

PLR



Cha-Ching!

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Introduction

I know! I know! You've been told many times and many ways that there is just no such thing as making easy money on the Internet. You've been had!

There is most assuredly an easy way to make money on the Internet just using your own computer and a few simple techniques and you don't have to be a rocket scientist or have any special technical skills to do it. You just need two things: ambition and information.

I can't help you with the ambition part of the easy money equation. You are going to have to supply that yourself. The information part, I can help you with. Just keep reading.

Private Label Rights (PLR) crept almost unnoticed onto the Internet two or three years ago. Only those who were 'insiders' knew what private label rights were all about and how to use them to make some easy money....make their mental cash registers go cha-ching and their bank account very fat and happy.

Think of the Internet as a humungous locked safe that is packed full of money...YOUR money. All you need to get to your money is the combination that will open the safe.

You will find the combination to unlocking that safe full of your money in the pages of this ebook.

The sad fact is that a great many people buy private label rights to hundreds of articles and ebooks every single day and then don't know what to do with them once they own them. These folks leave a lot of money locked in the safe because they don't know that they have the combination to open it right in their hands.

Once you find out how to apply the combination of ambition and information, you can unlock that safe full of money yourself and you'll be singing 'Cha-Ching! Cha-Ching!' all the way to the bank!

Chapter I

PLR Defined

The phrase, “Private Label Rights’ doesn’t even have a definition that applies to Internet marketing. I have no idea who made up the term but I do know what it means within the context of Internet marketing.

Basically, ‘Private Label Rights’ means that a company, an individual or a group of individuals write or have written for them, articles, ebooks or other digital products which they sell.... usually to subscribers to their membership sites. The members of the sites are then free to use the articles exactly as they are or rewrite them and change them in any way. The members of these membership sites can claim authorship of any of the articles, ebooks or other digital products which they download.

There are several private label rights websites around the Internet. Some are good, some are fair, some are downright worthless...and then there are some that are really superior. One such superior site is **Private Label Rights Exclusives** at <http://www.privatelabelrightsexclusives.com>.

When private label rights are given with the purchase of articles and other digital products, it means that the purchaser has bought right to use the material like he wants to. He can change it to suit himself. He can use articles individually or he can combine them and make an ebook out of them. He can use them as posts to blogs or he can use them as content for his website. The purchaser actually owns the work.

Since the purchaser owns the article or another digital product, he can do with it as he wishes. He can (but he shouldn’t) post it ‘as is’ on his website or include it ‘as is’ in a newsletter.

He can make any changes in the work that he chooses to make. He can (and should) change the title. He can rearrange paragraphs or even the order of the

chapters in and ebook. And it really is in his best interest to make changes. The extent of the changes that need to be made depend greatly on how the user intends to use the PLR material that he has downloaded. But we will get to the changes that need to be made a little later on in this ebook as well as how to go about making those changes in the most efficient way possible.

Most people who are involved in the world of Internet marketing know just how important it is to establish their credibility and to become a recognized authority within their own niche market. These savvy, well-established (and sometimes very wealthy) marketers know that uploading articles to article banks, posting to blogs and forums and producing their own digital products are some of the ways of building that credibility and establishing their own brand in the rock and roll world of internet marketing.

So the most important thing a person who downloads PLR material can do with it is brand it as his own work. He can even copyright it if he makes enough changes. He can sell it or he can give it away. He can do exactly as he pleases. The work belongs to him the same as it would if he had in fact written it himself or had hired a ghost writer to write the articles or ebooks for him.

If you do not yet have an autoresponder, you do need one and one of the better ones is Get Response at <http://www.getresponse.com>.

Chapter II

Choosing a PLR Membership Site

The first thing that you must do, of course, is to choose a PLR membership site to join so that you can gain access to the combination that will open your money safe.

There are several questions that you should get answers to before you decide which PLR membership site you will join. Now you might think that the cost of belonging to a PLR membership would be the first concern but it isn't. The first question that you want answered is:

Who Are The Writers?

I am always duly impressed with those people who learn to speak, read and write in a second or third language. When one of those languages is American English, I am doubly impressed because the American English language is one of the most difficult languages on earth to learn. American English is so fluid and one word or one phrase can have a multitude of meanings.

Because American English is so fluid, it makes it rather obvious when articles and ebooks have been written by people for whom American English is a second language. The information in the articles and ebooks may be absolutely correct but the phrasing of sentences tells anybody for whom American English is their native tongue that the work was written by a person for whom English (American or UK) was not their first language. Many times this 'second language English' phrasing makes the information provided difficult to read and understand.

