

# PLR CHEATER



**How to Virtually Cheat  
Your Way to Success  
Using PLR**

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## Introduction

Welcome to your shortcut to success!

Seriously, if used right then PLR gives you the key to the online vault, never has it been easier to create quality information products than right now, and I'm going to tell you exactly how to harness this powerful material, how to avoid the pitfalls, walk right past the 95% of people who are doing it all wrong, and stand up and claim the success you deserve!

You see the quickest and easiest way to make money online is to have your own product, but when you are starting out then most of the time you just don't get round to making one, you stare at a blank page, wonder what to write and put it off until 'next week'.

Of course next week never comes!

I was exactly the same, in fact I still am, sitting down to right this report I would have been far happier starting off with some PLR material, but there was none I was happy with or I would have!

So I'm not saying that suddenly by using PLR material that you will flood your bank account with money, or that it means you can be lazy and still rake in the dough, what I am saying is that you can get things done quicker and easier than the competition and cut a lot of the learning curve out of creating a product.

In fact, as harsh as this sounds, your product may be a total dud (been there! And it wasn't a PLR book either so I had to create the whole book, 100+ pages by myself...) but in the words of self-improvement guru Brian Tracy:

**"Failure is a prerequisite for great success. If you want to succeed faster, double your rate of failure."**

Or maybe you prefer basketball superstar Michael Jordan?

**"I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life and that is why I succeed."**

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I'm here to help you either fail faster or become a success faster! (and of course if you read those quotes above you know they are one and the same...).

So PLR is a timesaver, an idea jogger, a framework with which you can flesh out your masterpiece and present it to the world, it is a **smarter** way of working (work smarter not harder!).

First then we're going to look at the main mistakes that people make, then we roll into avoiding wasting a lot of time with the 'blackhole' of PLR, then the main uses of PLR, and then we get into how to take bog-standard PLR and make it sparkle like a high-priced info-product diamond!

Oh and then I'll show you how to possibly double or triple your affiliate commissions from products with PLR and how to make some quick money back to cover all your expenses 😊

Sound good?

Then let's get started...

## The Top 7 PLR Mistakes

Here are the top 7 mistakes I see time and time again that give the PLR industry a bad name and almost guarantee you will never achieve any kind of success with it:

### **#1 Junk PLR**

Having bad quality PLR is actually worse than having none at all (see next chapter).

### **#2 Not Using It**

Well I had to put it in didn't I? If you have been buying PLR for any length of time then no doubt at least 99% of it is not used, but for most people it is more like 100%! I was a chronic PLR junkie for a time, so I know what that is like. Don't feel guilty buying it as long as you are using at least some of it, I have a great library to call upon now!

### **#3 Not Improving It**

PLR material should be a framework - if you don't improve it and make it unique to you then you not only have the same product as everyone else so you are in direct competition with them, but you lose out on the opportunity to stand out in the marketplace and have customers and affiliates seeking you out because you have a great quality product.

### **#4 Using Crummy Graphics**

Some of the graphics I have for my PLR products are incredible... incredibly bad! Seriously, it seems like some PLR sites just don't care about the graphics, I mean sure the graphics don't make the product, but they help to sell it, what kind of impression do you give the customer when you have cheap, lifeless images? They think the product will be the same quality!

### **#5 Giving Crummy Bonuses**

Ok, so lets say you have your product, you've improved it a bit, have good graphics etc, so you get ready to sell it... you need some bonuses though - what to use? I know! Some other PLR stuff you have, stick that on no matter what it is, standard graphics, don't look at it, that'll do...

Nope - seen this again and again, even high-end products on Clickbank, not PLR products but ones made from scratch, then they stick on some cheap PLR awful bonuses and hope people really want them and jump in and buy?

Make them relevant, make sure they are good quality, read them! Then finally have some good graphics made for them (or get some with good graphics to start).

## **#6 *Having a Price War***

Ok so the thing with PLR is that a certain number of other people are out there lurking with the right to sell the same product as you (if yours is not changed). So what do people do? They compete on price! Business 101 - competing on price is a fools game, who wins but the customer? That sounds harsh on the customer, but in the end they suffer too, if you are only making one buck profit per sale you are not going to have the money to develop new good quality products for them to enjoy later.

