

The PLR Challenge

Giving you HONEST step by step instructions so that YOU can make money online



Purchase Private Label Rights (PLR) To This Product And Make Even More Money

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I get a lot of emails asking me how I'd make money if I was a newcomer to Internet Marketing. I have more than one answer to this question, but PLR rights are certainly up there in the top 10. I always think of PLR rights as the best-kept secret in Internet Marketing.

I post on a lot of forums and answer a lot of emails from both newcomers to IM (Internet Marketing) and from experienced home workers who just can't seem to make things pay.

This second bunch are of real interest to me (I'm coming to PLR products soon) They've usually got a pretty extensive knowledge of the things that make up IM – list building, reselling E-Books, building websites, PPC (Pay Per Click marketing), Site optimisation, pre-built businesses, Income Building etc but nothing seems to actually work for them. The advice I usually give is to go back and concentrate on one thing until it DOES work, as most things in IM will, if you give them enough time.

Patience is a virtue, as well as a girl's name.

After exchanging a few emails it came to light that the REAL problem is that these people can't be bothered putting time and effort into their business. They want something that is practically done for them, or the bare bones of the business already provided.

Do I think that attitude is lazy?

No – I think it's **SENSIBLE!**

Who wouldn't want a business where a lot of the hardest work had already been done for you? I would, and I've made a lot of money from something that does just that.

The answer I give in my emails to newcomers and experienced IM's alike, **AND** to anyone who can't be bothered creating their own product or putting too much work into their own business is this...

PRIVATE LABEL RIGHTS!

Yes you've heard of them but maybe not really bothered to look into it much – it's just more IM jargon right?

It doesn't actually *work for real people* does it?

Well, er yes, it does. And **BOY** does it work well. I've heard, and although I can't confirm it, I certainly can believe that ***PLR products are responsible for more first-time earnings in IM than ANYTHING else.***

PLR is one of the easiest and most lucrative ways to build an online business quickly and easily. You just need a tad of creativity and you're away. You can generate a serious amount of money using your computer and the Internet.

Automate the process and you can earn 24 hours a day, 7 days a week, 52 weeks a year.



But, er, what exactly ARE Private Label Rights?'

A good question.

Put simply, if you buy a product that comes with Private Label Rights it means* that you can edit the product in any way shape or form you wish. This includes crediting yourself as author, putting links in to your own (or other people's) affiliate programmes, or selling the product and keeping 100% of the profit. You can also rewrite, change the title, the look, formatting, font or whatever you wish of the product. You can repackage it, give it away or change the price in any way you wish. What you're doing in effect is buying the rights to a pre-made product, which you can then use as though you had created it yourself.

Obviously this saves an awful lot of time, money effort and hard work!

****Licenses to PLR products are all different – you MUST check the license of any PLR product you buy to see what you can and can't do with it. The above is a guide only.***

Below is a quick summary of PLR products before we move on. Buying Private Label Rights to a product is the quickest and simplest way to get into Internet Marketing that I know. They suit experienced or inexperienced marketers, are beautifully suited to the lazier marketers among us (and who isn't?) and in most cases the sales material comes with the product.

- Products ready made for you
- Add your own links and affiliate information
- Re-title, re-package and credit yourself as author
- Keep 100% of the profits
- Quick start, time-friendly way into IM
- Sales material often comes bundled too.

This means you can just upload everything you've bought to your server or freespace and you have a ready-made business.

BANG!

You're an Internet Marketer.

OK fine – sounds good – but exactly HOW do I do it?

There are various ways.

1. Sell the product exactly as you buy it.

This is the easiest way of making quick money with PLR. So you buy the PLR product, change nothing, advertise it on your website or offer it to your mailing list and bank the profit. All you need to do is upload the sales letter or copy the sales page onto your own website and sell it from there.



Selling PLR rights as you bought them is probably the quickest and easiest way of making fast money, especially if you already have a mailing list of a few thousand people. I've done this many times in the past and made several thousand dollars in a matter of hours.

However if you've a little more time to play with and you want to set up a business that will have a longer life and can bring you an ongoing income there are better ways to use your PLR rights.

