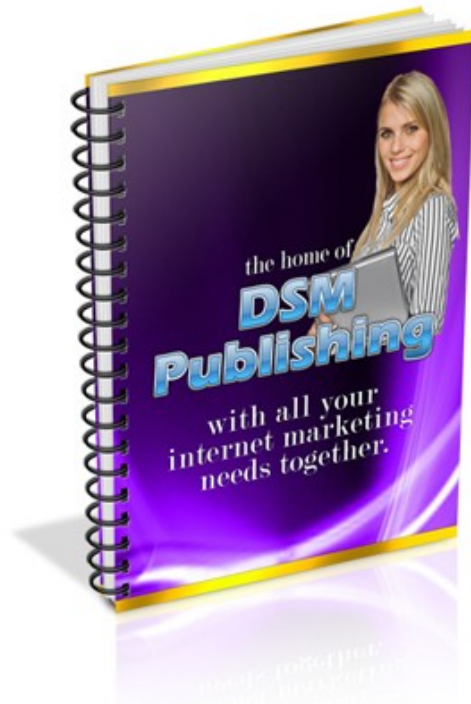


The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



PLR Profits

**You Have Full Master Resale & Giveaway
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Whatever You Like With It As Long As It Is
Not Altered.**

**If You Would Like Premium Master Resale
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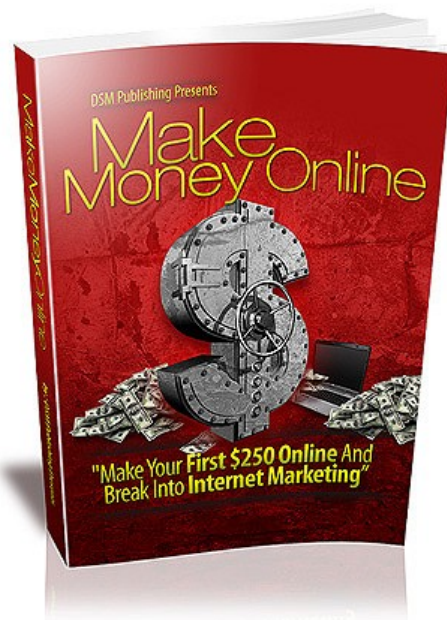
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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 12-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

Let's get started

PLR PROFITS

Today I will be chatting to you about profiting from private label rights (PLR). If you look in the internet marketing world you can not escape PLR it is literally flooding the internet constantly and many people don't even know how to profit from it.

The reason for chatting about this today is because a complete PLR disaster that I noticed online just yesterday and didn't want my fellow internet marketers to go down the same road.

I had downloaded a free ebook that I had remembered seeing offering PLR rights to a while ago. So someone had obviously bought the rights and was then offering it as a list builder.

Which on the outset is a great way of making money out of PLR – or so you would think?

Then after further inspection I discovered that they are had literally uploaded it straight away without doing a single thing to it. This was a real shocker!!!

They had not even:

- *Signed their name to it
- *Placed any name as the author
- *There was not a single link back to them
- *included any viral marketing links

Now you look at it and think they must have been nuts as why else would they have bought the PLR in the first place. With my mailing lists for example I get about 30 sign ups a week just from one link in an ebook I wrote a couple of years ago. By not doing this they have given up on their viral income from this report.

I also often see similar questions on the Warrior Forum as people buy the PLR but just don't have a clue of what they should actually do with it.

So over the following pages I have given you my best tips so that you will not be one of those people that struggle with PLR...

My Top 7 Deadly Sins Of PLR

There are actually much more than 7. But these 7 are the ones that prevent most marketers from making a single penny from their PLR efforts. These are the same guys you will hear talking about how PLR 'doesn't work'. They're wrong with a capital 'W'. Avoid the things below and you're halfway to becoming a PLR boss.

#1 Stop Buying Rubbish

Selling PLR is a good way to make money. Which means that a lot of low life marketers will throw packages together just to make a quick sale. If you've bought much PLR in the past you'll know exactly what I mean. Poor content, bad grammar, typos, damn-near impossible to read and on the whole pretty worthless.

The only solution is to bin the whole package. If you try to rewrite it you'll just get bogged down in the mire. Throw it out and put it down to experience.

Why?

Because you might be tempted to recoup your losses by reselling it. If you purchase junk PLR, repackage it and sell it on to your customers then expect to ruin your rep. Even if you don't have a reputation, you won't get any repeat business from customers who purchased your product made from junk PLR.

Reputation is everything in this business, don't lose it. And if you don't have any sort of reputation, then build one for yourself by providing VALUE.

You can avoid buying rubbish by either using only people who you can Google and *see* that they're established PLR sellers, or by contacting unknown or new writers and asking for a sample.

