

PLR

Back To School

A Back To Basics Lesson All About Making The Most From PLR!



BY DANIEL TAYLOR
Founder of PLRDATABASE.net

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Authors Bio

Daniel Taylor is an entrepreneur living in Australia who loves sharing his knowledge and helping others on the topic of internet marketing, making money online, start-ups, growing businesses online, investing, and entrepreneurship. Daniel Taylor is a passionate person who will go the extra mile and over-deliver in whatever he teaches.

Daniel Taylor is, personally, an entrepreneur, internet marketer, and motivator. He's helped people online since 2005 grow their online business. Bottom line, he knows what works, and knows what doesn't.

Anything you'll ever hear from Daniel is to your advantage. He wants to help you live the life you deserve. Entrepreneurship is living a few years of your life like most people won't so that you can spend the rest of your life like most people can't.

Daniel Taylor's words of wisdom:

"I believe that there are no secrets to becoming successful in life. And I truly believe the result to true success in life is the result from hard work, the preparation and the most important of them all, the learning from the failings."

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Introduction



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Introduction

PLR Back To School is a concise and quick guide to help you not only understand what PLR is but how you can use it to your very own benefits.

Within this guide, I'm going to start by giving you a short description of what is private label rights and what it means.

Private Label Rights or PLR have been around the internet for some time now and mainly used within the internet marketing scene. Private Label Rights can be characterized as content, such as articles, ebooks, and reports.

Even software, graphics and basically anything digital (as I'm only mentioning online digital products within this guide). Such products have been composed by an author or a company.

These products can be used as-is or altered as the buyer wants, inside the rules of the PLR license. Such license rules can vary depending on the authors.

Each Private Label Rights author has particular rules of utilization. Some authors don't permit the exchange of the content by any means.

Some permit the content to be exchanged however don't allow the buyer to claim creation or to claim copyrights to the work.

Most Private Label Rights authors, nonetheless, permit the buyer to do whatever they wish with the content which has been obtained with not very many restrictions.

Whenever the PLR content has been bought, the buyers may in most case have the rights to do some of the following:

- Change the title of the work.

- Edit the content of the work (add to it, take from it etc).
- Claim Ownership of the work.
- Submit the work to article directories (if it's articles or even ebooks).
- Submit the ebook to platforms such as Amazon claiming it as their own.
- Use the content for their blogs or websites.
- Resell the work.
- Copyright the work.

The individuals who are entrepreneurs know exceptionally well that the expression, 'quality written content makes all the difference' is a genuine proclamation, and it's one that site operators appreciate.

As they know that site content must be continually changed, enhanced, recharged and refreshed. You don't simply create a site and be finished.

Along these lines, consequently, site owners such as bloggers regularly purchase private label rights content for this reason.

They'll just change the titles, including their very own words, and maybe even add some new graphics making it look fresh again and new.

Chapter 1:

The Expanding Rise In PLR



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Chapter 1: The Expanding Rise In PLR

PLR has been around for a while, and unfortunately, many people still don't know what the term "private label rights" truly means, much less than knowing how to use these particular products correctly.

The market for PLR materials is expanding rapidly. More and more internet marketers are beginning to take advantage of this gold mine.

They have discovered that website owners and niche marketers simply do not have the time or they are a little too lazy or just incapable of writing and producing their own digital products. This is where PLR products have merely stepped in to fill this void.

More and more PLR materials are becoming available for less and less in price as websites compete for subscribers and fresh content. On the other hand, a private label right reselling is also becoming more and more competitive as just about anyone can do this now.

As the same basic materials are being offered by more and more resellers, the competition just gets harder. But not if the reseller is smart enough to make the content their own in such a way that is completely unique.

Chapter 2:

Making Money From PLR



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Chapter 2: Making Money from PLR

Either if you're new to making money online or have been trying to for some time now, you should be making use of private label rights materials.

If you're not making use of PLR materials, then you most certainly should be. You're leaving money on the table so to speak by not taking advantage of this niche. You may even have a lot of private label right material sitting on your computer. If so, it's time to take them out and put them to work for you.

There just isn't a lot of time in the day left to create your own digital products. Having new digital products created for you can be an expensive thing. Ghostwriters don't work cheap.

A single well-written article with about 300-400 words can cost around \$40, and a whole ebook can cost several hundred dollars. And if you use content for a website, you then need material at an alarming rate. It needs to be refreshed, updated and changed continuously.

You can subscribe to a PLR website such as PLRdatabase.net and gain access to all of the digital material that you need for a lot less money than you can have these products produced for you.

There are several things that must be done to PLR content in order for it to become of the greatest possible value to you.

- First, the title of any work needs to be changed. You'll want to keep your related keywords in the title, but change is necessary.
- Second, you'll need to insert your own keywords into the articles, ebooks or reports that you download and you'll want to change enough words so that you can claim authorship of the materials.

The time and the cost of making changes are far less than creating a new product. And keep in mind that others will have access to the same PLR products that you do so you need to learn to enhance the value of the products.

In other words, you simply make the PLR product of greater value than it was in its original form.

