eBiz EYE

ON

PRIVATE LABEL RIGHTS

DISCOVER HOW TO USE PLR FOR PROFIT AND TO RAPIDLY BUILD AN INFO-PRODUCT EMPIRE

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LEGAL NOTICE

INTRODUCTION

Writing is a skill, but it's not what everyone can do straight off. It's a learnt skill. The more you write the better at it you get.

Most of us are on keyboards today, so the old skill of physically writing has taken a severe beating. Have you tried picking up a pen and writing a letter to someone recently? It wouldn't be easy. Try writing cursively the way you used to. Do it for 30 minutes. It would be a struggle.

For people who have turned to the Internet as a possible way to make some income, one of the best ways is to sell information products. But for some folk, creating those info-products is difficult. Either it's not their skill-set, or it's the very thought of sitting in front of a computer hammering away on the keyboard that is not appealing at all. That's understandable.

For others who have an aptitude for writing, then creating info-products or any other fictional book or article or ebook is not an issue. Mostly. There are times when assistance is needed. We'll come to that shortly.

Back to the Internet. The 'net has created an incredible opening for so many people who have had limited skills in their earlier days. If you believe the sales pages from some of these people for such-and-such a product, then it's a rags-to-riches story. Successful online entrepreneurs have those special ingredients that are required to be successful.

The 'net has also given opportunities to ordinary people of all ages to have a go at earning an income online. Anyone can do it but, as with writing, it's a learnt skill. And it requires a huge amount of persistence.

This report (it's basically an ebook) opens the door for you to improve your writing skills, and also if you want to build an online business with digital product creation.

It opens the door because there's a very low cost method that is available for a huge range of subjects that online marketers can use - that you can use. It's called ...

P R I V A T E   L A B E L   R I G H T S

Welcome to the eBiz EYE series of reports.

This report has been set up like a workbook, so the best thing to do is print it. Use double-sided and print in draft if you can.

Down the right hand side of each page is a "Notes" column for your use. If an idea comes into your head, jot it in the column. If there's a question that you would like to ask, write it in the column so that you can come back to it later.

If you would like to highlight something, do that too.

Before we get going, I want to briefly introduce myself. Why? Because I think it's important that you know a bit about the person whose product you're reading. Too often I see the author's name missing from an ebook or report and yet throughout the product the first person "I" is used. I can't understand that. Who is that "I"?

So, good reader, this is me. I'm Des Menz - the author of this report.
If you want to know more about me ...
Click here --> About NTHB

And now, to your report. This is one in a series of reports that are all about using your skills and knowledge to create a home business. Thanks for investing in it, and I hope the report keeps you going on the path to prosperity.

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C O N T E N T S

1   WHAT IS PLR?

If you've been trying your hand at Internet Marketing for a while, you would have come across the term **Private Label Rights** or PLR. The acronym PLR is so well-known in Internet Marketing, so that's what we will use from now on.

Two important questions to start with …

•   What is PLR and how does it differ from other licenses like master resale rights?

•   Why should you care about the differences?

When we refer to PLR, what is meant is that the product, which could be something as simple as a pack of articles or as complex as a complete marketing package with eBooks, video, and audio recordings, has a **license** granting the new owner the right to use the content as he or she wishes.

Someone else has prepared everything about the product, and it could have a nice website template together with sales letter and graphics. Rather than trying to market it themselves, the product is made available for sale to many others.

With PLR, you're given a license that tells specifically what you can and can't do with the package. The best PLR products are those that have an unconditional license that basically allows the new owner to use and change the product any way they like.

You can add your own name, add and delete sections, even sell it on to others with a price that you determine. It's as if you're the original author without all of the work of authoring.

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Conditional PLR **may** have a proviso - and that is that you can't resell it as PLR to others.

Illustrated below is a typical PLR license.

PLR licensing:

[YES] Can edit, take apart, add to, or sell as is
[YES] Can be bundled with other products
[YES] Can be offered as a bonus
[YES] Can use the content as a viral report
[YES] Can be used to create audio/video products
[YES] Can give them to your affiliates to publish to promote your products
[YES] Can be used for opt-in bonuses (newsletter signups, etc.)
[YES] Can be added to paid and free membership sites
[YES] Can be offered through auction sites
[YES] Can claim full authorship
[YES] Can alter ecover graphics
[YES] Can publish as web content

[NO] Can Sell resell rights
[NO] Can sell master resell rights
[NO] Can sell private label rights
[NO] Can give away private label rights

So, the best thing to do is shop around for PLR. Pay particular attention to the wording in the license and if you don't want to agree with the terms, don't buy it.

Also, before buying, if you can get a snippet of the text, Google it (in quotes) to see how many times it's been used on the Internet. This way you can get an idea of how many others have purchased the same package. Try doing this with the title.

Genuine unconditional PLR is a money and time saver. For a

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small price, (say $20 to $200) you will receive top quality, well designed content that you would otherwise spend a lot of time producing by yourself or paying a lot of money to a freelancer to do something similar. Be aware of the risk - what is created for you might not meet your standards or expectations.