For this reason any PLR site that you choose to join needs to provide articles and ebooks that are written by those for whom American English is their first language.

All articles and ebooks that are downloaded from PLR sites will need at least a little rewrite to prevent the search engine spiders from identifying them as duplicate content. That rewriting task will be made much faster and considerably less difficult if the articles and ebooks were written by person whose first language is American English.

Are the Articles Key-Word Rich?

Just because articles are written by people whose first language is American English doesn't mean that they have any idea about what a key word is or how it should be used or how often it should be used to make an article valuable.

Writing articles that have value to those who make their living from the Internet is a part art form and part scientific know-how. There are people out there who actually want to make their mark on the world by writing the great American novel and who can certainly string sentences together that make good sense. They are only writing articles, however, to keep bread on the table while they pursue a larger dream. They wouldn't know what a key word was if one bit them.

You really want to find a PLR membership site to join that is staffed by writers who specialize in writing for the Internet. These writers can most likely rattle off the best key words for any given niche market without needing to consult a list. They know what key words are, they know how to use key words, and they understand the concept of a key word rich article or ebook.

What are the Restrictions Placed on Use of Material?

Some PLR sites will place restrictions on the way that articles, ebooks and other digital products can be used once they are downloaded from the PLR site.

For example: You may be told that you cannot copyright articles no matter how many changes that you make to them. This simply is not true. If you made substantial changes to an article it becomes a different work and you can, of course, copyright it. You can't copyright an article without making a lot of changes of course, but once changes are made, copyrighting it is legal. Most

PLR sites will tell you that you can't copyright a downloaded article without making substantial changes but those who tell you that you can't possibly copyright no matter how many changes there are, just simply are not being truthful.

You may find that some sites restrict you from offering ebooks that you download on such sites as e-Bay. Many sites place such restrictions. They don't want the competition. Once you belong to a PLR membership site, the articles, ebooks, etc. that you download are yours.

The only really legitimate restriction that can be placed on use of material that is downloaded from membership PLR sites is that they cannot be used on other PLR sites. Restrictions other than that will limit your ability to profit from the material that you download and make it less valuable to you so be sure to check out any use restrictions before you pay for a PLR membership.

Are the articles and ebooks well researched?

I am a writer. I can write 300-400 words on any subject. If you give me a title, I can whip out a few hundred words on the topic without ever learning one thing about it. Most writers can do that. The information in such an article would be pretty much worthless to an Internet marketer who needs articles that contain pertinent and timely information to provide to their lists or their website visitors. The only thing an un-researched article could possibly do is fill up some blank space.

Research is another talent of writers who write exclusively for the Internet. The good writers are expert researchers. They can put their fingers on the very latest information that is available on any subject and do it very quickly and very efficiently.

They can then sift through information and compile and compact a lot of information into a few hundred words that comprises a good and an effective article. They can also collect enough information to write ebooks that will provide detailed and timely information.

Writers who write those articles and ebooks that you find on PLR membership sites are not all equally effective at research. There are good ones and there are not-so-good ones. The only way you can tell which is which is by reading through a couple of articles on a topic that you are familiar with. It won't be hard to tell if there were just a few hundred words put together and called an article or if some good research was done before the article was written.

How Do You Determine the Value of a PLR Membership Site?

Many membership sites have unlimited memberships. Unlimited memberships are not a good thing. The cost per month might be less but you have no idea how many other people are downloading and using the same material that you are.

Some PLR memberships have a limit but a very high limit....like 1500 memberships. Other PLR sites will limit membership to only a very few hundred people....these are the better ones and the ones that you will be able to make the most money using.

The more limited a membership list is, the better it is for you. If only 350 people in the whole world have access to the same articles, ebooks, etc. that you have, that means that they are of greater value to each member.

When membership is very limited that also means that a lot less rewriting will be required for the material to be very unique and therefore able to be copyrighted.

What is the Cost of a PLR Membership?

Okay, now we get down to the cost. Cost is generally based upon worth....not always, of course, but most of the time. Here is usually the way that cost of membership to PLR sites is determined:

1. Free means that anybody and everybody can use the material at no charge. Usually the material that you find on free sites is rather vague and

- not written by people whose first language is American English. You can be pretty sure that key words will appear only by accident and that there will have been no research done.
2. No membership cap PLR sites will have thousands or maybe even hundreds of thousands of members who will have access to the same material you do. The cost will be very low and so will the quality of the articles and the ebooks. Most, if not all, will have been written by people whose first language is not American English and don't have a clue about what a key word is. There will have been little or no research done.
 3. High capped membership PLR sites (1500 or more) will have material that has mostly been written by writers whose first language is American English. The articles will be key word rich and there will have probably been ample research done. The cost won't be as high per month as for more limited membership sites but a lot more people will have access to the same material that you have access to.
 4. Capped membership PLR sites will have a cap of about 400 people usually. That means that only 400 other people in the world can download and use the material that is on that website. A few hundred people on the Internet aren't the equivalent of a drop of rain in a down pour. That is an extremely limited number and therefore, the material on the website is of the greatest value. This material will all have been written by people whose first language is American English. It will all be key word rich and there will have been a great deal of research done. The material will all be relevant, timely and well-written.