By improving your product you take yourself out of their sights, with a different and better product they can't compete on price, in fact yours will stand out as higher priced products subconsciously signal they are high quality and desirable - so with all these other cheap products fighting to compete on price you'll stand out even more.

## **#7 *Targeting Bad Markets***

This is both the fault of the PLR buyer and the seller, there are good and bad quality PLR products, but there are also good and bad PLR topics. Good memberships will give you desirable topics that people actually want to buy, bad memberships will give you things like 'Piranha care for left-handed people'.

Ok that is a bit exaggerated... but you need to check out the market before you leap in to use that product, just because a membership created a product on it then it doesn't mean there is a market for it, check out the traffic stats for that niche and find out first.

I've been there - when you find out **AFTER** you have spent months improving a product that there isn't really any demand for it then it is not nice!

If you avoid all those mistakes above then you are lightyears ahead of your competition and they can eat your digital dirt as you drive off into the sunset of success!

## The PLR Blackhole

Ok I want to talk briefly about the damaging effects of PLR, first junk PLR...

### Junk PLR

If you get bad PLR, poorly researched, badly written reports, then you will spend forever trying to improve it, I know, I've been there!

The first time was with a relationship product, boy was it written badly! I spent days going through that report trying to put everything right and just make it sound normal. I ripped out all the really bad formatting they had with cheesy red circles on the left etc and I made it sound much better. Then I read through it and realised the content was useless, no good useful content in there at all!

I'd been so wrapped up in trying to just make it sound normal that I'd never really stood back and wondered if the text I was correcting was useful and interesting information for that market.

The next time was when I was asked to write some products for a site. The first product had been written by a ghostwriter on the subject of Google Adwords, now I'm not saying that it was bad writing exactly, but the author obviously had no experience of the subject and it showed through like a bad paintjob.

Still, I pushed on and try to cut and paste bits to where they should be, add bits in, modify this, reword that, add in screenshots, but it was no use, after 4 hours it was still a lost cause - sometimes it is just better to rip it up and start from scratch.

So I did just that, I used the chapter titles the ghost writer had picked as the basis for the new product and started from scratch.

### Creating a product nobody wants

There is a tendency to assume that because someone took the time to write about a topic that it must be a profitable niche, not exactly, you'd be surprised by what niches are profitable and which have little interest in info products.

Don't forget you are specifically looking for them to be interested in information products, some markets just aren't geared to that. Then you need to make sure they have enough search volume for you to get a piece of the pie.

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Let's have a look at an example, say you had a book on tortoise care, so I've looked in Google at their keyword tool and found 14,800 searches a month for 'tortoise care' - not bad, but that is pretty much it, there are 1,300 searches for 'care of tortoise' but other than that it is a wasteland of 'Not enough data' warnings.

I just don't think that is a good enough market, that is not to say you couldn't make some money from it, in fact I am going to reveal a way you could make a bit of money from that market in the next chapter, but it won't be through selling your PLR book...

So check the search stats, then check if there are any successful competitors. If there are then that is good not bad! Competition means that people are making money and you can step in and get some for yourself, no competition usually means people have tried but there just isn't enough of a market to support them.

Now let's move onto the top ways to use your PLR material.

## The Top Uses for PLR & Your Rights

There are a load of great uses for PLR, of course you have to make sure you have the rights to use it that way. Each PLR product will come with a set of rights attached to it about what you can and can't use it for, if you don't follow those guidelines you could set yourself up for legal action, so it is important you know what to expect.

First let's go through the main possible uses, then we'll talk about the typical rights you get and what to look out for...

### **#1 Ebook**

You can straight up sell it as an ebook, give it a new title and a fresh coat of paint and just start selling it.

#### **Pros:**

- Fast
- Easy
- Let's you test the market potential quickly

#### **Cons:**

- Your product will be pretty much the same as everyone else's
- You won't be able to charge a premium price for it

### **#2 Premium Product**

You can either improve it yourself to make it into a big course/premium product or you could combine multiple items of PLR into one, say you have a book on SEO and a book on how to build a website, then you have a course on how to build search engine friendly websites and get free traffic to them!