Nevertheless, if you value your time and money is limited, PLR can be the answer you are looking for.

See the RESOURCES section for some sites where you can get PLR.
Show care, search wisely.

2   HOW TO MAKE MONEY WITH PLR

This is always the question that is asked first by people wanting to use PLR content.

You know the mantra - "Time Is Money!" Some people might not be into that as strictly as others, and their focus is more about getting products into the marketplace rather than how quickly they get there.
Speed is not important. Acceptable quality is. Great quality is dominant.

Look for quality products that are easily editable. Text products are the easiest - articles and reports. But audio and video could command a higher price.

It's also important for the online business operator to get a product that has good prospects of generating traffic as quickly as possible. Without traffic, you'll have a shell of a

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business. Traffic are your visitors, who ultimately you would want to keep coming back to try more of your products.

With PLR, you could conceivably have a product ready to go in several days, perhaps a little longer. Since PLR is licensed to you to do what you wish, there are many options for making money.

Here are just a few ideas to get you started:

- Buy articles and rewrite them slightly and then package them together and turn them into a small report or eBook. Just use the article titles as the chapter headings, add a table of contents and a cover with graphics and you're ready to go.

- Take a PLR eBook and separate it into articles for your blog, articles to submit to Ezines, or wherever else you use articles to promote your business. This is instant article marketing content!

- If you have the knowledge on how to use the technology, you can quickly make an article into a video using PowerPoint or Open Office Impress (if you're a Windows user), Keynote (for Mac users), and Camtasia. Start with your word processor, and make sure each sentence is on a separate line. Then import the article into PowerPoint, Impress, or Keynote. This puts each sentence on its own slide. Then add images to the slides if you want. Finally, record yourself reading the slides for an instant viral video. (See RESOURCES for the free version of Open Office Impress).

● What can you do with PLR audio? Here is a simple way to make a video. Listen to the PLR recording, take good notes, type them into a text editor, one sentence per line or paragraph. Then import these notes into PowerPoint, Impress, Keynote as described above, placing each sentence on a separate slide. Synchronize the audio with the text slides and there you have it - a nice video. All you have to do is add an introductory slide and perhaps watermark your domain name and you're ready to go again.

Of course, you can just take the PLR as it is, if it's of really good quality. But because there could be 100 or 200, maybe hundreds of other people with the same content, it is strongly recommended that you take the time to make it truly your own by tweaking it here and there, and having new graphics made.

With PLR, take the time to make it unique. Just a simple change in graphics and a bit of reformatting will work wonders.

3   IS FREE PLR OF VALUE?

Some PLR costs money, but usually it's not a lot. When you pay for PLR it will mostly consist of a bundled package - it could be many articles, ebooks, or reports on many topics or niches all bundled together; it could be a useful course in video format complete with sales page and graphics that you could change or add your name to; it could be software that might have some very good prospects.

But what if the PLR is free? Does it have much value? Wouldn't your first thought be - if it's free then it most likely wouldn't have a lot of value.

Free PLR always appears tempting at first, and there are times when free PLR would take more time to knock into shape than it's worth.

What do you do? Firstly, ask yourself why it's free. Some sites give away free PLR to get you to join their list - and that's not such a bad thing; you could get a lot of fringe benefits by joining a list. These marketers want you to see the quality of their work, so you get a sample to try out.

Another reason is that some marketers genuinely want to help others break out of a slump, or to give people a kick-start. You've possibly already experienced being on the receiving end of "free" when you read blog posts. There really is some incredibly useful material published in blogs, and if you're a subscriber to eBiz EYE at New Times Home Biz then that's where some great sources are described. And they're free of course.

Just a quick word on FREE … remember, it is as good to give as it is to receive, so see if you can give something of value either at your website or blog, or perhaps in a free short report.

As an example, in my ebook "Bring On New Times", I've included a free PLR report. To get the report, there's a link inside the ebook. But the reason why this report is included is to illustrate how easy it is to take a free document, change it in any way you like, add value to it, and call it yours. It could be sold for a small sum, or given away to build a list.

I called the PLR report - "30 Essential Strategies and 30 Product Selling Ideas For A Successful Online Business".

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Now, always be wary of "free" anything. There could be a cost somewhere - even if it is just giving your name and email address as I've already said. Do your due diligence, and make sure that you're not being enticed into something that you never really wanted in the first place.

Getting back to the time issue - while you might not pay cash for a PLR product, you could end up spending your precious time rewriting it if it is dull or poorly written. This is where you need to VALUE your time - what money value per hour would you place on your time if it could be used profitably elsewhere? This is an important point.

But if you don't have much on your agenda and you have a bit of spare time, then that is the best time to re-jig a PLR product for some future monetary gain or advantage to yourself. This is then good use of your time, and is also a reason to store some free PLR material on your hard drive for future reference.

Another reason in support of good free PLR is when you don't have much money but have plenty of time; and it's these times where a free article pack that is acceptable to you could be quickly improved to meet your standards of quality. The first two entries at the RESOURCES are where you can purchase article packs for a low cost.

