeeze Page you still have to sell. You are selling the “free” product you are giving away. The “cost” of that product is the visitors email address. Don't expect the visitor to opt-in just because it's FREE. Establish that the product(s) you are giving away has value.

You can show value by listing the benefits of the product(s) on your Squeeze Page.

Another way to capitalize on PLR products you purchase is to offer them to people who sign up to a free membership site.

Once inside the membership site, the members will have access to the products. You will also make an offer to them, possibly a one-time-offer (OTO).

These sites grow virally and can grow very rapidly because members get a commission when the members they refer buy something. You could also go a little simpler and simply use an OTO script instead.

With this script, you'll offer a product or products for free. Then after someone signs up for the free product they are presented with an “OTO” , an offer they will see only once.

You can even use other PLR products you have as part of the “OTO”.

A popular script used for this is Mike Filsaime's Butterfly Marketing Script. But with a huge \$\$\$ price tag. A cheaper alternative with some powerful features is Viral Members Pro.

Use PLR products along with scripts like Viral Manager Pro. This type of script allows you to sell products at a 100% commission rate for your affiliates. So when your affiliates make a sale, you actually receive nothing.

I'm sure you're asking,”Well, how do I make money if I pay my affiliates 100% commission”.

Easy, you use these sales as a way to build your list. Each person who joins becomes a subscriber to your list. Once they purchase the product and join your list, they also can now become an affiliate themselves and promote your product for 100% as well, this creates a very powerful viral

effect.

You as the merchant won't receive a dime from these upfront sales. You'll make your money on the back-end because you'll have a large list of prospects to market to in the future. Not only will this be a list of prospects, it will be a list of PROVEN buyers and not a bunch of freebie-seekers and tire-kickers. This makes your list even more powerful and valuable.

Also Viral Manager Pro allows you to make a One-Time-Offers, OTO upsells & OTO downsells, so you can make money there as well.

You could build a very large valuable list with scripts like these using PLR products that you purchase. You could purchase a PLR product and make some changes to it give it a new title, put your name as author, add some hot new content, etc. Then use these type of scripts to let other people start selling your products for 100% at a price that goes up every hour (another feature of these scripts). As more and more affiliates start making sales, you'll steadily be building a list of actual buyers.

If you write and sell PLR products and content you could use a script like this to sell your content. Maybe instead of 100% commissions, you pay 75% so you make a little off of each sale. Because everyone who buys your package is now an affiliate, you now have one more possible person promoting your package for you.

Mini-courses are a great way to educate prospects. By educating them first, you establish yourself as an “expert” and also build trust with your prospects. This results in higher conversion rates when you attempt to sell them something.

A great way to quickly create a quality mini-course is to break up a PLR product into pieces and deliver it to subscribers over a period of a few days.

This daily conversation with your prospects lets them take their “guard” down and makes them more open to your recommendations because you have used your PLR product in mini-course format to educate them BEFORE trying to sell them.

You can also use PLR articles to create a mini-course. Just find 5-10 informative articles on the same subject and plug them into an autoresponder.

As the course progresses or at the end of the mini-course, you can make suggestions to your prospects.

Add these PLR products as bonuses for other products that you already sell.

With the new bonuses you may just see a jump in your conversion rates. Even if the bonuses don't help conversion, they'll help you OVER-deliver to your customers. These products will have your links and your affiliate links in them, so why not pass them along to some of your customers while also adding more value to your current offers at the same time.

Buying PLR articles is a quick and easy way to build an online income with blogs and content sites.

You can take the PLR articles you buy and use them as content on blogs that you either have on your own domain, or on free blogs you have, maybe at Blogger.com. You can build a quality blog using PLR content that you add daily. This saves you the time and energy of having to come up with something to write everyday.

PLR articles are an excellent way to add valuable content to both blogs and content sites. You can monetize these sites using Adsense, YPN, or other pay-per-click options. Affiliate programs like those at Clickbank and CommissionJunction can also provide revenue. You can use PLR articles to drive traffic to your sites and/or to affiliate programs you promote by submitting them to article site like EzineArticles.com. When you do this, it is best to take the PLR articles that you purchased and rewrite them. You don't have to make major changes, but it is best to at least make a few. After you've edited the articles you can submit them to article sites. This is a great way to drive free traffic to your websites and to affiliate programs you promote.

Simply include a link in the author resource box at the bottom of the article.