#### **Pros:**

- Sets you apart from your competition
- Makes customers happy as it covers more topics
- Allows you to charge more
- Will get more attention from affiliates as their commission will be higher

## Cons:

- Takes more time to develop
- Requires researching the topic and providing great value
- Requires a revised salesletter as the product will have changed significantly

## **#3 Membership Site**

If you use them as content then you can start your own membership site, take the books apart and use chapters or even a whole book as a month's content for a membership site.

## Pros:

- Once you have the content setup for the first few months you can continue bringing people in and profiting from those while you build up the rest of the months
- Recurring income for you
- Recurring income for your affiliates which will attract more

## Cons:

- A lot more work to setup
- Have to think of/find new content each month (unless you do a fixed-term membership site like a 6 month training course)
- Have to deal with membership issues like lost passwords, cancellations etc

## **#4 Give it Away Free**

This is what I mentioned in the previous chapter that you could do for the 'tortoise care' niche. If you had a PLR book on this topic but saw there wasn't much traffic or competition then you could either sell it really cheap so people are more likely to buy, or preferably give it away for free so that it spreads around the net.

Then what you do is put links in the book to affiliate programs for pet supply websites. Hopefully someone who gets your book will click through those links to have a look at what the websites offer, and if they buy something then you get a commission!

Just make sure if you do this that you link to a website page you own which redirects through an affiliate link, if you don't and the affiliate link changes or an affiliate program closes and you need a new one, then you can't change the links in the books that are already floating around out there! If you direct them to your own website which redirects them then you just change that page to the new link and it is fixed.

## **Pros:**

- Has the potential to go 'viral' and get into thousands of peoples hands
- Easier than trying to sell it as you are just 'being nice' and giving it for free

## **Cons:**

- If it doesn't get passed around or you can't give it away easily then you will struggle to get the volume to make any decent commissions
- You never build a customer list which is the most valuable list, as the people who grab it for free have not proven they are willing to spend money with you
- You don't get any money up front to cover any advertising expenses you may have

## **#5 Sell MRR/RR**

You can give the product a lick of paint then sell the rights to other people for more money, say you want to sell the ebook for \$27, you could sell it for \$67 with RR (Resale rights - the right to sell it to others) or \$97+ with MRR (Master Resale Rights - the right to sell it to others or sell the RR to others).

## **Pros:**

- You don't have to sell the book to the niche, you only have to sell it to other marketers which are a rabid niche
- You get a higher price for the package

## **Cons:**

- The market will be flooded with your product so if you ever want to sell it yourself then you'd have to rename and rebrand it to stand out from the competition
- You'd probably have to limit the number of copies sold as the people purchasing do not want hundreds of competitors

## **#6 Make a Website/Blog**

Some PLR licenses allow you to split the content up and use it on a website, that is a quick and easy way to build a website on the topic, split out the chapters and sections into pages and post it up in a template. Then you can either keep and improve the site, or you can quickly 'flip' it to other people who are looking for websites to buy on places like Sitepoint.com

### **Pros:**

- No selling involved if you keep it, just direct visitors to affiliate offers
- Quick and easy to setup
- Can grow over time and become a very profitable asset that you can keep making money from or sell for even more money
- Or you can flip it for quick cash

### **Cons:**

- You need experience of setting up a website in order to make an effective one
- If you keep it you need to drive traffic to it and try to use SEO to get it up the search engine rankings
- If you flip it then you only make some quick cash, if you set it up as a product to sell then you could potentially sell it for years

## **#7 Physical Product**

Have you either thought of having your own book in print? Well PLR is the quickest way to do it! You can either take the PLR and make a physical book because you want to do that to make money, or if you have some expertise on a subject and have always wanted to create a physical book, then you can buy PLR on the subject to use as the basis for it - saves you writing about all the basics so you can concentrate on the rest!

### **Pros:**

- Makes you look like an expert
- Sets you apart from competitors with digital products (you can have a digital version as well!)
- If you put it on Amazon you can benefit from all their traffic to help you sell it

## Cons:

- You have to work with a service to produce and ship the final product
- You can only charge as much as a normal physical book which is usually a lot less than a digital product

## **#8 Use it as a Bonus**

Yep - you can use PLR as a great way to add bonuses to existing products, everyone offers at least some sort of bonus for buying their product - but how do you come up with a good bonus? Easy - get some PLR!