You WILL buy some rubbish PLR at some point. It's a rite of passage, but don't be scared of asking for samples or asking for testimonials from previous customers. It's your money. Don't be tempted by less expensive PLR unless it's from a trusted source. You do get what you pay for where PLR is concerned.

TOP PLR TIP – Give a rookie a break. Use little known writers (get samples first) to produce your PLR for you. You'll get great quality work at low prices -at least until they recognize their worth and ask for more money, but they'll thank you for giving them a break.

#2 Buying PLR then leaving it for dead.

TOP PLR TIP – If you buy it, USE IT WITHIN 14 DAYS or it'll just get left, gathering legendary 'cyber dust' and you'll never profit from it. Too many marketers purchase PLR material on impulse and then they decide to not use it. Or they just completely forget. Before you purchase PLR material, take a few minutes to decide if you actually NEED it. If you do go ahead with your purchase, save your PLR material to your desktop, so you're constantly reminded to edit your PLR product.

Have an idea before you buy what you're going to do with them. Decide for example BEFORE YOU BUY how you will repackage it to sell. If for some reason, your business plan changes or you decide to go in a different direction, then at least get some use from your PLR material by adding it to a free Blog or something - only if you're allowed, of course.

#3 Not putting your 'stamp' on it

PLR content should be a 'rough blueprint' for an original product. - Your product. If you can't write get a freelancer to add / subtract material to make it unique. The very least you should do is to re-title it – if you Google the PLR you've bought you'll see a shed load of entries for it. If you re-title it then make some minor changes to content and graphics...

BANG!

You have an original product. You can compete by not being as lazy as your competitors who will just leave the package as it is, upload it and try to sell it.

TOP PLR TIP – Whatever else you do, make sure you *at least* re-title it, preferably change the graphics and do a rewrite or partial rewrite too!

#4 Getting the graphics BADLY wrong.

Let's face facts here... no one in their right mind wants to see poorly created graphics, it's extremely unprofessional. When I say poorly created graphics, I don't mean plain and simple graphics, sometimes they can

work well. I mean graphics that are low quality due to wrong file formats. Graphics that look like they've been created by a 5 year old are not acceptable either (so DON'T do them yourself unless you're good with Photoshop). Even if the PLR owner did provide you with the best looking graphics on the planet, then you'd still need to get your own graphics for your own UNIQUE product, or at least edit the PSD files.

If you do go ahead and use the poorly created graphics that are provided with your PLR material, then you're going to fail, simply because the customer is going to assume that your product is of the same quality. If creating graphics isn't your thing then hire a professional.

TOP PLR TIP – The graphics *make* the package. The best PLR in the world will never get read if nobody gets past the crappy graphics. If you're on a budget spend it on the graphics.

#5 Providing Lame Bonuses

I rarely give bonuses with my products. This gives my product the impression of being a top-quality, stand-alone package. You may disagree – that's cool. But if you DO provide bonus products, make sure they reflect the quality of the main package. Customers can spot a 'lumped on without thinking' bonus a mile away and it'll reflect on the quality of your main package.

#6 Competing On Price.

Only amateurs compete on price. Period. If you follow the instructions in this book you shouldn't need to compete on price anyway because you'll have developed your own unique PLR product. If you buy a PLR package then discover that it's all over the internet (sold as an end-user ebook) ranging from \$47 down to \$7 you'd be crazy to try to sell it at \$6.

Instead re-title it, rewrite it, get some new graphics made and come at the market with a brand new *unique* product. Not only will you be able to sell this at a much higher price, but nobody will be able to undercut you unless you decide to sell the PLR license to your new, unique product (which of course you could do, for a large profit).

#7 Know what you're going to do with your PLR

There's little worse when it comes to PLR than buying a nice new shiny PLR package about dog training or hair loss then discovering that you

have no knowledge of the subject, even less interest and the niche is saturated beyond belief. Before you buy, make sure you have an inkling of where you can sell your PLR. If you have a list in the self-help niche then a nice PLR package on time management or relaxation techniques might fit very well alongside your existing products.

If however you have a list of people interested in weight loss products you might not get very far with a PLR package titled '1001 chocolate recipes).

Then again?

The Top Uses For PLR

The main thing that usually happens to PLR is that it gets left untouched and unloved on your computer desktop. By actually using it you're lifting yourself into the 10% of so of people who actual DO something with their PLR.

This is where most PLR goes.....

#1 E-Books

Much PLR actually comes as an ebook with graphics, sales page etc. And a lot of it goes straight back onto the market as an ebook, whether it's changed or not.

Advantages:

- Doesn't take much work to bang an ebook out into the marketplace even if you re-title it and tweak the graphics. IT'S FAST.