This is also a good technique to increase the amount of one-way links to your site.

Submitting articles is a great way to get tons of backlinks to your sites, which is an important factor in getting ranked higher in the search engines.



TIP: Use Content Spooler to help you rewrite your PLR articles. Not only does it help you make the articles unique, you can also submit to article directories without being rejected! That's the power of Content Spooler.

Sometimes the most profitable thing you can do is to think outside the box, and do something a little different.

In this section we'll cover some "out of the box" ideas on how to make money with PLR.

Audio products are extremely popular right now. People can take audio products that they purchase online and take them "on-the-go".

They can upload this audio to their Ipod or mp3 player and take it with them. They can listen while in the car, on a plane, or while out for a walk.

Audio is mobile and that simple fact makes audio products extremely popular and valuable right now.

Why not take a generic PLR product you buy and turn it into a powerful audio product that you can sell with virtually NO competition?!?!?

All you need is a microphone and the ability to read clearly. Maybe you don't even READ the product? Maybe you simply make notes for yourself and use the PLR product as a guide, then speak freely about the topic using the PLR product as a "template"?

Perhaps you're too shy for this.....that's fine. If this is the case then you can find someone who will record the product for you. There are people with very clear "radio voices" who will be able to turn that generic little PLR product into a professional sounding audio product for you.

You can even take that audio and put it on a CD for customers who still use CD's, giving you a physical product to add to your arsenal.

Video products are perhaps the hottest thing going on the net.

Why not use PLR products that you purchase and turn them into video products?

You can use Camtasia to record a screen capture video. You can use this method to create a step-by-step video tutorial. The you can take these video products and sell them as a product.

Or even take them and use them as a way to drive traffic to your websites or affiliate programs using services like Youtube.com or GoogleVideo. You could even post them on MetaCafe.com and make money based on the revenue sharing plan they have in place to pay those who produce quality video content.

If you're not into screen capture videos, perhaps you could take your PLR products and use them to produce how-to videos starring YOU!

Video products are also becoming portable because of devices like the Ipod and Zune.

There are a ton of customers out there looking to buy video products that they can watch "on-the-go". Cater to these customers by providing them with quality how-to information they can watch on their portable device.

There are several ways to take a PLR product and turn it into a physical product.

The first, and simplest way, is to print the product out yourself.

If you turn the product into something like a "home study course", you can simply print it out yourself and put it together in a binder. Try laminating the pages and put them into a binder or some other type of folder.

The most powerful physical product you can create is still a professionally bound, paperback book.

Most people hold authors in high regard. There is a sense of "accomplishment" in having a book published. Who has to know that you published it yourself? Unlike the "old days" it is now fairly easy and inexpensive to get a book published, even if you only want to have a few copies run off at a time.

Once the distribution company has your book in their computers they can print out copies of it for you , ON DEMAND.

Websites like: [www.lulu.com](http://www.lulu.com), <http://www.outskirtspress.com/> and

www.cafepress.com all cater to those looking to self-publish. For more options simply search for “publish on demand” or “self publish”.

How cool would it be to have your own physical book?

How cool would it be to have that book listed on Amazon.com?

Can you see the power of this?

You can take some generic PLR content you've purchased, use it as a guide, add your own thoughts and ideas, improve the quality of the product, and then publish it as your very own book.....INSTANTLY giving you a sort of “expert” status.

The potential power of this idea is truly amazing.

What a powerful credential to have on your side to help you get your business going, huh?

This may sound strange to “internet marketers” but try taking your product offline.

Why not take a PLR product, modify it and see how it sells offline?

Try selling your product via Mail Order. This way you have more of a reach to potential customers.

Maybe selling offline is too much work for you.....okay.

Why not use a PLR product as a free report?

Use your modified product as a free giveaway via mail order. Run a small ad offering your free guide. When your prospects receive the guide, it can lead them to your online business. Or even an affiliate product, if you don't have your own product.

This is an excellent way to use “niche” products you obtain PLR rights to.

Niches like golf, for example, often respond to this type of thing. You can run a small ad in Golf magazine....then when your prospect receives the physical guide it will heavily promote your online golf product, or maybe promote your golf site, or golf newsletter.

If you don't have your own sites or products, then you could heavily

promote a product you are an affiliate of in your physical guide.

A powerful way to really pull some big profits from PLR products is to take them, and modify and focus them into a specific niche.