If you can't think of a good bonus then PLR on the subject can be a great addition, say you were selling a book on article marketing, as a bonus you could grab some PLR on link building and add that in, then they can build links to their articles to help them rank better!

## Pros:

- Quick and easy
- If you are stuck for ideas of what to offer as a bonus then looking at your PLR stash can give you some great ones of things you can create yourself or PLR products you can use

## Cons:

- If the bonus is not high quality that reflects badly on the main product
- Can be too easy to just stick any old bonus on there to pad the offer out, leading to poor quality/poorly targeted or too many bonuses for the product

Now let's have a look at the kind of rights you get with a product.

## Your Rights

You'll either find the rights on the salespage for the site or in a members area maybe, even sometimes in its own file in the package as well. The best way is if the person selling the PLR not only tells you before you buy (so can plan) but also gives you a proper certificate with it. Too many times I have come back to old PLR products and wondered exactly what my rights were with it as the site doesn't exist anymore for me to check!

Also - if you can't see before you buy then ASK, don't buy it expecting it to have normal rules as different people will allow different things and rather than wasting money on it or getting a refund then a quick check beforehand will make sure you can use it in the way you want.

Typically you'll just see a list of your rights like this:

- [YES] May sell at your own price
- [YES] May put a different name on as the author
- [YES] May change to/add to/remove content as you wish
- [YES] May be added to PAID membership sites
- [YES] May be converted into multi-media products and sold
- [YES] May be offered as a bonus with other PAID products
- [YES] May sell Personal Use Rights to others
- [YES] May sell Resale Rights to others
- [YES] May sell Master Resale Rights to others
  
- [NO] May give away for FREE
- [NO] May be added to FREE membership sites
- [NO] May be sold on auction sites
- [NO] May be added to bundles of more than 4 products
- [NO] May claim copyright or sell Private Label Rights (Not unless you change over 50% of the content to your own)

These are pretty typical rights for a PLR report/book, let's now have a look through what each one means.

## [NO] May give away for FREE

To preserve the value of the product then most licenses will say you can't give it away for free, that doesn't mean you can't offer it as a bonus, it just means you can't give it away for free on a squeeze page etc to build your list, or you can't put your affiliate links in it and distribute it like the tortoise example.

You will find ones that give you this right, but most quality PLR don't as that means you'd be trying to sell it and someone else could be just giving it to your potential customers for free. If someone buys it of you and then finds it for free elsewhere they are no going to be too pleased with you...

## [NO] May be added to FREE membership sites

This is to stop people adding it to sites where they give away either just personal rights to a product, or some even give MRR and RR to products for free in order to build a relationship with their members and then sell them things later on.

Again it would not be fair on those trying to sell the product if people could give it away for free, it also floods the market, if that membership site offers MRR or RR with the product then thousands more people have the right to sell that product so you competition explodes.

## [NO] May be sold on auction sites

eBay is great, unless someone is selling your product for \$0.99 on it!

When eBay clamped down on digital downloads then that helped to alleviate this problem, but the smart marketers find their way around that and there are also a whole load of other auction sites where they could sell it instead.

Auction sites are where people go for bargains so people tend to price things to reflect that and end up giving them away for pennies, again if you sell something for \$27 then someone finds it on an auction site for \$0.99 they are not going to be happy!

## [NO] May be added to bundles of more than 4 products

This is a less common one, but it is used because some people like to bundle PLR products in with 100 other items in a 'mega-bundle' or 'business in a box' and sell that mega cheap. They think it is easier to sell as the customer is getting 100's of products for the same price as you'd sell one for.

Unfortunately this gives the impression your product is cheap junk as it needs to be bundled up with so many other items just to sell it. So this is a good thing if they try and stop people

## [NO] May claim copyright or sell Private Label Rights (Not unless you change over 50% of the content to your own)

If you could claim the copyright to it then you could stop others from selling it, but obviously the copyright belongs to the writer at first, they are just giving you a license to put your name on it. So this just reminds people they can't change a few words then copyright it and try and stop others selling it.

It also stops other people selling PLR to the product without changing it, if they did that then it would give a whole new set of people the rights to the same product as you so your competition would increase.