Disadvantages:

- You won't be able to charge a premium price, because you're likely to be limited in the rights set by the PLR owner
- If you sell it straight out of the box, it won't be unique (think you've guessed by now you shouldn't ever do this)

#2 Turn an ugly duckling into a swan

This is the way to go (in my opinion) with PLR Read the license carefully and see what you're allowed to do with it. If you're allowed to change the way it's presented then think about turning it in to a series of videos or audio recordings.

I know of people who have even had simple software made to work alongside PLR packages, added video and have turned a simple \$97 PLR package into a premium high ticket item priced at \$497 and over.

It's easier to add to a product than it is to create one from nothing.

Advantages:

- You'll be able to charge more
- Because you're charging more, you'll get a lot of attention from affiliates as their commission will be quite high
- Customers will be happy because you're providing a wealth of quality content

Disadvantages:

- More time is required to develop the product
- You'll also need to develop a brilliantly written sales letter since the product is going to be of a high price (this can be outsourced)

#3 Recurring income

One of the best business models is the membership model, simply because of the recurring income. You sell to a customer just once and you hopefully keep them in the membership site for more than a few months. You'll need a lot of content, and regular content, to run a membership site, so a lot of work is required.

If your rights allow you to you can take chapters out of the PLR e-books and create articles out of them, and send those articles to your customers on a weekly basis, or stack up your membership area with them. If you get hold of a PLR *course* then you're laughing.

Include video with the content (you can get PLR video too) and suddenly you've got a decent membership site with very little work.

I reckon that if you've got three month's worth of content you have enough breathing space to sell your memberships. As long as you stay a couple of months ahead you should be fine. Remember you'll have to constantly source more PLR in the same niche to keep filling your content.

Advantages:

- Recurring income
- You'll attract more affiliates because they'll be receiving recurring income too

- You can purchase a lot of PLR material for your first few months of running your membership site, which will allow you to focus solely on promoting your business.

Disadvantages:

- A lot of work is required to set the membership site up
- A lot of work is required to produce content on a monthly basis (unless you launch it and find the content as you go)

#4 Give Your Product Away For Free – Viral Marketing and List Building.

You can use your PLR material to create an e-book that you can give away for free. In some cases you'll actually make more money by giving it away for free rather than selling it. Why? Your free book is going to be seen by more people than if you were selling it.

Then you can monetize the e-book by inserting affiliate links to related products. AND you'll be building a prospects list as well. What you need to do is create a squeeze page with an opt in form. They enter their name and email address into the form to receive the e-book...

Then you have those prospects on your email list, so you can keep in contact with them. You can provide them with more free content, promote your own products or simply promote other peoples as an affiliate.

Advantages:

- Less effort, because you don't have to persuade them to buy anything
- You build a list of prospects that you can contact at any time
- Because you're providing your prospects with something of value for free, they will be more inclined to buy anything you recommend

Disadvantages:

- You don't earn any money upfront
- The people who sign up are not proven buyers

#5 Website or Blog Content – for flipping.

Check the rights in your PLR license first to see if you're allowed to do the following, and if you are.....

The one of the best uses for PLR is to build Blogs and website to sell.

The same rules apply of course – *make it unique* – because search engines aren't keen on duplicate content.

But why use rewritten PLR in an ebook and go through the hassle of selling 50 at \$27 when you could make twice that building a Blog or website and 'flipping' (selling) it as a ready made site? Especially if you monetize it by adding Adwords Ads or establishing traffic patterns.

There's a lot of money to be made selling 'ready to go' websites. If you can show that website bringing in \$200 a month from AdSense or by selling a simple report or ebook then you'll make much more profit.

#6 Create a Physical Product

Not many people do this at the moment but with service like Kunaki and Amazon for selling physical ('real') products then I predict this is going to be one of the biggest growth areas on the internet this year. Not many people – even experienced marketers – use PLR as their framework for physical products. It's crazy, because in many cases you don't even have to rewrite the content – you just make it into a video, audio or do a Skype interview with a friend and record it! And of course the obvious advantage is the high perceived value of physical products as opposed to ebooks and reports.

#7 Use Your PLR E-Book as a Bonus

I mentioned earlier that you're probably better off having no bonuses than having crappy ones. Of course if you have a good PLR package that you rewrite and re-title you could use it as a VERY effective bonus to give away alongside any of your own products.

It sets you apart because you wouldn't be giving away the same old crummy bonuses that everyone else seems to.

When you do buy PLR make sure you check the licence as you don't want to get into any trouble.

PUT INTO PRACTICE

1. Create a plan of action for your PLR campaign
2. Buy quality PLR with a really good licence and decide exactly what you are going to do with the content.
3. Look into names for your new product so that you can make it unique and make money from it straight away.
4. Aim for a licence that limits it to a maximum of 200 people then you won't have to compete with ours for the same content. ([You can grab PLR from us for 150 only](#))
5. Alter the content to suit you and then submit it and watch the money roll in!

And last but not least.....

6. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.