Let's review. The PLR membership site that will provide you with the best and most exclusive material will....

1. Be staffed by writers whose first language is American English.
2. Have articles and ebooks that are key-word rich.
3. Will not have undue restrictions placed on use of the material.
4. Will have their membership capped at no more than 400 people...including you.

Chapter III

Making Material Your Own

Once you actually have the PLR material downloaded you are ready to start making it your own and making money with it. Remember this one very, very important fact:

YOU MUST MAKE CHANGES TO THE PLR MATERIAL THAT YOU DOWNLOAD BEFORE PUBLISH IT ON THE INTERNET!

If you are only going to put an article in your newsletter and it fulfills your requirements as it is, then you can just use it as it is without making any changes to the article at all because the article is NOT going to be published on the internet. It is going to be loaded into an autoresponder and sent out as email to the members of your list. BUT...if you are going to use the article on your website as content, then you must make some changes to the article before you publish it. There is a good reason for this. The reason is 'duplicate content'.

The search engines send out their spiders to crawl through the internet. These spiders do a lot of different things. They determine the PageRank of websites, for example. They also look for and identify duplicate content.

Now these spiders aren't designed to determine WHEN a document is published to the internet. They are only able to identify multiple copies of the same document or article so the first copy that the spiders find is considered to be the original and every other copy that they find is considered to be duplicate content.

There are very heavy penalties levied against those who are found to be publishing duplicate content on their websites. Trust me...you do NOT want the search engine spiders finding duplicate content on your website.

So you do see that it is important that you make changes to the PLR materials that you download. The next question is.....

How extensive do the changes need to be?

The extent of the changes that you will need to make in PLR materials that you download depends entirely upon how you are planning to use the materials.

Some of the ways in which you might use the PLR material are:

- In your newsletter
- On your website
- As a blog post
- As an article submitted to an article bank
- As a bonus for opting-in to your list
- As a back-end product
- As a brand new product
- As a new product with resell rights

Let's discuss what kind of and the extent of the changes that you will need to make for each of the above listed applications.

Newsletters: If you use an article that you have downloaded from a PLR site in a newsletter that you just load into your autoresponder and send out to your list, then you really don't have to make any changes at all. Since it is not being published to the web, the search engine spiders don't have to opportunity to identify it as duplicate content. If the articles are well written and says what you want to say and conveys the information you want to supply to your list then there really isn't any need to change a thing. Just use them as they are.

You might, however, want to make some changes like taking credit for writing the article...put your name on it or change the title to include your name. For example: you might download an article entitled "Easy Dog Training". Change that to YOUR NAME'S Easy Dog Training. John Does' Easy Dog training, for example.

On Your Website: If you are going to use the PLR material on your website then you will be publishing it to the web and you are going to need to make changes to the material to prevent the search engine spiders from identifying it as duplicate content. You will need to:

1. Change the title. When you change the title, retain or add your key words to it and make it an attention getting title and/or add your own name as discussed above.
2. Change the first sentence. Either add a sentence of your own or completely rearrange the first sentence that is already there. Remember that you need your main key word in that first sentence. Then, if you have the Secret Article Converter at <http://www.secretarticleconverter.com>, just plug your article in and make the changes that are recommended. If you don't have the Secret Article Converter, you will need to go through the article and make a change in each sentence. They do not have to be extensive rewrites. You just need to substitute one adjective for another or use synonyms. The whole process will take two or three minutes.
3. Add your resource box. You CAN claim authorship of the article and you certainly want to take credit for it. You have the right so use it.

As a blog post: Blogging is big. It has proven itself to be one of the most effective ways of getting the link to your website out there on the internet for spiders to count for SEO and it has also been proven effective as a tool for building credibility as well as finding the most likely buyers for products and services. If you aren't blogging, you need to be. Blogging is so effective but it also very, very time consuming. If you use PLR materials as blog posts, you can save yourself a lot of time but you do need to make changes....those old search engine spiders and duplicate content, remember?