## [YES] May sell at your own price

This is just a reminder you can set your own price on the product for those PLR newbies that may be concerned about that.

## [YES] May put a different name on as the author

This should be standard with any PLR product, but watch out for people who offer 'the right to sell it as your own', I was caught out with that one, I didn't check the rights for this part and I was lumbered with a product they insisted still had their name all over it.

Without your name on it then you can't build a proper relationship with your subscribers and you can't establish yourself as an expert in the field.

## [YES] May change to/add to/remove content as you wish

Again this is pretty standard but it is better to put it down just to remind people, PLR means you can edit the work however you want to improve it, split it into multiple smaller reports etc.

## [YES] May be added to PAID membership sites

Most people block people adding the products to free membership sites but allow them to add it to paid ones, this is because a free membership site is probably going to have thousands and thousands of members as there is no obligation from them, so a lot more people will get their hands on the product and it also devalues the product.

Paid memberships are going to have far less members and as the people have paid for access then it doesn't devalue the product as much in their eyes.

## [YES] May be converted into multi-media products and sold

You can create some very nice products from PLR by adding a bit of video or audio to it. This means you have the right to turn it word for word into a video or audio product, or add video to complement it etc, a great way to add instant value to your product and make it stand out.

## [YES] May be offered as a bonus with other PAID products

This is something you need to watch out for, much like giving it away for free as listed earlier, then some people think that it is ok to add it as bonus to a free product, but that is still giving it away for free! You need to check the rights, some people will just say yes you can use it as a bonus with another product, that could mean a free product, this wording makes it clear by stating it has to be a paid product they give it as a bonus with.

If in doubt about the rights then ask before you buy!

## [YES] May sell Personal Use Rights to others

Personal rights are the rights everyone gets when they buy a book, to read it themselves and nothing else, not distribute it, sell it etc.

## [YES] May sell Resale Rights to others

Resale rights gives the ability to sell it for personal use to people, so this is saying you can sell the right to others for them to sell personal rights of the product.

## [YES] May sell Master Resale Rights to others

This is the right to sell resale rights to people, so if you have this then you can not only sell someone the right to sell it to their customers for personal use, but you are selling them the right to sell resale rights to other people.

If you see what I mean ☺

So you can see you have to be careful about reading up on these before you buy, you want to look to make sure you can do what you want to with it, but also that they aren't just letting people run rampant with the products and make them worthless.

Now let's look at creating that high-priced product you can be proud of.

## How to Create a Unique, High-priced Product

The ultimate goal of PLR is to have a unique product that you can call your own and nobody else can try to beat you on price for etc. I have a fantastic product I created using PLR, by following the exact steps I am about to reveal, it is a chunky premium product that sells day after day for \$67 a time and people love it

In fact I haven't even had time to do ANYTHING with it, I have written 1 measly article, yes ONE, then I am waiting for a copywriter to get back to me with an improved version of my salesletter (a lot cheaper to get them to do that than have them write it, just a few hundred bucks is what it cost me).

So I am not doing anything until then, but an affiliate has picked it up and started promoting it and I am pulling down nearly \$150 a day some days by doing nothing - imagine what I'll get when I start to promote it and get other affiliates promoting it for me ;)

So here is the 5 step success system I use anytime I want to take some PLR and make it into a mega-profitable product!

### *Research Phase*

Ok so this is the start of it all, you should have a high quality product to start with that you'd like to expand on. Then you need to go out into the marketplace and find out what is selling. Let's say you grabbed some PLR on article marketing to start with and you want to expand it out.

Go to Clickbank.com and the WarriorForum.com and see what is selling, but more importantly - how you can improve it!

So you'll see that most products tend to focus on one form of traffic, PPC, article marketing, YouTube, occasionally you get a more complete course with multiple traffic streams in, but not often. You'll also see that people like free traffic as well, for obvious reasons when you are starting out!

You might even want to buy some of the courses to see how good the information is and what they talk about, especially successful products with good feedback as you know they are giving their customers what they need.

Make sure you keep an eye on what is selling, if you pick a niche and nothing is really selling well in it (tortoise care!) then you need to move on and find another! Most people think that competition is bad, actually it is far from it, if there is some competition making money then you know the market is willing to buy products and spend money - you can come in and get some of that pie!