Let's say you buy a PLR product on "Affiliate Marketing".....why not take that product and "Niche-ify" it by focusing it on "Affiliate Marketing for Stay-At-Home Moms"??

How about "Affiliate Marketing for College Students"?

Take your product and "Niche-ify" it and market it to that specific niche. When you do this you'll make your product stand out while, at the same time, eliminating direct competition.

Several things come into play when you start looking for PLR rights to purchase.

One thing to look for is how many copies of PLR rights are being offered. If you intend on selling the PLR content "as is" then it's important to realize that you will have direct competition selling the exact same product as you.

This method of selling PLR content is the hardest and most difficult way to make a profit with PLR.

Identify PLR products that you can easily convert and focus on certain niches. Keep an eye out for products that can easily be "spiced up". Look for a product in a hot market. Look for a generic product that with a few minor changes, can be turned into a scorching hot report.

Quality is also important. Try to get a sample of the work you are buying before you buy, if you are purchasing PLR content in bulk.

Once you find a source of quality PLR content, keep going back to it.

The major benefit for writers who sell PLR is that it enables them to write something once and sell it several times.

Using this strategy means a writer who creates quality content may be able to make \$40 or \$50 per article written, instead of \$10 or \$20 per article.

If a writer was writing unique content for just 1 client, that writer might

expect to receive maybe as much as \$10 or \$12 per article, although this is a high estimate. To be honest, most writers don't get this. But by selling the same article with PLR, a smart writer can sell the article 10 or 20 times for around \$2 an article.

The author can double his/her profits by selling PLR to the content.

This is also true for writers who create products. A writer who creates an ebook on a niche topic now has 2 options.

The writer can either develop the ebook and put it online and try to market it, selling individual copies for \$19.95 or so.....Or the writer can sell 50 copies of PLR to the product at a price of \$49 and then move on to the next project.

This is great news for the writer who loves to write and create, but doesn't enjoy the marketing side of things.

Now he/she can focus entirely on the creation aspect, collect the cash, and move on to the next project. This allows writers to focus on doing what they do best, and gives marketers, opportunity seekers, and entrepreneurs the opportunity to save time on product creation and instead, focus their time on what they do best – marketing.

A win-win scenario for both parties

Writing and selling PLR content can become a very nice part-time or full time business for someone with the ability to create quality content and find ways to profit from it.

If you are churning out good or even great content, you'll eventually have people begging you for it.

The way things are right now, there is a lot of poor content out there right now.

Many of the people who buy content are often disappointed with the quality they receive. Because of this a brand new market is opening up online to solid writers who can produce quality work. The best way to build a business as a writer is to do quality work. The higher quality of content you produce, the more repeat business you will receive.

You will even get people to start placing requests for specific content they want or need. They will often pay more for this kind of content. The other benefit of producing quality content is you will start to get approached by past customers or people they referred to you, to do larger more lucrative projects.

There are many entrepreneurs out there who are willing to pay handsome sums of money to have a writer (ghostwriter) create quality content for them that they can claim as their own.

Right now the market for writers is perhaps as “hot” as it's ever been.

If you have the ability to churn out serious content every month, then you may want to start your very own membership site selling only your own content.

Let's say you can crank out 100 articles a month.....on your own.

Why not start your own membership site

For 100 articles a month, you can almost certainly get \$10 a month. That's \$0.10 an article for your members. If you limit the number of members to something like 50-100, you are still providing excellent value to your customers. You've also now used your writing to create a steady flow of \$500- \$1,000 of income every month.

That's not bad, especially if it's only a business you do part time.

100 articles isn't as many as it sounds, either. It's only about 3 a day. Many writers find that on a good day, they can crank out as many as 10 articles, sometimes more, in a day.

TIP: Get a membership to Elite Wholesale Articles not only do you get over 300 PLR articles per month. You also receive 3 PLR ebooks and much more, that you can use to create your OWN PLR membership site

This is another “secret” some online “guru's” use.

They create 5 to 10 products, package them together with PLR rights and sell them with a big price tag attached.

Sometimes the prices for these Firesale packages can be as much as \$247....and they are NEVER lower than \$97.

The creators of these products sell a limited number of these packages (usually somewhere between 100 to 200), and then close the Firesale down.

Let's take a look at what these authors are doing.

Instead of creating products that they are going to try and resell themselves, they are instead creating products strictly for the purpose of selling the rights to.