That is the way you outsmart the competition. While others simply download and sell PLR products at a low price, you increase the value of the product and sell it for a much higher profit.

Private Label Rights products can be used in a variety of ways. Using them to your own best advantage is the objective.

Some such ideas are the following:

- You can use PLR to build your own credibility as an expert in your niche without having to invest a lot of time or money.
- You can use PLR products to build your own list. Great for giving them away as this gives a visitor an incentive to subscribe.
- You can learn to bundle and promote PLR materials as a unique stand-alone product.

Chapter 3:

Selling PLR



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Chapter 3: Selling PLR

When you sell PLR products, you can sell them as they are or you can edit them to make them unique again.

Take it from me; you want to edit them to make them unique again. Every man and his dog have the original copy, and there are lots of people out there who simply sell them as it is.

You want to stand out from the rest, so spending some time editing the content is what you are wanting to do.

If the product is an ebook, report or a guide, at the very minimum you should make some changes as the following:

Change The Title

Changing the title should include your own name or the name of your company. It should be a title that no one else would use. It needs to be used to give yourself credibility as well as to build your own list.

Change The Cover

Some ebooks which are purchased from PLR websites come with generic covers. Some don't have any cover. It doesn't matter because you really must change the cover.

Make Some Changes To The Text

Changes the text can be minimal, of course. Using such software as document readers such as Microsoft Word, you can simply press F7 and replace one word that is used in the document with an appropriate word of choice. And understand these are only the very minimum of changes that need to be made.

Adding New Graphics

Adding graphics, especially those that have links embedded, is one of the easiest and quickest ways to brand a private label ebook as your own. If you don't have a graphics program on your computer, you really should consider getting one.

One I personally recommend is Photoshop, but there are free online alternatives out there. Just Google 'Photoshop alternatives'.

Chapter 4:

Making Money From PLR



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Chapter 4: Making Money From PLR

Add your own affiliate links within the content. Insert your own affiliate links in appropriate places within the text.

Reorder the chapters. Just simply cut and paste chapters in a different order and don't forget to change the table of contents to match the changes that you make.

Add chapters or information. Adding even one chapter, especially a first chapter, will give your private label product uniqueness.

Delete chapters or information. If the ebook is too long in words, consider breaking it up into two separate books. This takes more extensive rewriting but the time will be well spent if you come up with two products rather than only one.

In short, the PLR material that you've purchased needs to be treated like it is raw material. Private Label Rights materials should be considered as if they are not a finished product.

Giving Away PLR To Build Your List

Let's talk just a minute about giving PLR products away. Yes, it is possible that you might very well want to simply give away your first private label product.

Two great reasons that you might want to give away a product:

- You want to build your credibility.
- You want to build your own list.

Giving away a private label product is one of the more painless ways to accomplish these goals because you'll not have much time or money invested in the product.

The way to accomplish giving away your PLR product is to create an opt-in form. No, you won't make any money, but you will be investing in making future profits by building your list and your credibility.

Chapter 5:

Making Even More Money with PLR



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Chapter 5: Making Even More Money With PLR

Now let's really move on to some tips for actually making some money by selling your private label product.

You can sell your private label product to your own opt-in list if you have one. This is the easiest and most painless way of selling it. All of the profits will be yours and yours alone.

You won't have to share them with anyone else. The sales will also be limited only to your own opt-in list and on your own website.

You can line up some joint venture partners and launch your private label product to not only your own list but to the lists of your JV partners. This kind of promotion is usually very successful, and you'll make many sales in a very short period of time.

All of the profits, however, will not belong to you. You usually have to give your joint venture partners at least 50% of all the sales they make.

Selling PLR as an OTO

If you're already selling your own digital products, you can really boost your income and even create a brand new income stream by offering your PLR product as an OTO for your existing sales.

You simply add the link to your new product to the digital products you're already selling and charge more for the private label product than you did for the original product.

Start Your Own Blog

People subscribe to blogs in huge numbers. You can use your blog to promote your private label products. You just promote the blog rather

than the products themselves. You build your list, increase your credibility and sell your private label products all at the same time.

Start Your Own Membership Website

If you find that you have a talent for creating new, interesting and unique digital products by using PLR material and if you aren't too lazy and aren't afraid of some hard and on-going work, starting your own membership site might be just the ticket for you.

The way that money is made from a membership website is by selling subscriptions to the website and not by selling the private label products that have been created. Those come with paid membership subscriptions to the website.

You'll continue to create your own new products using PLR materials to offer to your membership. You'll also be accepting materials from others who are creating products using PLR materials, too.

Conclusion



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Conclusion

It is likely that you can even come up with some of your very own creative ways of selling the products that you produce by using PLR content.

The possibilities are probably only limited by your own imagination and your willingness to put enough effort into the project.

The entire internet has been built by far-sighted and internet entrepreneurs who sell nothing but products that have been created by using PLR materials. You, too, can be one of these successful people. You have to be able to see the potential.

You have to be able to recognize an opportunity when it presents itself and take full advantage. Buying private label material and using it to create original products is fast and it really is a lot easier than it looks on the surface.

Good luck to you and your future endeavors.

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