Clickbank is the best place to see if people are buying, use their 'gravity' score as an indication that something is selling well. Most people suggest a gravity of 50 and higher, but I think for an ok product then 20+ means there is some demand for it, obviously the higher the better!

For our example traffic product then I don't think we need to worry, the internet marketing niche is one of the most rabid out there and products catering to the niche (good ones) have huge gravities and people always need more traffic!

Then you need to decide whether you want to compete and how yours will be different, lots of traffic products concentrate on paid options, so to differentiate yourself then go for just free methods instead. Also maybe you want to turn it into a membership site if they are selling a book etc?

### **So to recap:**

- Start with a piece of quality PLR
- Find out if other products are selling well, aim for a gravity of 20+ on Clickbank
- Find out what is selling, what information do they give, maybe buy the top products and find out what makes them so successful
- Decide if you want to make a competing product in that niche and get some of that pie!
- Decide what you want in your product and how it will be better than your competitors

## ***PLR Hunting***

Now comes what for me is the most fun part, this is where you go out and find extra material to add to your product.

So you've researched the market, you have found out what is selling and decided what you want to do (it could be to just improve the book you have!). Now you need some more PLR - the less writing the better right?

If you are part of a PLR membership then you will probably have products from them that you can sort through to find things, else you'll have to hunt around for high quality PLR you can add to your product, as ours is free traffic then information on social media, twitter, press releases, seo that kind of stuff would be golden.

Plus you need to find bonuses as well! So grab some PLR products you think would complement the main product nicely, maybe something on how to build a website? For bonuses you only need the rights to give them as a bonus, you don't actually need PLR as if they are good you don't need to change them, maybe just spruce up the graphics.

I usually start a search in Google for PLR, just type in the topic plus 'plr' then try later the topic plus 'private label rights' - have a browse through and see what you can come up with, membership sites with hundreds of products will give you lots to choose from, but you can also find smaller sites with more exclusive PLR.

Places like the warriorforum.com are a great place to pick up PLR too with lots of writers creating PLR reports then selling the rights to them on there.

If you can't find PLR for a chapter don't worry, you can just write it from scratch using the techniques in the next step to help you.

## ***Divide & Conquer***

This is where things start to take shape, write an outline for the product, just the chapters, that is what I did for this product! That gives you a framework to use.

Then set out all your PLR, divide the chapters up and start to insert them into the chapters you have defined. If you have chapters from two different books that go into one chapter of yours, then just paste them in with a line between them so you know they are separate and you can work on them later. Your product is now starting to take shape.

Now you need to do some writing, you need to go through the whole book and add to it, rewrite bits etc to make it sound like one book/one course. As the other products were probably separate books, then they will read like separate books. So take out any introductions, rewrite anything that refers to 'nearing the end of the book' etc - you get the picture, and if you have two chapters from two separate books like I mentioned earlier then read both of them and then edit it so it fits, or just keep the best chapter out of the two and delete the other one.

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While you are doing that you should be improving it, PLR is a great framework, but to make yours sparkle then you need to improve on it, find the best information you can on the subject and add that in, Google is your friend - research with it and then if you find good information you can add it in but in your OWN words, you cannot copy and paste any information in, just take the idea and write it out in your own words.

So say for the article marketing book you find out about Ezinearticles.com having RSS feeds for all their authors and if you submit them to RSS aggregators you can get backlinks to your articles - you have some prime content right there! And that information is freely available on loads of websites, you are not ripping anyone off.

Plus you have your research material which is the other products you purchased, this is helpful if you couldn't find any PLR on the subject for one of the chapters. Now you can't rip their product off and you WILL get into trouble if you do, but you can use their structure as a basis for your own, or to improve what you have.

So say you are improving your chapter using your research material - you have the article marketing product you bought for research and you notice that it has a chapter on using squidoo & buzzle for your articles, you check yours and you don't have that in it. So now you can go out and find out all the information you can about those two sites and add that into your product!

