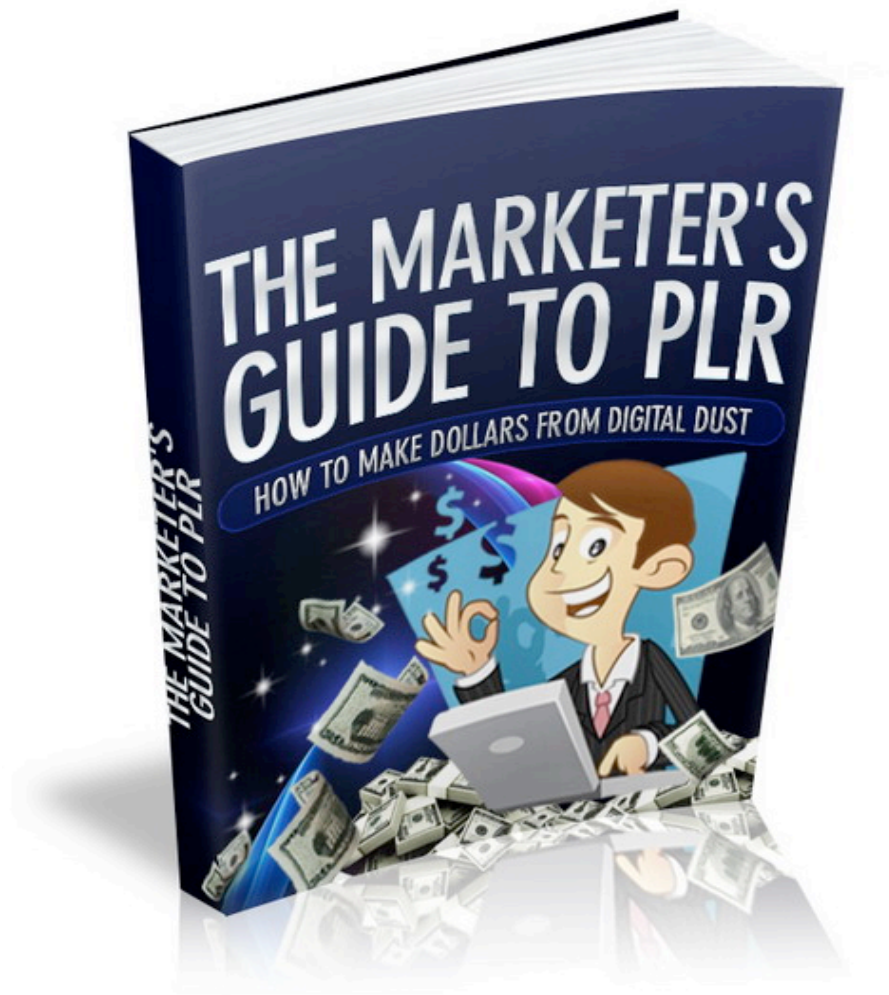


Marketers Guide To PLR



Dollars From Digital Dust

Marketers Guide To PLR

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Marketers Guide To PLR

Introduction

PLR is the short term abbreviation for Private Label Rights.

The Private label rights market is a very lucrative market, there are two different sides to this market, there are those who produce the Private label rights products and there are those who purchase the Private Label rights products, both the producers and the sellers have a great way to make money quickly and easily with Private Label rights products.

[PLR now used as the abbreviation throughout the rest of this publication.]

The creator of the PLR products makes their money selling the rights of their product to others who are looking for PLR material. Some PLR product creators limit the number of copies they sell, the usual release of the product being limited to a maximum of 100 copies or sometimes even less.

Creators of PLR packages tend to specialise in one type of product, this can be either by producing articles, e-books, videos, audios or software scripts.

The purchaser of PLR rights products makes their money from selling or giving away the product in one form or another to their customers.

Those who purchase Private Label rights are essentially buying the rights to use the product as they see fit, as long as they stay within the terms of the products licence.

We will take a look at the various types of licences later on in the book. It is important to understand your rights as a purchaser.