2. Repackaging your Private Label Rights Product.

This basically allows you to produce what your customers think (actually what really IS) a completely new product to the IM scene. In the right hands a new product can earn its producer millions of dollars in a very short space of time. Yes I did mean *real* millions of dollars, not Monopoly money. New products are *gold dust* and this is my favourite way of using PLR rights, second only to creating my own product from scratch, in terms of earning power. This is where you repackage, sometimes re-write, *certainly* update, and probably re-title and credit yourself as author. In short you will be introducing a new product to the market – with all the bells and whistles that any new product launch should have.

VERY briefly, here's how my new product launch agenda would go.

1. Pre-launch. Two weeks before the launch of a new product I start to gather email addresses from an opt-in site I build, offering a free product in return for an email address so I can tell them when my new product is out. I also email other IM's to ask if they'd like to be affiliates for my new product.
2. Launch. I put up my website, sales page and download page – all automated. At the same time my pre-arranged affiliates email their own lists, telling them the product has been launched.
3. Offer the product to my own mailing list
4. Set up an affiliate programme that's open to anyone.
5. Offer an inexpensive, related product on EBay and make sure my 'About Me' page links back to the sales page for my main product. This is in the 'grey area' in terms of whether it goes against EBay's TOS but frankly, I don't mind taking the risk –its well worth it.

6. Offer the related product (above) as a viral product – it'll contain links to my main sales page.

There are of course other ways to launch a product – PPC, Clickbank, membership sites, article submission etc all of which I use, but my main sales launch follows roughly the same formula, sometimes adding or omitting certain steps.



It's up to you. The main thing to understand is that a new product is a license to make money.

Back to repackaging your PLR product.

The main thing is to make sure that when you change the product you *improve* on it. Update it, make sure that the info it contains is still relevant and add any omissions or include things that you thought it didn't cover too well when you read it. This is also the stage when you should be thinking about including links to any other products you have, or any affiliate programmes to subscribe to or operate.

It's also a great way of getting people to subscribe to your free newsletter (mine is www.dsm-publishing.co.uk see what I mean?) especially if, as I do, you offer **free** back issues, and include free software and/or E-Books in the newsletters.

So for example if you buy PLR rights for this report (from here www.dsm-publishing.co.uk/freereports/plrchallenge.html) you can replace the links throughout it with your own, distribute it as you will and pick up the back-end sales. It's simple but its incredible effective.

You could also bundle other reports, E-Books, software etc in with your new, revised product to make a very attractive and saleable package. Don't include rubbish; you're better off just adding one or two quality items than a whole plethora of poop. Remember once you start adding to the package it becomes your unique product, and worth a lot of money accordingly.

Finally, if you struggle to write copy or redo existing works you can hire someone to do it for you at places such as scriptlance or elance. I'm not advertising for these sites because they don't pay me to do so, but a quick Google search will find them for you.

3. Using EBay

Notice I say 'using' rather than selling. A lot of PLR products state in the license page that you can't sell them on EBay. This is to protect the value of the products, because EBay devalues a product quicker than anything else on the net. It's still a valuable tool in your IM arsenal though and I'm incredibly fond of it. EBay made me my first £10,000 ever so quickly and painlessly!

However although some PLR products state you're not allowed to sell them on EBay directly, you can certainly use your 'About Me' page to link back to your main product, or as stated above, use a less expensive product that contains links back to your main product, and sell that on EBay instead. Basically here you're using EBay's traffic, which is a good idea as I'm told they're currently the 12th most visited site on the planet.

If you ARE allowed to use EBay as a marketing tool for your PLR product (again check the license page) then **USE IT**. Remember the beauty of PLR products mean that you can change the title and content of your product as and when you need to.

Need I say more?