PLR material used as a blog post does need to be changed significantly. The changes that need to be made are:

1. The title (if you use a title in your blog post)
2. The first sentence. The first sentence needs to be new but it needs still to contain your key words.

3. Use rewrite software or a rewrite program to make changes throughout the article. This only takes minutes. Or, if you prefer you can hire a ghost writer to make changes for you.
4. Getting PLR materials rewritten is much, much less expensive than getting new articles written.
5. Shorten the article. A blog post should not usually be as long as PLR articles that you download.
6. **ADD YOUR SIG TAG!** Your sig tag should always contain your name and a link to your website. You want the spiders to find the link and count it and you want to get the other blog posters to visit your website and maybe buy the product or service that you are selling or at the very least to sign up for your opt-in list.

As an article submitted to an article bank: If you use PLR articles that you download as submissions to an article bank, the changes need to be very significant. Most PLR membership sites will stipulate that you may not submit the article to an article bank unless you do make extensive changes to the article.

You must make changes...and a lot of them...but this doesn't have to take more than a very few minutes. The changes that you **MUST** make are:

1. The title: Just by adding your name to the title changes it completely. For example: if an article that you downloaded is titled, "10 Ways to Attract a Woman", change it to, "John Doe's (Your name) 10 Ways to Attract a Woman".
2. Change the first sentence: It is really better to write a new first sentence and be certain that that sentence contains your main key word.
3. Rearrange the paragraphs: I'm still using the article example above....just change the number 1 tip to number 5 and the number 3 tip to number 10, for example. In other articles, just reverse the second and third paragraphs. Remember that the material needs to make sense after you have made the changes.
4. Add your resource box: This is probably the most important change that you need to make on your own behalf. You want to claim authorship and you want to be certain that your full name as well as a link to your website is included.

As a bonus for opting-in to your list: You can download an ebook from the PLR membership site that you belong to, make a few changes and use it as an enticement to get your website visitors to opt-in to your list. The beautiful part is that the entire operation takes only minutes. For an ebook that you will use as a bonus for signing up for your opt-in list, the changes that you will need to make are not very extensive. The two basic changes that you must make are :

1. The title: Change the title of the book and preferably include your own name or your logo in the title.
2. The Cover: If the ebook that you downloaded from a PLR site came with a cover (some do...some don't and it doesn't matter), change the cover. If it didn't come with a cover, add one.

Other changes that you will want to make are to add a link to your website to each page of the book and include a title page that gives you credit for writing the book. You will also probably want to include links for any products for which you are an affiliate marketer.

As a back-end product: If you already have digital products that you sell, you can create a product from PLR materials that you can then use as a back-end product for the products that you are already selling. Remember that you always sell back-end products for a higher price that the original sells for. The changes that you will need to make in PLR products that you intend to use in this way need not be extensive. You will need to make the same changes that you would make if you were going to use it as an opt-in incentive. I won't go into detail but those changes mean:

1. Change the Title
2. Change the Cover (or add a cover).
3. Add a link to your website on each page.
4. Add links to products for which you are an affiliate marketer
5. Put your name as the author of the work on the title page.

As a brand new product: You can create a work using PLR products that will be a brand new digital product. You might want to schedule a big-production launch of this product and even make the launch into a joint venture. If your intentions are to use your PLR material in this way, you will need to make some significant changes in the work. Again, I am not going to go into great detail about each of these changes because I have already discussed many of them earlier but the changes that you will need to make are:

1. The title
2. The cover
3. Claim authorship
4. Add links to your website to each page
5. Add affiliate links

In addition to these changes which have been discussed previously, you will also want to rearrange chapters as well as insert some comments that will add value to the work. You undoubtedly have some expertise and you need to include some of that expertise in the work. This isn't rocket science...you already know about the topic.

As a new product with resell rights: You can bestow full resell rights with a product that you have constructed using PLR materials. If you are planning on offering resell rights with it, you will need to make all of the changes that have been discussed up to this point as well as include a legal notice that outlines under what conditions the product may be resold.

PLR materials can be used in a multitude of ways. These products almost always need to be changed in some way. The membership site from which you download PLR products will provide a statement for the way that you may or may not use the PLR products on the site.

You will find that each membership PLR site has its own set of regulations. You will also find out pretty quick that all PLR sites are not created equally. Choose a site that has a membership cap...and the lower the cap, the more valuable the material is to you and the fewer changes will be required. The best PLR

membership site that I have ever found (and I have looked, believe me) is Privatelablerightsexclusives.com.