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PLR article packages generally do not come with anything else included, they just contain the articles for you to re write and re use.

The basic essentials for any PLR product if it is an e-book package or a script package should be a brief sales page and a mini site / website template complete with an e-cover graphic or software box graphic, and an order button graphic.

If the PLR product is a software script, then, it should be free from defects and actually perform the functions that the sales page says it does.

With PLR software and scripts, you should also ensure that the source files for the product are unencrypted. A PLR script that doesn't work is quite simply a total waste of money.

If the PLR product is an e-book package then you should ensure that you receive the finished PDF formatted e-book, and the source files, which should contain at a minimum, a word .doc document, an open office .odt document or an .rtf text file for you to spell check and edit, and of course the source .psd graphic files.

For PLR audio and video packages you should ensure that you receive the files in a format that you are able to edit, if you cannot edit the files then the product you have purchased is not a true PLR product.

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PLR – The GOOD, The BAD and the Indifferent

Some PLR products available on the open market are really amazing. Good PLR will come complete with everything you need to turn it around and be able to profit from it very, very quickly.

You can purchase e-book packages that are well written, well researched, and flow through the topic in a logical and easy to follow pattern. Good written PLR will contain very few grammatical or spelling mistakes. Good written PLR will be enthusiastic about the subject / topic it is written about.

Unfortunately for every good PLR product there are at least 4-5 bad PLR products, these are usually products that have been produced by people who do not have English as their native language, and whilst they may have researched the subject and provided a decently flowing product, you simply won't be able to use the product as it is, because the grammar is so poor, and you'd have to re write the whole works just to sell it on.

The indifferent PLR products are somewhere in between the Good and the Bad, as you read through this type of product, you get the feeling that the product was not well researched, or the creator really wasn't interested in the subject, they were just doing a "job".

The secret here is to find a supplier or creator of good quality PLR that you can confidently use. One of the main reasons to purchase PLR is to be able to create a new product quickly and easily.

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Understanding Your PLR Licence

I think most of you reading this will have seen at least a personal use, or a resell rights use licence document that is attached to a product you have purchased. Let's take a detailed look at the typical licence that comes with a PLR product.

Private Label Rights **Terms & Conditions**

- [YES] Can be edited.
- [YES] Can put your name as the author.
- [YES] Can be broken down into articles.
- [YES] Can be used as web or e-zine content.

- [YES] Can be added into membership sites.
- [YES] Can be sold in any format.
- [YES] Can be packaged.
- [YES] Can be offered as a bonus.
- [YES] Can be given away (in any format).
- [YES] Can be sold on auction sites.

- [YES] Can offer (Master) Resell Rights.
- [YES] Can resell Private Label Rights.
- [YES] Can be published offline.

**In short, you can do literally anything
you want with this product.**

There are no doubts about this licence for this particular product.
You can do anything you like with it, that's what the licence states.

But what about one that isn't quite so simple to understand?

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Here's a PLR Licence that came with a product called Affiliate Money Machine. The positives here are the [YES] Statements.

Thank you for your purchase. You have PERSONAL PLR ONLY. You **may not** sell PLR or resale rights to this package or any part of it.

[YES] Can edit graphics and documents and put your name on them.

[YES] Can be used as a bonus for other paid products for personal use only.

[YES] Can be included in firesales with a minimum price of \$17 for personal use only.

[YES] Can bundle with other paid products for personal use only.

[YES] Can be added to paid membership sites for personal use only.

[YES] Can be broken down into articles or compiled into larger products for personal use only.

Immediately you can see what you are allowed to do with this package. You can put your name on it and you can alter the graphics etc. Incidentally, no one can tell you what price you have to sell anything at they can only suggest a price.

The negatives here are the [NO] Statements.

[NO] Can use the graphics as the basis for other designs or packages. The graphics, Photoshop styles, and other elements are for use ONLY with the packages you have just purchased.

[NO] Can sell PLR, Resale Rights, or Master Resale Rights.