4. How to break apart your PLR and increase your profits.

A marketing genius once listened to me waffling on about how I write E-Books (after a little too much wine). He acknowledged that I did pretty well out of it and had a good reputation among my peers and customers alike for honesty and integrity. He then made me feel about 2 inches tall by saying 'But I'll never write E-Books – there's not enough money in it'. I knew he was a prolific publisher of information products and questioned his statement. All he said was 'Why sell a 90-page E-Book when you can sell a three part course of 30 pages each for more money?' Of course he's right – why not split the E-Book you're selling at £19.99 into a three-part course costing £2.99 per part? It has to be worth it in the first place of course, but it's all about *perceived* value – and a course is usually perceived to be worth more than an E-Book. A large PLR product can provide you with an instant course.

Again this is one of the most profitable uses of PLR products. Don't go along with the crowd and just buy your PLR product, slap up a website

and sell it exactly as you bought it – clever Internet Marketers **ADD VALUE**.

Repackaging, as discussed earlier is one way of doing this, breaking it down into a course is another.

How to do it though?

Simply break down the product into smaller chunks and convert it into a course. If it's not big enough you might have to do some internet research and a little writing, updating or adding to but it'll be well worth it.

Oh yes and you might have to add the words 'Part One', 'Part Two' etc to the start of each bit. Not too much work in return for potentially thousands though is it?



You could present your course in various ways:

- A. As an e-course, downloadable monthly (delivered by email) once paid for.
- B. On a CD Rom (again higher perceived value)
- C. As an email course via autoresponder.
- D. As a video presentation.

Once you've bought your PLR product you can pretty much do what you like with it (again within the constraints of any license that might come with it) so let your imagination run free. Don't be sacred of trying new things and whatever you do, don't bleat and follow the herd like a sheep. You'll find most people who make serious money in any business don't follow anyone.

They lead.

5. Use it as a free product for viral marketing.

Giving it away for free when you've paid for PLR rights?

Are you mad?

Actually not as silly as it might seem at first, again as long as it's OK with the license that comes with the product. In fact a quick note here would be to email the seller of the PLR product with some questions or even ask for a copy of the license *before* you buy.

If you know what you want to do with the product this would stop any confusion or disappointment later when you find out you can't actually do any of the things you'd intended.

Personally I'd think twice about buying any PLR product that has a very restrictive license. If somebody is selling PLR rights, they shouldn't try to limit or hang on to the damn thing. The only sensible thing (in my opinion) as a PLR seller is to limit the numbers sold.

A good idea is to Google the PLR product you're thinking about buying. If everyone, his horse and its father are selling the same product, forget it.



So, back to viral marketing and giving away the product for free.

This is how I'd do it.

Gather together a list of products you're currently selling. If you don't have any of your own (or you want to add to your own products) then sign up as an affiliate for programmes that take your fancy at Clickbank.

Ideally this needs to be related (if loosely) to the PLR product in terms of subject matter. Then as you're redoing the product – new title, new graphics, a bit of jiggling with the text etc, insert your affiliate links and the links for your own products in there. Make it look pretty and put some

good graphics in to break up the text – this makes reading easier, and you're less likely to lose the readers attention.

Once this is done offer it as a freebie to your own mailing list if you have one. Allow them to freely distribute or resell the product (on the proviso they don't change anything – there's no point doing this if your links aren't in there). Also offer it your newsletter or to other people's newsletter as a freebie. Offer it from your EBay About Me page as a freebie.

Offer it to Ezines, in forums and basically anywhere you can think of to give it away. Give it away to anyone who emails you by putting a link in your email signature. You'll find it'll spread across the Internet quite well, and you'll pull in a steady stream of sales from it.

I use this method quite a lot and I reckon viral marketing is responsible for a good 40% of my sales. Chances are that this very tome you're reading is some form of viral marketing – I'm sure I'll have some links in here somewhere!



6. Set up an affiliate programme.

Clickbank is probably the best-known site for affiliate programmes. As far as I'm aware they only accept affiliate programmes from publishers who have their own products. This would mean that you'd have to repackage and re-title your PLR product. It's well worth it though.

All you have to do is set up your newly packaged product (remember it must be unique, hence the clever re-packaging) with the Clickbank marketplace for a one-off fee of around \$50.