Making changes to PLR products is really a very, very simple and very, very quick task. You don't have to really be a writer at all. You can even just use the edit feature on Microsoft Word (which is the format that most PLR material is downloaded in) and use 'replace' to change one word throughout the document. For example, you might see that the word "great" is used frequently. You can use the 'replace' feature and change the word 'great' to 'wonderful' or 'terrific' or some other synonym. You should always reread a PLR article that you have rewritten in order to be sure that it still makes good sense after you have made the changes to it.

The same thing is true if you use software or rewrite programs to rewrite PLR material. After the changes have been made, you must read the entire thing to be sure that it still makes sense.

American English is said to be the hardest language on earth to master as a second language. It isn't hard to see why, when you think about it. American English is a fluid that is constantly changing shape and form. Articles and ebooks that have been written by a person whose first language is English understands and uses this fluid language daily so they understand the nuances and how to use them. It is considerably easier to rewrite articles and ebooks that have been written by writers whose first language is English. For example, consider the word 'only'. The placement in a sentence determines what the sentence says.

- Jack ONLY hit John on the nose.
- ONLY Jack hit John on the nose.
- Jack hit John ONLY on the nose.

You see what I am getting at, right? Original American English is much easier modified than American English as written by a writer whose second language is English.

Chapter IV

Time, Money and PLR

Time and money are the two things that always seem to be in the shortest supply for those who earn their livings on the internet. There just never seems to be an adequate supply of either. A membership in a PLR sight can help make the time and money that you do have go farther. It can save you a bundle of both time as well as money.

How long would it take you to write a single 300 word article? If you are a writer, it won't take long. If writing isn't your forte, it could take a while. You can hire ghost writers to write original articles for you....that is one option. You will pay from \$8 to \$30 dollars per article depending upon how technical the article is and its length. Let's say that you need 20 articles...and that really isn't very many. Those 20 articles will cost you between \$160 and \$400 bucks if you hire a ghost writer. And, if hiring a ghost writer is what you want to do, you can find some very, very good ones at Writing and Transcription Services, <http://www.writingandtranscriptionservices.com>.

On the other hand, for less than \$100, you can have access to 250 articles and 10 ebooks at Privatelabelrightsexclusives.com. Not only will you have access but you will be one of only 400 other people in the entire world that has access to that material which makes it pretty exclusive. Now, THAT is some serious money saving!

Okay...back to the time savings that can be yours with membership in a PLR membership site. If you order 20 articles from a ghost writer, you can usually expect to receive the articles within a week. If your order is larger, it sometimes takes longer and sometimes there is even a waiting list for the better ghost writers in the business. If you order an e-book, you can expect to wait at least two weeks and maybe longer before you receive a finished product from a ghost writer. It will still be up to you to put in your name and website information as well

as any affiliate links. You will have to make or buy a cover for your book. Ghost writers don't supply covers.

When you download PLR material, it will need to be changed somewhat. If you do the work yourself or use software or programs to make changes it will take you only minutes. If you hire ghost writers to make the changes for you, it will take much, much less of their time and so the cost will be considerably lower. Rather than \$8 for an article, the cost will be \$2 or \$3 because less time will be involved.

Getting a new product to market is a time consuming occupation and usually a pretty expensive one as well. By converting PLR material into new products with minimal time and expense you can get a new product to market in days rather than weeks.

Posting to forums and blogs is a well-known and certainly effective method of building credibility and opt-in lists. Composing a blog post of from 200 to 300 words every day take a pretty large bite out of a work day and if you post to more than one forum or one blog, you will be spending a lot of your day just writing posts. PLR materials can be converted into blog and forum posts with very little effort and in very few minutes.

The same is true of a product that you need as an incentive for encouraging your website visitors to opt-in to your mailing list or subscribe to your newsletter. You can spend a lot of time and money on an incentive that isn't going to actually make you any income as a product. Yet, you must have an incentive that is enticing enough to encourage website visitors to sign on the dotted line so to speak. PLR material can be so easily, quickly and cheaply made into an incentive product that it almost seems criminal but it isn't.

It is just smart to make use of PLR materials. They can save you both time as well as money and those are the two things that no internet entrepreneur ever has enough of.

Chapter V

Build a New Business with PLR

If you are one of the thousands of people who are just considering starting an internet business and are really not sure where exactly to start or what exactly to sell, then PLR material should be especially appealing to you and it might just answer some of those burning questions that you are asking yourself.