[NO] Can be added to **free** membership sites.

[NO] Can sell on auction sites, including, but not limited to eBay.com and Flippa.com.

Don't Forget: If you have any questions about your license, please contact me **before** you use the package!

In reality, with this package we don't have true PLR rights at all because we have no Resell Rights or Master Resell Rights!!

The best kind of rights licence is this one, it has just one line.

You have totally unrestricted rights. Sell it - give it away - whatever.

Always take the time to read the licence file that comes with your package and follow the stated rules within it.

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Where to Source Your PLR

With the growing number of individual and membership sites that offer PLR products, there really are a ton of places to source your PLR materials from.

PLEASE HEED THIS WARNING

The marketplace IS a minefield. Believe me!

One internet marketer who shall remain nameless, opened up a PLR software site, lots of people jumped on this offering (PLR software is as rare as rocking horse dropp..... well you know what I mean!) The marketer's intention was to release a new software package every month, now I don't know about you, but I wouldn't really describe a wordpress plug-in as a software package, but hey, that's another story for another day.

The membership fee charged was \$20 a month to a maximum of 100 members, so if all the places were sold, the revenue would have been \$20,000 a month, not bad eh? All this marketer had to do was, once a month provide a software script, sales page blank and the source files, then sit back and take the money. Simples eh!

Well let's say, I suspect now, that this site does not have many members left. Why? Well, simply because the customer support was dreadful, the scripts – plug-ins never worked when they were initially released to the members, and the monthly package was delivered later and later every month.

So think about this, if your chosen site isn't delivering what it promised, don't hang around throwing more money at it, get out and get out fast, this is a competitive market place and there really are lots of places to purchase from.

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So where can you find good PLR to use, let's ask our friendly search engine Google.



"PLR membership sites"

About 16,200 results (0.21 seconds)

Google lists over 16K results for PLR membership sites, the problem is, most of the sites are complete garbage that either are no longer updated or are updated with old products from years ago.

The good news is, there is a site called MonthlyContent.com that offers pretty much EVERY single product that comes out with PLR and it's updated multiple times a week so it's really a one stop shop so you don't need to go anywhere else.

Another tip is to not limit your search to just PLR membership sites, some resell rights membership sites have lots of PLR products available to their members too (MonthlyContent.com has both PLR content and Resell Rights and Master Resell Rights content).

Advantages and Disadvantages of PLR Membership Sites

One of the advantages and usually the main reason most people join the PLR membership site gang, is to keep their costs to a minimum. For the one small monthly fee they get access to a whole range of products that they can use in many different ways. In some of the better membership sites, members also get access to

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products that they only have personal use to, very often this saves them having to purchase the product for themselves, this can really be an added hidden bonus, and I've saved literally hundreds of dollars just by being a member of one site alone.

Whenever a new product is launched with PLR rights or Resell rights, instead of reaching for the credit card, I wait and as if by magic there it appears in my PLR membership site, having cost me nothing but my usual monthly subscription.

The main disadvantages of joining the PLR membership site gang are **"information overload"** you have too many products to choose from and not enough time to go through them all and some sites are so full of products they simply over whelm you.

Please remember, you are not the only member! That's right, other people have access to the same products, articles etc, that you do, there is no need to panic though, for reasons mentioned above, most of the members of these kind of sites do absolutely nothing with the products, they just download them and let them sit there on their computer collecting cyber dust.

Turning That Digital Dust Into Dollars

So you've dug deep into your pocket and you've shelled out the fee to join your chosen membership site. You then spend the next few days downloading everything to your hard drive!

STOP RIGHT THERE!

Your aim should be to take the time to look through the product

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descriptions, and make a note of any products that look like they will serve your purpose. Don't waste your time and your hard drives space by downloading everything you possibly can.

Use the sites search function to narrow down your choices.