In addition, you can get some good ideas from the articles you buy, which you can then spin off into something original. What I mean by this is perhaps you could take two or three PLR articles of the same theme and blend them all into a single product, or take useful paragraphs from one and add to your main document. Mix and match. This very handy tip is one that you can use profitably.

Conversely, take a PLR ebook (and usually it would be just text

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and have no graphics) and turn it into several articles that could be used as blog posts. Add your personality, make them your own. All you've expended was your time.

Having said all that, a useful rule could be to **limit your time** when you attempt a rewrite of any type of PLR. That way you aren't hacking away at something for an hour that might have originally taken 30 minutes for you to write in the first place.
This is the art of writing - get your creative juices flowing.

So, where do you find free PLR? It's as simple as Googling "your niche + free PLR" or just "free PLR" and see what's out there. You will likely have to do some filtering to see what's worth your time investment. But once in a while you can find some very good stuff that will do the trick just fine.
Another way is to join a site such as Surefirewealth (in RESOURCES) for free, which then allows you to search the database for free articles or whatever.

4   PLR vs MASTER RESELL RIGHTS

The Internet is an information marketplace and marketers are always looking for fast ways to get information to their chosen audience. So getting some PLR or Master Resell Rights (MRR) content can be a good choice.

Although this report is all about PLR, it will be useful to understand the difference between PLR and MRR, because sometimes an MRR product could be very useful, maybe preferable, for you. Which one should you invest in?

The answer is that it depends on what your purpose is and what you want to achieve with a particular strategy. If you want to sell

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an eBook that you can allow customers to then sell themselves, then MRR could be the way to go. But you won't have your name on it.

If you want to take authorship and you want to add your affiliate links to it and basically "make it yours," then you'll want to get a product with a PLR license. MRR generally doesn't allow you to alter the product in any way; you are only allowed to sell it, and your buyers are also given the right to sell it.

The main difference between PLR and MRR is that with PLR you get the text files (such as .doc, .odt, .pages) to edit and add your links to. As outlined in the previous chapter, you can take your PLR eBook and break it into articles or take bits from several PLR products and combine them into a single eBook or report. This can be powerful stuff.

With MRR material, you may be able to use your name as the author - but that's where the license stops. You are also usually limited as to how much you can sell the product for. The owner may set minimum and maximum price points for you.

YES ... you may resell this product. Suggested retail price is : $x - $xx
YES ... can sell resale rights or master resell rights
YES ... you can add the product into your product bundle or package and sell for a higher price
YES ... you can add the product to a paid membership site
YES ... you CAN give the product away for FREE

You CAN NOT offer the product as a bonus to another product you are selling. However, you can offer other bonuses to this product when selling it.
You CAN NOT use nor sell this product in a dime sale event under any circumstances.
You do NOT have Private Label Rights. You may NOT sell of give away private label rights.
You agree to handle all customer support issues related to this product.

Here's what a typical MRR license consists of;

It is important to determine what you want to do with a MRR product. If you want the eBook or report to go viral and to get traffic to your niche site, then PLR is your better option. Although there are ways to rebrand MRR products with your name and links, you are still limited as to how you can distribute them.

If you want to give a valuable bonus to your list, getting a good re-branded Master Resell Rights product is a simple and inexpensive way to promote your business. Just make sure that the MRR license allows giving it away as a bonus.
And importantly, make sure the bonus MRR product relates to your main product.

Finally, the main difference with PLR and MRR is price. PLR is often cheaper than MRR, and the reason is that a MRR product could contain a lot of additional material such as graphics, images, links to other products and resources, links to video within the product. It takes a lot of time for the author to get all that together.

The best choice overall is to get PLR. Undoubtedly, it is the easiest way to get content for articles, eBooks, websites, blogs, and reports.
Someone else wrote it, but you can claim it for your own and that's about as good as it gets.

5   HOW TO OPTIMIZE YOUR PLR PRODUCT

Private label rights content can be nearly as good as hiring someone to write for you if you know how to use the material it

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optimally. What does this mean?

Getting **good quality PLR** at the outset should be your first priority. It's been stated before, but it can be very unsettling if a lot of time is needed to rewrite poor quality PLR, and in this situation it might be better if you wrote it from scratch yourself.

Here's a hint - if you discover you've got some poor quality PLR product, use it as a framework for your own product. Examine what you could do to make big improvements to it.

Nevertheless, even when the PLR is good, always plan to rewrite a substantial portion of it. In addition, change the title (but strive to keep your keywords intact; there's a great tool in RESOURCES for testing titles), modify the section or chapter titles, and add an introductory paragraph or page. All this would be the minimal change.

Rewriting can become a time trap though, so try to limit yourself if you're pressed for time, particularly if you're writing articles.
If the article is good enough, then let it be.

The key to a good article is an attention getting title with the subject keyword in it, followed by an interesting introductory paragraph. Spend as much time on this aspect as you would for the rest of the article.