If you are writing from scratch then look at their chapters as a guide, say you have a press release guide and the chapters are:

1. Introduction
2. How to get some newsworthy content
3. How to write an engaging press release
4. Should I use the release for SEO or straight traffic?
5. Where to submit your release
6. How to maximise your exposure
7. Conclusion

You now have a great outline for your chapter on press releases - just go out and find out information about all those headings and you have a fantastic chapter!

## *Gift Wrapping*

Now you have changed everything then your existing graphics and salesletter are not good enough, they don't represent your product properly.

Don't panic, all I did was take the salesletters I was given with all the PLR products I had combined, and then combined the salesletters! It still needs work, you need to make sure it all reads as one letter and improve it anyway you can, but that is far easier than writing one from scratch!

Of course in the future you might want to get a professional copywriter to look at your salesletter, but to start with then certainly I just used what I had cobbled together. Elance has people who are very good copywriters that can look at your work - and as you are getting them to rewrite your existing letter then that is far cheaper.

Of course you need a new name - how about 'The Free Traffic Hyperspace System'? Too hypey? Or 'The 5 Step Free Traffic Magnet' - something like that ☺

Then you'll need some graphics, you can head over to places like GraphicsQuick.com to get them done to make your product look great and be totally unique.

Spend some time and money on this step, the salesletter is what sells you product, it doesn't matter how great your product is if nobody buys it as you have a crummy salesletter then they'll never get to read it! You can ask for feedback in forums, just don't be sensitive about the constructive criticism you get (also don't trust it all, pick the best information from the trusted members, some members just like to talk and they don't actually have any experience!).

The same goes for graphics, that is the first impression people get of your product, so make sure it is a professional one!

## *Lift off!*

Then it is time to get some sales, you need to sign up to a payment processor like Clickbank, 2co.com or even just use Paypal. Set your website up and make sure everything works (make a test sale if you can!).

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Then start to drive some traffic using free or paid methods and start to hopefully get some sales. Improve your salesletter over time to increase conversions and also improve your product based on any feedback you get.

Once you have an idea of your conversion rate then you can start to recruit affiliates to help you sell the product by contacting website and list owners in your niche (and also once your salesletter starts to convert better then affiliates will probably start signing up anyway).

To help out your affiliates put some tools in your affiliate area like articles, press releases, videos they can use etc, remember these people are making you sales so help them out anyway you can.

Voila! You now own and sell one high quality, premium priced product!

Now let's talk about your growing empire...

## How to Use PLR to Build an Unstoppable Empire

What separates the big players from the small timers? The big successes from the struggling-to-feed-themselves marketers?

### **A sales funnel!**

Oh sure people say a list, and a quality product obviously helps, they all help, but a list is part of the funnel and it is the funnel that allows you to compete on a scale that other marketers can't match.

So what am I talking about?

I'm talking about multiple products. Look at this way:

Marketer A has 'The 5 Step Free Traffic Magnet' which sells for \$67, he (or she) makes about \$60 a sale after fees.

So he can afford to pay up to about \$59 to get that sale.

Marketer B also has 'The 5 Step Free Traffic Magnet' which sells for \$67, he makes about \$60 a sale after fees, but after the sale he captures their email address for 'free lifetime updates' and then proceeds to sell them over the next year or so his course on making websites at \$37, his videos on blogging for \$47, his report on review sites at \$7.

You get the picture.

Now if marketer A spends more than \$59 to get a sale he is losing money, not good. If Marketer B spends over \$59 to get that first sale he knows he can make money on the backend anyway, so he is not bothered.

That means marketer B has all the power, to knock marketer A out of all the advertising methods he is using then all he needs to do is pay over \$59 per sale and he wins as marketer A can't compete with that (like PPC, marketer B can pay much more to get the best position and use more keywords).

Do you see the power of this now? Of course marketer B can sell to his list for years and years if he is doing his job right, so it is not just that first years profits he collects, but money for as long as he is in business and coming out with new stuff (not to mention affiliate sales as well!)

How do you build your empire then? One step at a time that's how!

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It is up to you how you want to start, for me I built the premium product first, that may have been the wrong way to do it but now I have put in the effort to do that then I can sit back and just create the easier products which I sell leading up to and after the sale of the premium product.

It is up to you how you want to start though, creating the premium product gives you a much better understanding of the market which you can then use to understand what other products you can bring out.