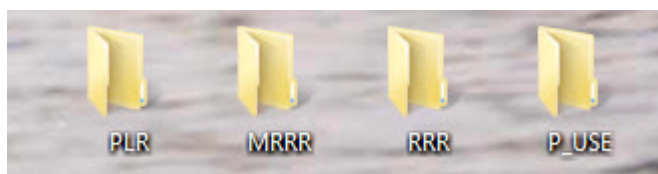
Download one or two relevant products available and check out their quality.

Ask yourself does the product meet your expectations?

Is it something you can use?

The main reason for buying or using PLR products is to leverage your time; so do not waste your time downloading a load of rubbish that you will never be able to use.

Once you have established that the products provided are of a suitable quality, then organise your storage drive so that you can easily find the products at a later date.



Make one folder for PLR products. Make another for Master Resale Rights products, another one for Resell Rights products and a final one for personal use only products.

I also like to keep each membership sites products separate inside each of these folders too. (Well you never know when you need proof of where you got something from should you ever need it in the future.) Another tip here to help save your time, make and keep a .txt file in that folder with the site URL and your membership and log in details

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If your chosen membership site swaps the products on a monthly basis, make sure you make a note to log in on the same day every month some site owners will not provide a previous product if you forget to log in.

All membership sites operate differently; some just provide one single well researched product per month, others may provide two or three individual products per month, and others, will allow all new members to have access to everything that they have ever offered to their members.

For serious PLR profiteers, the best site to join is one that restricts the number of members and replaces the products every month. Let's face it, why should new members who join today have access to the same number of products you've been paying for months for.

As a member of this type of site you have the security of knowing that the product provided is truly restricted and the marketplace won't be flooded with the product you have just received, therefore giving you the winning edge and the opportunity to make more money quickly and with far less competition.

There is nothing more disappointing than thinking you have stumbled upon a great resource site, only then to Google one or two of the products to find there are hundreds of people already trying to market those products.

As an example of the above use a search engine and search for PLR software product named "html lockdown" over 34k results!

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"html lockdown"

About 34,700 results (0.23 seconds)

Worse than the fact there are over 34 thousand results, we can also see that the majority of sites are selling the product for \$2.90!

So don't waste your time trying to repackage and sell something that has already flooded the marketplace, your goal is to seriously limit the number of people competing with you.

How many sites should you consider joining?

From experience I would recommend being a member of at least two sites as a minimum, these sites may have duplicate products, some would see this as a waste of money I most certainly do not. What if one site was to suddenly disappear overnight? (Believe me it happens!)

When you sign up to a membership site using PayPal as your main source of funding ***Always*** add your bank account as the back up source, because if your card expires, you'll find your membership expires too, and you may not be able to rejoin if the site is a limited members site.

So what can we do with all this PLR material?

PLR Articles can be used as:

Content on your website

Content on your blog

A free report to give away

Email messages in your auto responder

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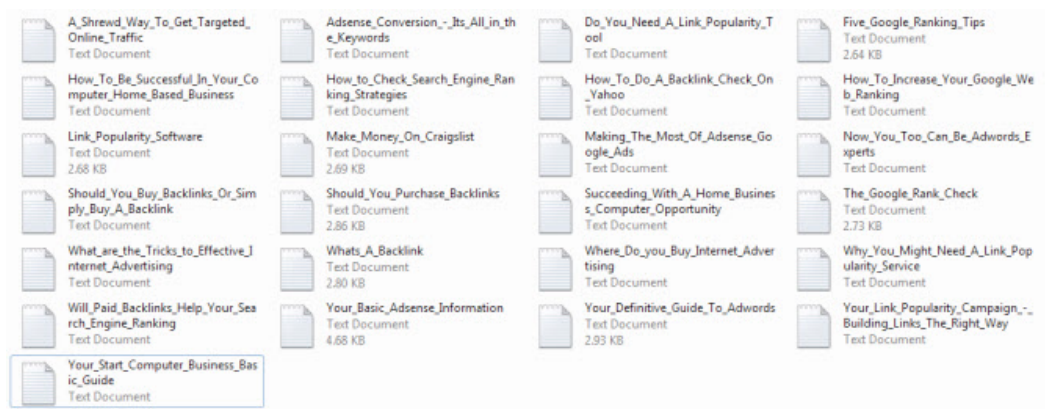
A bonus report to compliment your main product

Or maybe even a completely new E-book

Here is a typical Article PLR package product that I have available to me from one of my membership sites. There are 8 folders each with 25 articles on that niche subject.