The same goes for an eBook – make an introduction that lays the ground work for the rest of the report. Spend time on the reason *why* your audience, your readers, need the information in the report and then touch up the headlines and sub-headlines as needed. Unless you feel compelled to fill in the rest of the eBook, try to have a "good enough is good enough" attitude for the shortest path to success. This is not to say that you shouldn't strive to produce your best, but sometimes you may not realize that what you have created is good … and therefore, good enough!

Remember also that just because the PLR is in eBook format, it doesn't mean it can't be sliced up into an e-course or smaller articles that you can add to your blog or submit to ezine directories, or for guest blogging - or perhaps added to your autoresponder series weeks ahead of time.

Never underestimate the power of articles that are sprinkled all over the Internet creating **backlinks** to your site.
PLR just makes it easier for you to come up with those articles. The more articles you have out there, the more your name will get in front of the eyes of the people who you are trying to reach. You'll become an authority in your field.

A really good way to use PLR articles is to convert them into a slideshow made with any of the PowerPoint type programs mentioned in Chapter 2. Put some time and effort into the production and you can have a really nice video to promote your site from YouTube, Vimeo, or other video sharing sites.

Because video is a popular mode of communication, you should use any method you can to get your marketing message in front of your target audience. Using PLR articles converted to video as well as already made PLR videos that you could buy, is a quick way to utilize that kind of media.

With PLR, you can put together an original package that pulls together different pieces from various sources and you can bundle up a premium information product in a fraction of the time you'd put into it if you made it from scratch since someone else did most of the writing, recording and research.

Think outside the box with your PLR content. Experiment. It's yours to do with as you please, so become skilled at ways where you can use it effectively in your business.

6   FIND THAT GREAT PLR PACKAGE

As information publishers we want quality products, and if it's an eBook it would have all the trimmings such as graphics, articles and autoresponders.

Is it really possible? There are some great PLR packages available, but to find them takes effort and detective work. You might start your search in a search engine, or maybe the Warrior Forum, and look in the classified ad section. You could ask who has such-and-such an offer. If you're in a Facebook Group, you could ask the same question.

While you may have to explore and perhaps even get on a waiting list, there are PLR membership websites that offer quality packages that are very comprehensive. Some membership sites will even take suggestions from members for topics that haven't yet been covered.

What does a perfect PLR package look like? Look for the following qualities.

- The PLR product needs to be in a popular, evergreen niche. Now, be aware that these niches - health, weight loss, relationships, hobbies, sports, "how to make money", and Internet marketing - are huge, there's a lot of competition (i.e. a lot of people trying to sell products in these markets), and so it might be a better strategy to seek a sub-niche in these general markets. Go for something a bit smaller, and you'll have less competition.

- Alternatively, find a subject that is less popular, but still has strong potential. It also helps if you have a strong **personal**

interest in the niche(s) that you choose.

- For the actual PLR package you decide on, you will find terrific upside if you get a 30+ page eBook which has basic formatting and a cover graphic, a smaller report to offer as a freebie on the squeeze page, a nice looking sales page with header graphics, 10+ article pack for use on a blog or as autoresponder follow ups, and a nice looking squeeze page template.

This is the type of product that "over-delivers". What can you expect to pay for such a product?

Firstly, how much would you pay if you hired others to do it for you?

If you had to pay a ghostwriter you can expect to pay $10 or more a page for the eBooks and articles. That's $300 and up. Remember, we're talking about QUALITY PLR here.

You might get the graphics for the cover and header for the sales page for $200 or so, maybe more, maybe less. You could go to Fiverr to get those things done, but you'll need to check the credentials and quality of output from the provider. You could get these outsourced, where someone from overseas does the job for you for a very low cost. But what sort of quality would you get? Again, be wary.

The sales letter itself might cost $500 or more for a decent one.
So, all up, the cost could be around $1000 or more for a one-of-a-kind product on a budget. You could easily pay many times that for top billed writers and designers.

Now, if you decide to use PLR material almost exclusively in your business, then you could pay more than $100 per month, or down to around $27 per month or less - more on this in Chapter 8.
This cost is a business expense, but remember, you need to cover

these expenses including your time, before you'll be in profit. That means getting sales. That's business!

Here's an interesting thought. PLR licenses are usually limited, so even though there may be 200 being available and being sold for a product, it is very likely that only 20 will ever be used.

Some years ago, I bought a series of six high quality PLR packages in very specific, and relatively small, niches. I paid $165 for each package - but that included everything, and they included full websites, sales page, ebook, articles etc. It was a great deal. I could have bought more and just continued on my merry way, but I was getting side-tracked from my main objective, so I ceased. I was able to acquire some great evergreen packages, but there comes a time when you need to re-evaluate WHY you're in an online business.

So, are you in the PLR business just to create some quick information products? Or are you wanting a full package that you are comfortable in investing some money into?
Find the answer to these questions first, before you dive headlong into using PLR material in your business.

7   PLR CONTENT ON YOUR WEBSITE

If you're in a hurry and need to put some good content on your website or blog, PLR website content could fit the bill nicely. I don't advocate rushing into a "hungry" niche, along with hundreds or thousands of others seeking a quick profit. Unless you have all the systems in place, it will a tough task to keep up with the heavy hitters.