It hasn't been very long ago that just finding private label rights material was a problem. The subject matter was mostly limited to the topic of internet marketing but that is just simply no longer the case. You will find articles and ebooks that cover all of the following subjects on privatelabelrightsexclusives.com and new niches and new articles and ebooks are being added all the time:

Financial Services

Health Care

Internet Marketing

Online Dating

Online Education

Travel

Weddings

Pets

Gambling

Sports

Self-Help

Hobbies

Online Auctions

Music

Gardening

Online Games

Babies

Home Decorating

Food and Cooking

Computing/Internet

You can simply choose a niche that appeals to you and which you have some knowledge of and begin creating your own original products for that niche using the PLR material that you download.

You can download enough material from any single niche topic on this PLR membership website and have enough material to fill up your website and create new products that you can sell with or without resell rights attached. You will also have material that will be suitable for creating articles to post in article banks and plenty to use as posts to blogs and forums.

Use the PLR material that you download to create an opt-in incentive as well as articles for content for your website. Then create a product from those same PLR materials. (We will discuss how to do that in greater detail a little later in this ebook). This entire process shouldn't take you more than a few hours if you have the rewrite software or programs that have already been suggested and the software for creating your ebook cover. Once you have your PLR material ready you can be **IN BUSINESS** in a matter of hours. Do you think I'm kidding? I'm not. Here is how you do it:

1. Go to GoDaddy (<http://www.godaddy.com>) and get a domain name. This is a piece of cake. Just find a descriptive domain name that isn't in use for whatever niche market you intend to do business in.
2. Get a server – Try <http://www.hostgator.com>.
3. Build your website. This one is a little harder but with the tools provided it isn't very hard and it will only take you a little while.
4. Upload the rewritten PLR articles that you will use for content onto your website.
5. Set up your opt-in box with your incentive that you have constructed from your PLR materials.
6. Set up your sales letter and sales page for your new product.
7. Set up a PayPal (<http://www.paypal.com>) account as well as an account in 2 Check (<http://www.2checkout.com>). Setting up a Paypal account is free but it will cost you \$49 to set up your 2 Check account. You do need both. Attach both the PayPal account as well as the 2 Check account to the same bank account.

8. Insert the links to both Paypal and 2 Check on your sales page and you, my friend are **IN BUSINESS**.

Now you are going to have to promote your business and your products, of course, but for any of the niches that were listed on Page 19 of this book, there is a very large customer base available. All of those topics are topics that there are a lot of people interested in and by promoting your website and building your own credibility, you can get your fair market share.

Remember that the money is always in your opt-in list. Concentrate your efforts on building that list but don't get suckered into buying a list. That will be a big waste of your time as well as your money.

It takes time to build a list so you will need to use some of that PLR material to create articles that you can submit to article banks and you will need to use some of that PLR material as posts to blogs and forums about your sig tag.

I am not going to tell you that promoting your website or your products is going to be simple, fast or easy but until you have something to sell and a website from which to sell it, you can even begin the process of list-building or promoting.

When you join a PLR membership website (and that should be your very first step if you want to build a new internet business), remember that you need to think of the materials that you download as the raw materials of your own success. You take those materials and turn them into the products that you need to be a successful internet entrepreneur.

Chapter VI

Enhance an Existing Business

Maybe you already have an online business. If you do then you are well aware of the difficulty of keeping new and fresh material on your site and how much time you have to spend gathering and preparing information that you send out to your list through your autoresponder.

If you sell your own products, you know how long it takes you to get a new product from just an idea in your head to becoming an actual product that you can promote and sell. We will talk about creating a new product from PLR materials in the next chapter.

If you are an affiliate marketer, you are always looking for ways in which to advertise the products that you sell to your list while providing them with usable information at the same time.

No matter whether you sell your own products or are an affiliate marketer, you still must apply every SEO (Search Engine Optimization) technique that you can think of and you must always be working at building your online credibility.

List building is a given, no matter what kind of internet business you have or what niche market you are in. Everybody has to build opt-in lists.

List Building with PLR Material:

Since 2002 when the CAN SPAM act became law, internet marketers have been obliged to get permission before they send out bulk advertising emails. List building isn't optional. List building is simply what must be done in order to send our advertising and advertising, as we all know, is the life blood of any business.

The first step of list building, of course, is to get people to your site so that they have the opportunity to sign up to your opt-in list. With the bazillion websites that

live on the internet, just getting people to visit your website means that you are going to have to give them a reason to visit. There are several methods of getting website traffic in which the use of PLR materials can help and save you time and money in the process.