- 25 Dating-Relationships SEP 2010
- 25 Health Beauty SEP 2010
- 25 Internet Marketing SEP 2010
- 25 Leadership SEP 2010
- 25 Personal Finance SEP 2010
- 25 Time Management SEP 2010
- 25 Weddings SEP 2010
- 25 Weight Loss SEP 2010

Let's look at what is inside the Internet Marketing Folder.



To be honest, these articles are not great, but they do provide a starting point and will be a quick way to create a blog post to promote a related product.

I could of course just use the material provided by the vendor of the

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product that I want to promote, but everyone else will be using that material and I would like my recommendation of the product to be different to the others. The product I am going to promote is an Ad-words "how to" product. So let's see what we can use.

There are two articles of interest in this package, they are on the subject of Ad-words one is titled "now you too can be ad-words experts" and the other is titled "your definitive guide to Ad-words". I'll take a quick read at both articles, then edit them to make one blog post on the topic of ad-words, and point the reader to a product they can purchase (through an affiliate link ;-)

So essentially by using the PLR articles I get the blog post up and the product promotion a lot quicker than if I had had to research the subject.

I would also use the same method if I was adding the product promotion to my auto-responder sequence.

Never be tempted to use the articles just as they are, take the time to edit them and rewrite portions of them in your own style. Take pieces out of each one and mix them up.

At first this may seem to be a lot of unnecessary hard work, but it will pay you to stamp your personality and style onto them. This will also ensure that you do not get penalised by the search engines for having duplicate content on your site too.

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If you have access to a lot of PLR articles covering the same subject, use those articles as a basis for your research, you can very easily and quickly make a whole new product just from those articles alone.

With PLR rights to articles, you can produce whatever you would like, there are sometimes restrictions though, so do ensure you read the licence and adhere to its terms.

Here is a list of some of the more popular article directories that you can submit your re written articles to.

<u>URL</u>	<u>Alexa Rating</u>	<u>Google Pagerank</u>	<u>No Follow</u>
1. ezinearticles.com	113	6	
2. articlesbase.com	345	6	NFI
3. buzzle.com	637	6	
4. suite101.com	664	7	
5. helium.com	1,165	6	
6. goarticles.com	1,628	4	
7. articlesnatch.com	1,978	5	NFI
8. articlealley.com	2,152	5	NFI
9. articledashboard.com	3,316	5	
10. selfgrowth.com/articles.html	3,434	5	
11. bukisa.com	3,651	5	NFI
12. ideamarketers.com	4,253	5	
13. amazines.com	4,545	3	
14. isnare.com	5,443	6	
15. searchwarp.com	5,567	5	NFI
16. articlecity.com	5,786	5	
17. infobarrel.com	6,403	4	
18. sooperarticles.com	6,747	5	
19. articleclick.com	6,834	4	
20. artclerich.com	7,311	3	

PLR E-Books can be used as:

If it's a really well written product, you could just simply choose to turn it around and resell the e-book to your list, your members in your membership site or your readers on your blog. Be careful though, as you won't be the only one trying to sell this product "as is" and you could very easily end up in a price war with others for

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the same product.

It is very disheartening when you find that your \$17 e-book is up for sale on Amazon Kindle for \$4.99 or worse still being sold on another web site for a measly \$1, this is unfortunately one of the downsides to using PLR E-books straight out of the wrapper.

So what else can you do with those PLR E-books?