Marketers who are aiming to be "first in", and who are making

money from this strategy, are generally very experienced and ... they have BIG lists where they can promote new products to.

However, for the small operator (is that you?), a good strategy is to publish quality content on your website or blog as consistently as possible so that the search engines can pick it up.

To find the best value, quality material, it pays to shop around. Before you buy, always review the quality of the PLR – whether it costs $1 per article or $5 per article, it doesn't matter. If the quality is useless, it will be a waste of time and money. Using inferior PLR material increases the risk that search engines will mark you down. And we know where that leads to.

Your website is your business and your best online asset (apart from yourself, of course); it is your money-making asset.
So, avoid using "cheap" PLR for your website content, and by this I mean PLR that is poorly written, has poor grammar, uses paragraphs out of context, or doesn't appear that it is coming from you. If it doesn't have your persona in it, your reputation could be harmed.

The solution is to ask around where other people buy their PLR. Internet marketing forums like the Warrior Forum are full of people who will tell you what is good value and what is not.

It will also be an advantage not to buy PLR products just from a single source. Just as in business, diversify - use several sources. In an analogy that applies to us humans, increase your product's "DNA" by cross-breeding to get the strongest possible outcome.

If you're thinking about putting content on your website, don't forget that there are other types of PLR products other than articles and eBooks. There are some nice audio and video PLR packs available which you can use to add real value to your site.

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Now for a quick mention about **software** that comes with private label rights.

While software might have some customer service issues - for example, problems with ease of use for the end-user, questions from customers about the function of the software, maybe unforeseen problems - you can add value to your site if you can find PLR software (or even Resell Rights software) that can greatly help your customer have a more enjoyable experience.

Here's an example - in the NTHB Shop at New Times Home Biz there's a really nice bit of software called **The Action Generator**. After doing my due diligence I thought it would be a great fit for my site, so I acquired the Resell Rights to the package. This wasn't all that came with the deal - there were also two very attractive clarity maps and an accompanying ebook that had a PLR license. What I did with that ebook was to add my persona to it by creating a book cover, re-formatting the chapters, and adding several resources at the end.

That example is about seizing an opportunity when a quality resell rights package comes along. Add value to it by using PLR material - perhaps as a bonus - and you'll then increase your income potential. Importantly, these types of products can add significantly to the overall quality of your website.

As stated previously, when you use PLR material for your own site, modify the text. To avoid the potential downside of "duplicate" content (remember, there might be several hundred other people, maybe a thousand, with the same publication), try to aim to change the text by about 50%. This may seem a lot at first glance, but by adding your own thoughts within the existing content, and by changing sentences and words around, it's not too difficult to create a semblance of uniqueness. Use the "cross-breeding" approach.

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Even if the material seems out of date, then a little bit of additional reading and online research on your topic will allow the material to be freshened up. Take the time to personalize it.

For PLR audio and video, make sure you to listen and view it respectively. On the audio, add an introduction and ending "call to action" if it's appropriate. This means, add a BUY NOW or JOIN NOW message, or some other action you would like your listener or viewer to take.

For the videos, you can do some editing to add an introduction, text frames, and a watermark with your domain name to the video and a call to action slide at the end.

8   BENEFITS OF PLR MEMBERSHIP

Smart marketers who are on a budget know that one of the best ways to get top quality articles, eBooks, audios, videos, software and more on a monthly basis, or on demand, is to go with a PLR membership site. There are many advantages of ready-to-go PLR delivered to your email or downloaded from a membership site.

Some PLR sites are membership based, meaning the number of buyers could be limited. Others have fixed price membership.

Others have free entry with the option to upgrade to access more member benefits. These sites would have a very large database of PLR products that you can choose from.

And then there are free membership sites where products can be created for you to use any way you like.

You might get a lot more content with a membership, but some of it may not be in the niche you're looking for. With a no-membership PLR site, you select the niche topics you're interested in, and by doing this you can control what comes your way. You

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don't want, or need, to buy stuff that ends up gathering digital dust on your hard drive.

In Internet Marketing, there are many tasks that you would need to become competent in, and writing is one of them. Most people just need a bit of practice and to discover a few important tools to bring their writing potential out into the public arena. It's one of the reasons why I created New Times Home Biz, and that is to help people rediscover their writing skills and learn how to create and publish info-products.

But if you don't like writing or suffer from a lack of confidence with your writing skills, then that is no reason for not getting into info-product creation. There's a lot of free information at NTHB Blog to help you get over that hurdle.

Perhaps you have good writing skills, but feel your time would be better spent doing other important tasks.

So, with either of these scenarios, PLR content can be your answer. But what's the best way to get it?

For most marketers starting out on a budget, but still needing quality material, then a PLR membership site has several advantages. Let's see what they are.