But the key is in the end to have both cheaper products and more expensive ones, then you use the cheaper ones to build trust (if you give them a quality product at first then they are more likely to trust you again) and lead gradually into the premium product.

Add affiliates to the mix and watch it explode! ☺ (try offering affiliates 100% of the sale from one of the cheaper products as well and see them snap it up!).

Now let's move onto making some quick cash!

## How to Make Some Quick Cash with PLR

Want to make some quick cash? Everyone does!

Well what you can do is flip PLR, you have been introduced to the concept of improving your PLR material in that earlier chapter, so you can use that on pretty much any PLR product.

Say you buy the PLR rights to a product for \$47, you then improve it, just read through it, add to it, make sure it sounds ok.

Now rename it, go through the salesletter and add to that, maybe even throw in some other PLR you have as a bonus on the salesletter.

Then you dress it up with some new graphics, \$199 for a site and ebook cover from somewhere like GraphicsQuick.com. So that is \$246 in out of pocket expenses, but you do have a new PLR product to play with as well!

Now you can sell MRR to it for say \$37 a pop (depending on the product), alright let's go to the low end and say \$27 a pop.

10 sales of that and you are in profit. Limit the sales to 50 as people don't like lots of competitors.

50 sales at \$27 = \$1350, minus your expenses = \$1104 profit!

The key is to have a high quality product, to improve it so it is even higher quality, and to redress it with a different name and different graphics. You are just cleaning it up so that other people can then make money off it too, you sell them the rights for \$27, they can sell it for \$27 a time to others with either RR or just personal rights - they make their money back in one sale. Everyone is happy!

If you did this regularly you could also build up a subscriber base of loyal customers who are ready to buy any product you put out if you keep delivering quality products!

Imagine flipping just 3 a month at \$37 \* 50... ☺

Ok - onto the final chapter of tips, let's talk about affiliate commissions.

## Using PLR to Drive Your Affiliate Commissions Through the Roof!

Affiliate marketing has to be one of the best ways to make money I can think of, I mean you don't have to think of products or create them, you don't have to deal with customer service, refunds, theft, payment processor issues, people ripping off your product...

But you do have to generate traffic, and you do have to presell that traffic to make it convert well, that is where PLR can help...

Travis Sago is a big fan of giving bonuses to people for purchasing something through his link, he says it can increase conversions by up to 200%! The simple fact is anything you can do to push an extra button in the prospect will help you to make that sale, and adding a bonus is another button you are pushing, one that your competitors are not!

In fact if your bonus is good enough then they may buy the main product just to get your bonus!

Try to offer them something that complements the product, so you still have that imaginary article marketing PLR product we've been talking about, well that is a great way to complement a product on how to build a website, or a review site etc.

'Get free traffic to your lovely new site with my exclusive bonus'

You get the idea!

Creating a presell page and preselling traffic is a whole report in itself, but if when you make someone an offer to buy an affiliate product then you offer a good quality bonus too, you could see your commissions explode!

Another way to use PLR to explode your affiliate commissions is using PLR articles as newsletter content. Now I've spoken mostly about using PLR reports so far, but you can also get PLR articles to use. If you want to use them on your site you have to rewrite them as Google likes unique content, but if you want to use them in your autoresponder then you don't as Google doesn't see it...

This means you can find a high quality set of PLR articles, and have an instant autoresponder series to offer people! Offer them a free report to sign up (another PLR report!) and then send them high quality articles mixed in with affiliate offers for as long as they stay a subscriber.

# PLR CHEATER

Obviously this requires some work from you to add in offers every so often, but isn't it worth it when you could build up a list of potentially thousands of people that you can sell to again and again at the click of your mouse?

Now get out there and start to grab some good PLR!

## Final Thoughts

So what are your thoughts on PLR now? Most people see it as junk, and a lot of it is, I think people are cleaning up their act a lot, they know they can't get away with it anymore, but you still have to keep your eye out to avoid getting ripped of.

I am sure you will agree though that the possibilities are enormous to those of us 'in the know' about how to really profit from PLR, now you are one of the chosen few and you can use this system to 'cheat' your way to success.

Just don't get lazy and start to try and pass off un-edited PLR, take the time to do what others don't and fully customise it, the difference it can make is huge.

Get started today!