1. Break it down and use it as content for your blog or your website.
2. Break it down and create a free viral report to give away to your subscribers or to build a new subscriber list.
3. Break it down and use parts of it in your auto responder messages to promote affiliate products.
4. Make an audio recording of the book and sell it on CD
5. Take chapters from the book and make a video presentation of it. Transfer this to a DVD that you can sell.
6. Combine it with other PLR material on the same subject and make a completely new product.
7. Convert it into a Mini Course and sell access to it using the fixed term membership site model, or again give the mini course away for free to start building a list.
8. Add it to a membership site for your members to download.

PLR videos:

A lot of people do absolutely nothing with PLR videos, why? Perhaps they worried that hosting the videos will create bandwidth issues with their hosting account. Or is it because editing or reformatting them takes a ton of time and the whole purpose of PLR is to save time, not to give you more work to do.

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There are some fabulous PLR video courses out there and it is an area of the PLR market that is ever expanding, common thoughts are that people prefer to watch rather than to read. Whilst I personally don't agree with this, I can understand why video is increasing in popularity. PLR video courses are extremely good value for money. Imagine the time they must take to produce.

So what can you do with PLR video?

1. Offer one free video on your site or blog and use it to pre sell the other videos in the course.
2. Place one free video onto "Youtube" to bring traffic and visitors to your site.
3. Turn the whole set of videos into a niche membership site and charge your members a fee to access the whole series of videos.
4. Create a mini course and sell access to the videos.
5. Put the whole series of videos onto a DVD and sell as an instructional home study course.
6. Create a completely new e-book from the information provided in the videos.

PLR Software and Scripts:

This can be the most frustrating and time wasting PLR material that you will ever be tempted to purchase. I am not saying that to put you off, just simply to point out that unless you have some kind of technical knowledge it can be very costly to purchase this kind of PLR material.

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The quickest way to ruin your reputation on line is to sell something to someone that doesn't work. If you purchase PLR software or scripts, make sure you test them thoroughly before attempting to re sell them onto your customers. Do carry out a test installation, run the software through its paces, make sure you are fully happy with the way it performs before you even think about re packaging it and selling it on.

90% of all PLR software does not work! A bold statement I know, but if it did work, ask yourself this, why would someone be letting it go for just pennies on the dollar?

Be very careful when purchasing these kinds of products, even if you find that you have managed to source a good PLR software script, the cost of rebranding it alone can turn out to be quite an expense you hadn't budgeted for.

So unless you really are a "techy geek", have knowledge of Vbasic, .NET, C++, or PHP and MySQL, or have really deep pockets full of dollars, I'd stay well aware of this section of the PLR market.

Work You Must Do When Using PLR

Don't worry, there really isn't too much work to do when working with PLR material, but there are some things that you really must do if you want that PLR to work for you.

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Articles should always be rewritten, never ever just publish them "As Is". Add your own personal touches to them. Make them different. If you intend to submit them to article directories, make sure that you have spell and Grammar checked them.

Read the article out loud to yourself; does it flow nicely? Does it make sense, does it convey the message you want to put across? Will it pass the submission criteria for the directory you are hoping to publish it on?

Ready made web packages that you intend to re sell should always be checked thoroughly, are all the graphics included in the package? The header, the footer and the background images, are all the links in the right place and working? Test the sales page on your local computer. Do the images show up?

Check out the package does it contain files that you may have to remove before you sell it? If you cannot pass on PLR rights then make sure that you remove the .psd images and the source documents from the package. Re-bundle the download package for your customers.

Most PLR products will need to be re-packaged for your customers in the appropriate format for the licence terms you are selling the product on to them with.