⬤ PLR licenses that are sold are usually limited, possibly to as few as 100 or 200 members. That keeps the value high. While some might say that 200 licenses is still too many, the fact is that only about 10% of the actual PLR licenses are used by the purchaser. 10%! In this instance, the actual competition is more like 20 versions, most of which would be changed sufficiently to avoid duplication.

⬤ Another advantage is that the owners of a quality

membership site will maintain high value products for their members. For example, as described earlier, an ebook package will typically include at least one 30+ page report, a 5-7 page shorter viral report, a pack of articles, and a well written sales letter with nice graphics.

- A PLR membership is ideal for the info-preneur who prefers to create a niche site complete with all of the promotional materials in just a few days. It can be hard work, but it would only be for a few days … until you're ready for the next one! With a new PLR pack ready to go, you can have a brand new product available on the market every month.

The Cost

The cost of the PLR membership can range from around $27 a month to well over $100 per month. But if you break it down, the value is hard to beat.

The best PLR memberships offer at least one well researched eBook (maybe $400), a sales letter with quality graphics ($400+), and a pack of articles to use on your auto responder, blog or to do article marketing (around $200). So for the monthly fee, you would get $1,000+ worth of well written, ready to go info-products, which can potentially make you thousands of dollars. Is that appealing to you?

Well, let's not get too carried away. If you decided to produce your own product, how much time would it take you?
The very first ebook I created took me about 20 hours to write and format. And that didn't include the research!
I wanted to do it myself so that I could get back into a writing style, to learn about all the finer things that go with info-product

creation, and of course, to get into a groove about an online business. Recall what I said earlier about TIME? Time is not your enemy, it's your advantage.

So, the opportunity cost to me was way more than $1,000.

But guess what? My second and third info-products took just as long, mainly because I created all my own graphics, images, and ecovers. It didn't worry me at all, and here is the point.

If you're not concerned about time, don't let it get in the way of your progress. The more you worry about time, the greater the enemy it becomes. Relax! The important aspect is to produce quality products that are appreciated and that are helpful to your reader and your customers.

Having said that, here's what IS important.

By using PLR material you will be able to speed up your product creation output ... if that should be your objective. It takes a bit of practice but once you define your niche(s), everything else will flow more easily.

Finally, keep in mind that you may need to search around to find a quality PLR membership site that suits your overall needs and strategy. Always look for quality.

See the RESOURCES for five alternatives. Start with the no-membership sites.

9   PLR PRODUCTS ARE MULTIMEDIA

With PLR products we mostly think of articles, reports, and

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eBooks, right? But they are much more than that.

There are sites devoted to selling *all* kinds of PLR as I've stated previously. You can find anything that can be digitally delivered that comes with private label rights.

Good quality audio, video, and software are very much in demand. Imagine if you're in the health niche and you come across an entire private label rights e-course - complete with lessons of complementary audio and video tutorials for under $20. You could take that e-course, repackage it as an eBook and promote the audio as a $35 bonus. Think about how you could maximize the potential.

Video is the major media for communication, so it makes sense to use it as much as possible in your business. This is where video PLR would fill a need. Put this into your search engine - "niche + PLR video" - and see what's out there.

Maybe you want to add a cool bit of software to your niche package to give it more value. Software is highly valued by a buyer, and there is PLR software for all kinds of applications and for many different niches.

Avoid limiting the use of the software to just selling it or adding it as a bonus. There are many different calculators or other interactive tools that could be added to give your customer a more enjoyable experience while on your site.

Here's another idea - take some selected PLR software and if you're not a computer geek, head over to the Warrior forum or Digital Point forum and ask if someone there can help you rework the software to make it do what you want. As with ebooks and reports, your PLR license is just a starting point to re-work the product so that it's unique.

10   ADD AN EBOOK WITH RESALE RIGHTS

A very popular and simple way to add value to your PLR product is to offer another resale rights product as a bonus. With resale rights, we're referring to a product that you have permission to use or to resell.

Of the reselling options - resell (or resale) rights, master resell rights, private label rights, branding rights, and public domain rights - simple resell rights are the most restrictive. But that's not such a great problem. Maybe you only want to offer some nice digital books or audio as a gift to your customers to help increase the perceived value of your total offer.

Although resale rights products can enhance a package, sometimes they are limited to two or three. Other times, as you've possibly already experienced, there are many. Be guided by your own strategies and don't feel that you have to add many bonus products to ultimately offer a great product package of your own.

One of the negatives of resale rights products is that they can be cheap and excessively used. Shop around to find something worth adding to your package. Customers are generally wise to the "pile of bonuses" that on first appearance look enticing, but could just be tired resale rights products. Try to find newer or fresher content by shopping around.

The next step up from strict resale rights is MRR products. These give you a bit more latitude. MRR has already been covered in Chapter 4, so remember that licenses vary from product to product.

There is really no hard and fast rule as to what master resale rights licenses entail. Some are very liberal and can almost be considered

private label rights while others are very limited.

An ebook with re-branding rights can be a great advantage if you're able to add your own links within the product.
If it's good quality content, this can go viral, meaning that others will take your eBook and resell it (with all your links intact) all over the Internet.