PLR v Resell Rights

Resell rights have their place in the world of Internet Marketing. When you buy (or are given) resell rights this means you have a ready-made product to offer as a freebie to your list or to attract people to your

websites or wherever you want people to be looking. Resell rights are a fast and inexpensive way to do this.

Even better - If you're a member of a good Ezine such as [DSM Publishing Ezine](#) or similar, you'll be offered, often for free, good quality books and reports that retain their value because they're often limited to newsletter subscribers.

This means you can resell them and keep 100% of the value and the market doesn't become saturated. They'll hold their value a lot longer and a lot better than many others will. PLR rights on the other hand, are the most **worthwhile** rights to hold **IF** you can find them. They're usually expensive, but because you can change, re-title and repackage them, as you will.

Even better you can include your own links in them, and then sell the **RESELL** rights (not PLR rights) to other people. This is why you pay more for PLR products than resell rights products - because you'll make more money from them.



Carry other people's advertising?

If you use resell or PLR rights to build up your own mailing list you'll almost certainly be able to sell advertising space to other Internet marketers who don't have their own list.

With PLR rights you can customise the links to include your paid advertiser's links, then offer this book for free with resell rights to your list and charge the advertiser for it. He should be very happy with this arrangement and pay accordingly.

If you can get a solo ad (no other ads in the same E-Book or report) to 5000 interested people you can charge anywhere from 100 to 5000 for the privilege, depending on the subject matter and quality of the list.

Certainly once you've become a little more familiar with PLR rights, think about carrying paid ads. If you're not sure what to charge, think of a silly amount and start the bargaining from there. I often send emails to people who've requesting placing an ad in one of my E-Books saying

'I was thinking in the region of £40,000, so we can start from there'

It certainly gets the ball rolling. Advertisers are rarely scared off by this tactic and enjoy the bargaining process!

So, PLR products – what do you think?

If I had to start again from nothing in IM, PLR products **IS** one of the first things I'd look at. If you can get hold of a decent PLR product and can think outside the box, even a little, you can make serious money.

The key is to stop taking the advice of too many experts. There are websites after endless websites of advice about using PLR products. Read them, sure, but then realise that everyone else who is getting into PLR products has read the same websites. Twice!

My advice – take it or discard it as you will – would be to market your PLR products in the form of a multi-pronged attack!

Come in quick; make a large amount of cash as quickly as you can, using two or more of the methods I've waffled about in this E-Book.

This initial sum will then dwindle away until you end up with a bigger bank balance and a slow trickle of sales every week. Not enough to make you rich, but imagine this 'small trickle' comes from 10 different PLR products?

Now we're talking a healthy income.



Here's how I'd do it:

Buy PLR Rights

Repackage some of the info to form a smaller product that contains links to my own products and my affiliate products. Offer this with resell rights. Offer paid advertising in resell product as above. Replace my links (except for one) with paid adverts. Break PLR product down into a course. Offer it from your website – this will be my main product.

Include a link in above product offering the same course but with **resell rights**, at a higher price because it's worth more to the customer.

Start an affiliate programme for the course –set it up on Clickbank and offer affiliates a decent % to promote it for me.

Create free report offering similar (but not as in-depth) information as PLR course. Distribute for free with link to PLR course.

This is viral marketing.

This is a standard-ish technique I use for PLR products. I usually see big sales for a month or three, which then settle down into a trickle of regular sales each week. So I repeat the process with another product.

There's an expert round every corner in Internet Marketing. Most of them (myself included) know **SOME** pieces of the jigsaw, but I've not yet met **ANY** expert who knows the **WHOLE** picture.

Take what you can from each. Be a scavenger – they're usually the fattest of all the IM animals.

Feed off the experts - try their methods, and try what they tell you to do.

If it works you'll make money, if not, chalk it up to experience.

But whatever you do, **DON'T SHY AWAY FROM DOING SOMETHING** because the experts tell you it doesn't work. It might not work for them, but despite their success in some areas, they might be spectacularly useless in others.



My advice is to try the things they recommend, and try the things they **DON'T** recommend too. Make up your own mind.

Good luck

Samantha

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If you want to find out more about Samantha's products [click here](#)