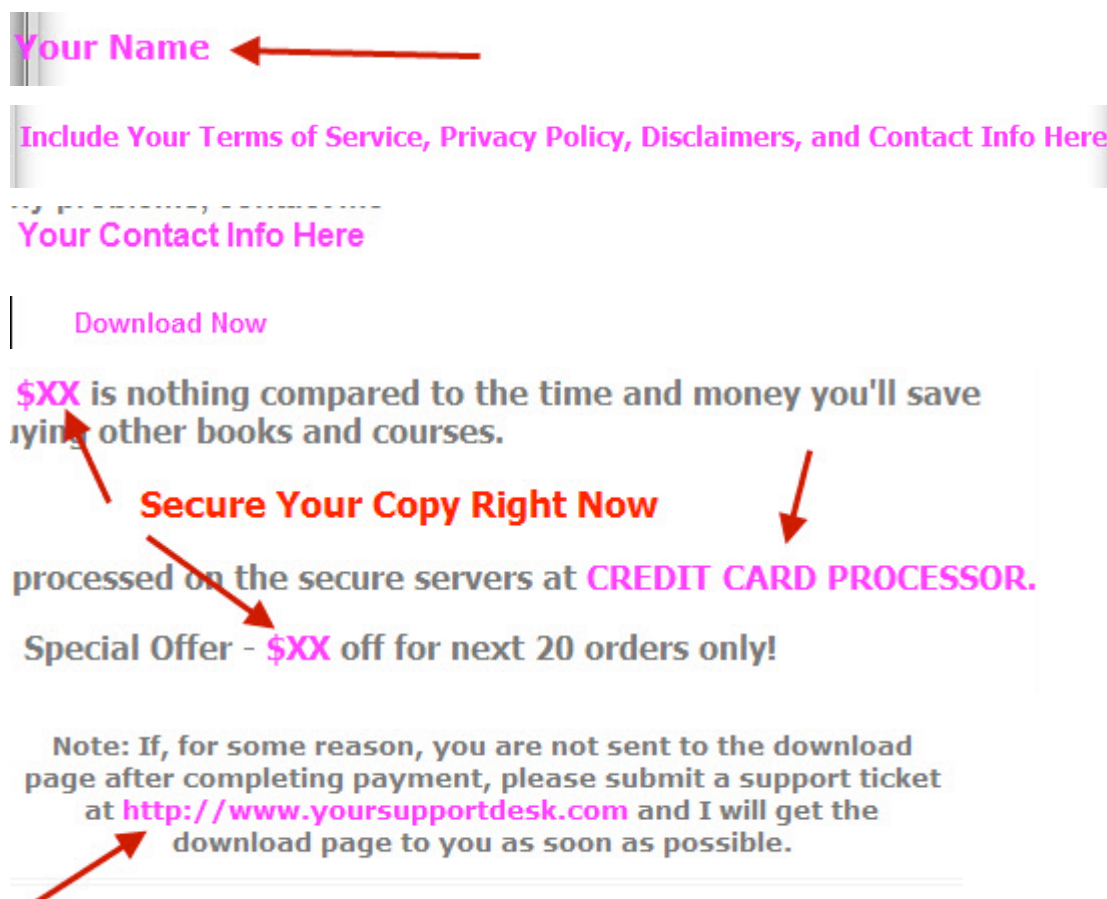
No, Seriously, You don't look Pretty in Pink!

Take the time to check your package for that darned pink text! It will be lurking in places that you didn't realise it gets just about

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near everywhere. Your sales page, your download page and if there is one provided in the package your opt-in page.

You know what I'm referring to it is this kind of stuff.



Take you time to go through the package and edit the pink stuff, there is nothing more hilarious than landing on a sales page for a product that has not been edited correctly. Your credibility goes down the pan and the sale has no way of happening.

How can you Edit Your PLR Package?

For most of the PLR packages just one or two software programs that you already may have on your computer will be sufficient. If

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you don't have these programs already installed, then use the links provided to download them. They are all FREE.

To edit your PLR articles, all you need is a simple text editor program. Notepad is the simplest text editor and it will already be installed on your windows pc. You can of course use word or Open Office to edit and spell check your articles too.

To edit your html files within your packages, all you need is an html editing program. There is quite a choice of html editing programs, some free, some paid for. Your choice of package here can range from Kompozer (NVU) to the more expensive Dreamweaver.



Kompozer is free and can be downloaded from this link here

<http://www.kompozer.net/download.php>

Make sure you choose the right operating system download link the one included here is for windows users only.



To edit your image files within your packages, you will need an image editing program. Not just any image editing program will do, some of the image editing programs cannot process and change .psd files. Ones that can are Photoshop and Gimp.