In this case, make sure the product has very good content. Treat it like a full paid report and let everyone and their friends pass it on. This can be a nice little income stream as well as a traffic generator for you.

11   CUSTOMIZING YOUR PLR PRODUCT

It's worth restating that if you're posting PLR content to your blog or website or email autoresponder, make it yours and make it unique. Likewise, if you're creating an ebook or report from PLR content, then it is essential to add your voice to it. That way, the search engines will pick up your unique product much more readily than if it was a duplicate of someone else's product. Your market will also reward you.

Here are some ideas for customization of your PLR product.

- **Add your opinion** at various places throughout the text. This is your "voice" that is being added.
- **Add examples** when describing a procedure or giving instructions. They can be your experiences or somebody else's.
- **Change the format** of the original PLR content - e.g. chapters, headlines, bullet points, quotes, images, graphics, note columns (see what I've done on the right-hand side).

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- **Outsource**. It could be a ghostwriter or it could be a credentialed writer who can add a particular voice to the product.
- **Use current events** as examples or as additional information.
- **Target a niche**. Focus in on a tight niche that can help specific groups solve their problems.
- **Add statistics and graphs** if they are available. A graphic or table can be worth many words.

What is meant by your "voice"?

Throughout this report I have mentioned a few times about using your own "voice". It's a term that's used to convey your unique style in your writings. Don't be afraid to use it. Expose your personality and your authenticity and you'll become a better writer, and a better info-product creator.

Because you've purchased this report, and worked your way right down to here, I'm now going to give you a reward. It's a benefit (and a bonus) that will stay with you forever.
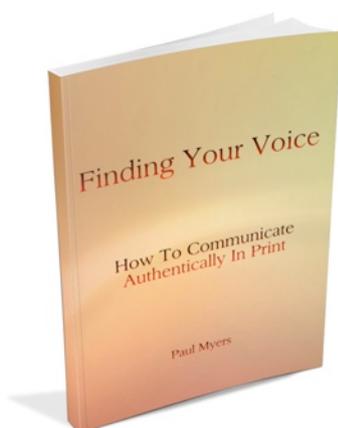
Go to RESOURCES for "Finding Your Voice".

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Book cover

If you're creating an ebook then a cover will be needed to customize your product. For a report (such as the one you're reading now) it may not be so important, but I still prefer to add a cover that I can easily make myself. The reason why is that I can upload my reports on to a number of sites (e.g. Clickbank) for greater exposure. There's a lot more about this in WRITE TO PROSPER.
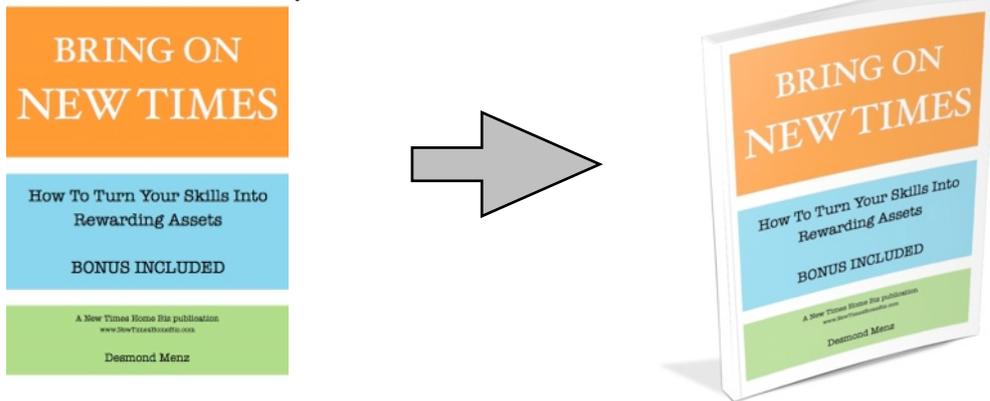
Now, here's the easy way to create a cover.

Use your word processor to create text boxes in which your text and background colour can be added.

Look at the example below.
The image on the left is what I created in my Mac app iWork Pages. Nothing complicated, just simple expression.
You can do the same in MS Word or
Open Office Writer.

I wanted to keep this cover very simple and clean, but if you were to use this same method you could add photos or graphics or

other images to your cover.

The next trick is to create an **image** of that page, because you'll need this to import into the software that is used for creation of the ecover in 3d.

So I used another Mac app called Grab. Again, there are equivalent apps for Windows - if you haven't got one, search online for a free version.

Now, the final step is to create a 3d book cover image for marketing and selling purposes.

For this, I used online ecover generator. This is a paid service where the monthly fee is $9.95. I figured this is pretty good value, particularly when you could create 10 or more covers each month if you're creating many info-products from PLR content.

For a free service, try Online 3D Package.

See that 3d cover in **Finding Your Voice**? That was created with online ecover generator. There was no cover for it originally but I thought that if I was going to use it as a bonus then it needed a reasonably attractive cover. This cover took me no longer than 10 minutes to create.

The cover for the report you're reading now, including the 3d cover for marketing purposes, took about 20 minutes.