Some of the ways of building website traffic (and thus your opt-in list) are:

1. **Submitting articles to article banks:** PLR articles that you download from a PLR membership website must be changed substantially but once those changes are made, you can submit them to article banks above your own resource box. You can make changes to PLR articles much faster and much cheaper than you can write new articles or have them written for you. When other webmasters or ezine publishers use your articles, you are gaining advertisement directed specifically at the people who are most interested in the products and services that you sell. Additionally, you are building your own credibility...and credibility is priceless in internet marketing.
2. **Posting to Blogs and Forums:** Posting to blogs and forums above your sig tag that contains your name and a link to your website has been proven to be one of the most effective methods for increasing website traffic and building opt-in lists. The main problem for internet entrepreneurs is that posting takes time. By using PLR materials that have been only slightly rewritten, you can cut your posting time down by well more than half. Posting to blogs and forums is also considered one of the best ways of building credibility within your niche market and the other members of blogs and forums that are related to your website topic and to the products and services that you sell are your very best potential customers.
3. **Content! Content! Content!:** Content is king on the internet. In the real estate market they say that there are only three things that matter; location, location, location. In the world of internet marketing the three most important things are; content, content, content. It is vital that you keep the content of your website updated and that you add content on a very regular basis. Content is what causes people to visit a website for the second, third and fourth times. It is a well known fact that people rarely sign up for an opt-in list OR make a purchase on their first visit to a

website. They must be attracted so come back and the best way of doing that is to change the content. However, writing your own content or having it written for you is either time consuming or money consuming. In the time that it would take you to write one single article for content on your website, you could rewrite 10 or more by using PLR material. The research is done. The articles already say what you want them to say. You just have to make some changes and there you have all of the content that you need.

4. **Incentives for Opting In:** Once you have attracted visitors to your website, you have won only half the battle. The next part is to entice these visitors to sign up for your opt-in list and thus give you permission to send advertisements to them. Again....PLR material can help!

Let's face it. Getting people to willing provide you (or any other marketer) with their name and email address is tough. I don't go around passing out that information, you don't and nobody else does either. So, in order to get your website visitors to opt-in to your list and provide you with their name and email address, you are going to have to give them a very good reason to do so.

I've heard this called 'bait'. I really hate that term as well as the insinuation. It brings a picture to mind of stringing them up like fish and having them for dinner and that is not the way one should see a customer. Customers and potential customers are your most valuable asset....and the names and email addresses of those valuable assets are on your opt-in list. I prefer to think of opt-in incentives as encouragement or even proof-of-worth rather than bait.

The value and quantity of the incentives that you use to encourage people to opt-in to your list will have a great deal to do with how many visitors do in fact opt-in. You will need at the very minimum one ebook or one in-depth report and if you have both or more than one of each, you will get more opt-ins. It really is just as simple as that.

The problem is that you are not going to make a single penny on the incentives that you offer to your visitors to opt-in to your list and you can

spend a lot of time as well as a lot of money creating these incentives. OR....you could download PLR material. Do a little rewriting. Put nice covers on the ebooks and reports and be able to offer your potential customers a wealth of information for free that won't cost you but pennies.

Using PLR Material to Communicate with Your List:

Once you get an opt-in list....even if there are only a few names and email addresses in the beginning....you need to stay in communication with that list. You don't want them to forget about you but can hardly send them an email just pleading with them to visit your site and buy something from you can you? Of course you can't do that but you do need to communicate with them and remind them that you and your site are there.

Sometimes webmasters will have a newsletter that they send out periodically to their list members. This newsletter isn't like a sales email. It is not used to advertise a particular product or service. Rather, a newsletter is used to convey helpful and useful information to the members of an opt-in list.

The problem for webmasters is that composing or locating the information to include in these periodic newsletters can turn into a major drain on time and money. Sometimes webmasters will use articles that they download from article banks...and that's fine except that the credit for writing the information is given to someone else and there is a link to a website other than your own. By using PLR materials and doing just minor rewrites (or even no rewrites) you can include them in your newsletters and not be advertising for another website.

You will find that by using PLR materials to construct your newsletter you will save both time as well as money. You can provide helpful and useful information to your list and keep your lines of communication open.

Chapter VII

Creating Your Own Product

If you have not yet started your own internet business and are looking for a product to sell, that product is as close as Privatelabelrightsexclusives.com. If you already have products of your own and are selling them now, you can build new products that you can sell as front end products or back-end products from PLR material and you can do it quickly and for very little monetary investment. You can have new products ready to go in just a few minutes.

Let's say that you download an ebook from a PLR membership website. The only changes that you are required to make are:

- Change the title
- Change or add a cover
- Insert your name as the author
- Add your website to the title page and to each page of the book
- Insert links for the products for which you are an affiliate

You do NOT have to rewrite the text AT ALL. If you want to rewrite it and add or subtract information you certainly within your rights to do so and if you want to make it truly unique, that is a good idea but you DON'T HAVE TO REWRITE THE TEXT. You can have a brand new product ready to go in less than five minutes...unless you decide to add to the text.