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Gimp is free and can be downloaded from this link here (don't forget to download the user manual from that page too)

<http://www.gimp.org/downloads/>

Here's a time saving tip for you. If you use gimp to edit your .psd files to see the layers in the dashboard simply use the key combination of "Ctrl+L"

To edit your PLR audio files you will need to use a program like Audacity. This is software released under the GPL licence, and is free. <http://audacity.sourceforge.net/download/>



Again take care to ensure you download the correct package for your operating system. Audacity will work on a Mac too.

To edit your PLR video files you may be able to use Windows Movie Maker however if you have upgraded your operating system to Windows 7 you will unfortunately find that Windows Movie Maker has disappeared. Your only option here is to download Windows Live Essentials which is free and will enable you to edit your Avi files.

Once you have edited your videos you will have to convert them to .flv files if you want to serve them to your visitors directly from your web site. To convert the files, you can use this free conversion program which is suitable for use on either a PC or a MAC

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You can download FLV for free from this link

<http://www.flvconverter.biz/avi-to-flv.html>

If your budget is a little stretched, just use your friendly search engine I'm sure you'll be surprised at what you can get for free. There are lots of other free software programs and paid for software programs that will do the same work as those I have listed. Which ones you choose to use will most probably depend mainly upon your budget.

However, whilst free is good, the quality of the product produced might not be so appealing to the end buyer. Good quality graphics will help sell the product to the end user.

If all of this seems like too much of a hassle, why not consider commissioning your own product? Granted you won't be able to obtain your new product for anything like the small membership fee you are paying now, but your commissioned product will be yours and yours alone.

Where to get PLR without Joining a Membership Site

Short answer here is Freelancers and other Marketers

Here are a couple of freelance web sites that you can go to and

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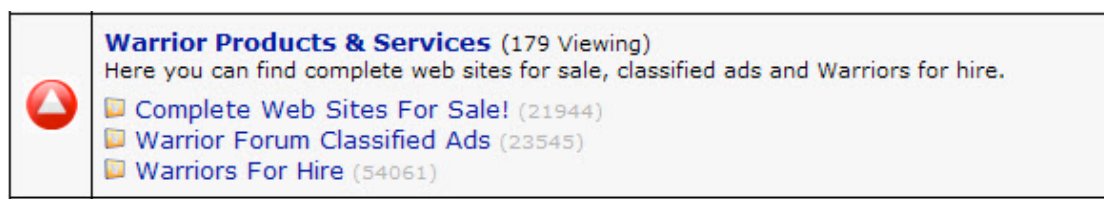
receive quality work in return for your payment.



Freelance providers of Graphic Design to Full Web Site designs and Copywriting and writing services.



Other Marketers, one of the busiest forums on the internet is the Warrior Forum. This forum has a complete section dedicated to Warrior Products and Services. The members there pay a \$20 fee to list their services available and there are a lot of service providers on there.



The members will provide services at discounted rates and some of them produce really great work. Lots of members also provide services like article writing, e-book writing and copywriting at discounted rates.



Some PLR Traps To Watch Out FOR

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Not all PLR sellers are 100% thorough and you may find that they do silly things with their PLR material in the hope that you the purchaser is too lazy to do anything other than to simply re process their package.

Yep, that's right! I kid you not.

Here are some of the traps to check for.

If the package you have come with a sales page, does it still have their order button in it linking to their payment processor?

Also check that there are no hidden scripts running on the sales page, Google analytics and exit splash codes can be hidden quite easily.

If the package you have come with built in Ad-sense modules, have they left their publisher ID in it?

If the package you have come with a squeeze page, does it still have their opt-in form in it linking to their auto-responder?

If the package you have come with a premade download page, does it have links to other products that aren't yours on that page?

Make sure that anything that shouldn't be there isn't.

PLR can be used for all sorts of things, just stay within the terms of the licence and basically you can create anything you like with the content. As long as you are willing to work at it, it will work for YOU.