If you're a bit stuck, or would simply like some more information, go to the NTHB Blog articles about Book Covers Made Simple under the category Info-Product Creation.

I have only touched very briefly on ecover creation, so if you have any questions just go to the Contact form at NewTimesHomeBiz and ask, and I'll do my best to give you a quick reply.

We still haven't mentioned marketing and selling.

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There are a couple of simple options that I invite you to explore.
Go to the NewTimeHomeBiz Blog in the Info-Product Creation category again, and read the articles posted there.

Also, WRITE TO PROSPER is an ebook that is packed full of concise details about everything to do with writing, marketing, and selling digital products.

Go to the link in the box at the end of RESOURCES below.

12   CONCLUSION

This report has covered the important elements of using Private Label Rights material to create information products that you can add to your growing list of creations.

PLR content used wisely can provide a nice income earner, particularly when it's packaged with other products (e.g. MRR content) that add value to the buyers's experience.

The most important message of all is that the original PLR material must be changed, and it is equally important to source quality PLR products from a range of sources.
"Cross-breeding" a PLR product is essential.

This report is just the start ... there's so much more that can be presented about PLR. So, keep your eye on New Times Home Biz - there's more to come!
Topics will include ... what niches to go for, graphics creation, places to sell your PLR product, how to re-shape a PLR ebook ... and more.

All the best for your writing success ...

RESOURCES

These Resources can give you a big lift in using PLR products in your business and to build your product portfolio.

ALLSTAR PLR

This is Peggy Baron's no-membership site containing complete PLR packages, articles, and niche content. Purchase a bundle at a low price and you're on your way. Everything has been produced by Peggy, so you're assured of who you're getting PLR products from.

CLICK HERE TO JOIN --> ALLSTAR PLR

PLR MINIMART

This is Tiffany Lambert's no membership site. She is well-known in PLR circles and as a ghost-writer to some big names in Internet Marketing. You know what you would be getting with Tiffany's PLR material. The short reports generally cost $1 per page (about 400 words).
At PLR Minimart you'll find less well-known niches, but still with potential for good profits.

CLICK HERE TO JOIN --> PLR MINIMART

SUREFIREWEALTH

Established in 2004 by Jeremy Gislason and still going strong, SFW hosts PLR, MRR, and RR products created by others. Free membership as well as "Silver" and "Gold" memberships are offered. Try "Free" and see what you think. Search around for that product that you can reshape into something that sells.

CLICK HERE TO JOIN --> SUREFIREWEALTH

RESELL RIGHTS MASTERY

RRM was established by Ed Loh a few years ago and is still going strong. RRM is a hosting site and has a large library of ready-to-go PLR products, and has both free "GOLD" membership access and paid access. This site is primarily a repository of other writers' products. Check out the PLR products after you join the free membership.

CLICK HERE TO JOIN --> Resell Rights Mastery

RESELL RIGHTS FORTUNE

This site has been around for a number of years and is another of the hosting sites with a large searchable database of products that can be used. It has PLR, MRR, and RR products in 15 different categories, and is constantly being updated with new products.

CLICK HERE TO JOIN --> Resell Rights Fortune

OPEN OFFICE

Download the full FREE version (Microsoft equivalent without a price tag!) to get IMPRESS to help you make videos from PLR material. OO is a full productivity suite for home or office.

ADVANTAGE BOT

I've never experienced a tool like this one before. It's simplicity is an eye-opener, it's capability is enormous. So, what does it do? It's a text scoring engine that allows the user to input different snippets of text (e.g. an ebook title or sub-title, an ad) to compare one set with another to achieve the highest probability of marketing success - i.e. more sales. Caution - it's not cheap! But it's still worth reading how Advantage Bot came to be created.

CLICK HERE to go to --> ADVANTAGE BOT
ONLINE ECOVER GENERATOR

This is very easy to use, it's quick, and the end-product is good. You don't need to worry about whether you have a PC or a mac; it is web-based (and hence the name "online"). You can create all sorts of product images - ebooks, reports, DVD, course package - and in many different presentations, such as hard cover, soft cover, spiral bind, box presentations. It really is worth a look.

CLICK HERE to go to --> ONLINE ECOVER GENERATOR

FINDING YOUR VOICE

Subtitled "How to communicate authentically in print", this report was written by Paul Myers. It is evergreen and hits the sweet spot in how to use the power of words to convey your writings in the best possible way.

Here's a secret … several years ago I obtained the right to rebrand the links inside the report. I now distribute it freely. It's good for Paul and it's good for you.

Go to the BOOKSHELF at New Times Home Biz and scroll down to **Finding Your Voice**.

Create Your Own Info-Product Empire

Proven Method Takes You Step-by-Step On
How To Prosper From Your Writings

Click here to grab your copy!

WOULD YOU LIKE TO SELL THIS REPORT?

BECOME AN AFFILIATE ...

IT'S FREE TO SIGN UP. EARN 50%.

CLICK HERE --> SIGN ME UP AS AN AFFILIATE