If you do decide to add to the text, it still won't take you days or weeks. You know your topic so all you will need to do is add information that is specifically your own and that really won't take you very long at all. The research has been done for you and the information is already organized into chapters or parts. The basics are already there and that is the most time consuming part of any new informational product.

Changing the Title:

You are REQUIRED to change the title of PLR material. That is one of the terms of use for all PLR membership websites. You would want to change it whether it was required of you or not if you are a savvy internet marketer. You should never, ever pass up an opportunity to get your name out there on the internet. That is all part of building credibility and becoming recognizable as an expert.

The very best way of changing the title of a PLR ebook that you download is simply to add your own name to the title. There is an ebook on the Privatelabelrightsexclusives.com in the pet section entitled, "The Adventures of Charlie the Siamese Fighting Fish". That's a pretty catchy title but you need to change it. You can change the title and keep it at the same time. Just change it to "John Doe (your name) Relates the Adventures of Booger the Siamese Fighting Fish". Then simply click edit at the top of the page and type in the word 'Charlie' as the word to replace and 'Booger' as the word to replace it with. Hit change all and there you have it.

There is a ton of information about Siamese fighting fish in the book and you can add to it if you want to or leave it as it is. You just need to type your name in as the author and add your website address in the space that is designated for it. Then you just go through the book adding your affiliate links and your website address to each page. Presto! You have a product ready to go.

You can use this brand new product as a front-end product and promote it as such. You can also use it as a back-end product for products that you already sell. You can use it as an incentive to encourage people to sign into your opt-in list. You can submit it to an ebook repository. You can use excerpts from the book as blog or forum posts. You can break the book down into articles and use them on your website. The possibilities are almost endless and the beautiful part is that the cost for the product was minimal and the time required producing it was miniscule.

Okay, there you have one new product that you can use in a variety of ways but that isn't the only product that you can produce. In this same pet niche you will

have access to 25 original articles about pets in general. You can use these 25 articles to create even more products that you can sell or use in various ways.

You could, for example, combine these 25 articles and turn them into an ebook with you could then sell, use as a back-end product or as an incentive for your opt-in list. You could sell this new ebook with full resell rights and let others make sales for you. You could submit it to ebook repositories or you could send it to your list one chapter at a time in order to keep communication lines open.

Creating an ebook by compiling the articles that you download from a membership PLR site is a fairly simple matter. You will need to:

- Create a title and a title page
- Include your name and your website address on the title page
- Create a table of contents page
- Put your website address on each page.
- Include the links to your affiliate products.
- Compile all the single documents into a single document
- Create a cover

There you have a brand new ebook...a brand new product.

Another way to use the 25 articles that you downloaded is to use them as the basis for an instructional course. To create an instructional course from articles that you have downloaded will require a bit more work and time but remember that the research has already been done for you so it will take much less time than if you started from scratch. Just use the information that is in the articles, expand upon it and present it in an instructional manner.

Remember that you can make an ebook out of articles or you can make articles out of ebooks.

People LOVE in-depth reports about subjects that they are interested in. Doing the research required and writing an in-depth report from scratch is a very long and time consuming task. With PLR material, that process can be shortened a lot.

You can use paragraphs from several different articles and create a new and original in-depth report about any niche topic that you download from a PLR membership website. You have the material sitting right there in front of you just waiting to be put to work. You own the material so you have every right to use it as you wish and in whatever way will provide the most benefit to you.

Creating an in-depth report takes more time but it is time that will have been well spent. The process is fairly straight forward:

- Create a title for your report
- Create a title page for your report
- Add your name and your website address to the title page
- Divide the subject matter into 'parts' (specific topics but reports have 'parts' rather than chapters most often).
- Copy and paste paragraphs from one or several articles or from an ebook into each part of your report.
- Create a cover for your report.

As you see, there are multiple ways of using PLR materials that will make you sing 'cha-ching ching' all the way to the bank. Take that first step that will lead to success for you as an internet entrepreneur!

Resources

In this book there have been several resources listed. Here they are again so that you can find them more easily:

PLR Site:

<http://www.privatelabelrightsexclusives.com>

Autoresponder:

<http://www.getresponse.com>

Article submission services:

<http://www.wesubmitarticles.com>

Ghost Writing Services:

<http://www.writingandtranscriptionservices.com>

Domain Names:

<http://www.godaddy.com>

Servers:

<http://www.hostgator.com>