The creator then sells 100 packages in a very short period of time and moves on along to the next project. Let's say you do this and sell 100 packages @ \$97 each. That's almost \$10,000 in total sales. In a very short period of time.

I know what you're probably thinking....."How can little old me create 5 to 10 full products?"

Well, the secret that many of the big shots use is that they DON'T actually create the products themselves.

Nope.....

Instead they outsource the products out to other people.

You can often get a good quality ebook created for a couple hundred dollars.

The "smart" guys out there pay other people to create these products for them, then they turn around and sell the rights to them. Maybe it costs them \$500 a product. For a package of 5 products, that's a total cost of \$2,500. They gladly spend this money upfront because they know if they sell 100 packages, even at a low price of \$97, they will still make about \$7,500 of profit. Then they move right along to the next project.

Easy as that.

Okay, I know the other thing you're saying...."I don't have \$2,500 upfront to do this....".

Okay, I understand, but what's holding you back from creating your very first Firesale on your own?

Create 5 ebooks and package the PLR rights to them.

Too much work?

Then create 5 “special reports” and package them together with PLR, only at a lower price.

Find 5 hot topics, put together 5 quality special reports(not crap!), and sell 100 packages with PLR for \$27 or \$37 or \$47.....that's only a couple dollars per report which means you are providing excellent value to your customers.

At the same time, it provides you with the instant cash you need to move on to an even bigger and potentially more profitable project. Maybe you don't want to move on to bigger projects....why not repeat the very same strategy again.....heck , why not do it month after month???

When it comes to selling content you have to understand the basic principle that people will pay more for 100% unique content than they will for content with PLR.

The reason PLR is more profitable for the writer, is because the writer can sell PLR on the same content more than once.

If you're writing 100% unique content, you write it, you sell it, that's it. When you sell it the ownership transfers over to the person you sell it to.

However, you still can make money selling 100% unique content because you're able to charge and get more money for content that is 100% original.

The key to doing this is finding people who are looking for excellent quality content and are willing to pay for it.

A simple and easy way to create articles, small ebooks, and reports that sell quickly is to write articles around an affiliate program. Doing this makes it extremely easy for your customers to simply take the PLR content they purchase from you and instantly turn it into something that makes money for them.

It's great to be able to publish content and monetize it with AdSense, but



sometimes there more profitable ways to monetize content.

And don't just instantly think of Clickbank, either.

Think big picture here. Write articles, reports, ebooks, that buyers can use to promote Commission Junction programs, AzooogleAds programs, other pay-per-lead networks.

By writing your articles focused specifically around an affiliate program, you make it almost BRAIN DEAD easy for your customers to just plug in their affiliate ID and start making money.

Making things easy for your customers instantly skyrockets the value of your content.

By making your PLR articles, ebooks, and reports almost completely turnkey, you'll have people knocking down your door for your content.

Wouldn't you LOVE to be able to buy stuff where all you had to do was PLUG IN your affiliate links? (Heck, yeah!)

Guess what?

Your customers feel the same way!

With the increasing amount of PLR content out there, lots of marketers are looking for writers to re-write PLR content for them. They don't have the time or ability to re-write the PLR content they purchase to make it their own, so they need someone else to do it.

You could start a PLR re-writing service for those looking for someone else to do their "dirty work". You probably won't make a killing, but it could be a simple way for you to make some extra money with very little work.

Re-writing often doesn't take much talent or effort. There are little tricks you can use to make it very easy.

One trick is to change some of the words using the "Thesaurus" feature found in Word Processor programs like Microsoft Word or Open Office.

Another way to go about this is to buy PLR content, re-write it, and then sell it as PLR content.

All you're doing here is taking someone else's content and using it as a

template to create your own.

I've heard this method referred to as “flipping” PLR content, because it is similar to “flipping” real estate, because you buy it, fix it up, make it your own, and then resell it.

If you are going to do this, it's important the re-writes are still quality work. Don't just change a couple words and then sell it.....that's not a good idea and may cause you more headaches than it's worth.

Instead, put the effort in and give the articles a true re-write.

If you're looking for fresh new PLR products, or even MRR products then you should really check out <http://www.NicheEmpires.com> arguably one of the largest collections of resell products online today.

Or, if you're looking for a membership that can provide all the products you will ever need, and new products being added at a rate of knots, then check out <http://www.NicheEmpires.com>