# The 5-Minute Guide On How To Profiting From Private Label Rights Products

## - SPECIAL REPORT -

Ever wondered what the quickest and most guaranteed way to earn money online is? Interested in making a living on the web but not sure that you have the time, the skill or the knowledge to put an effective business model into practice?

Many online business models do require at least a certain amount of skill, knowledge and technical know-how. Promoting a blog and earning money from adverts can take years, while learning the ins and outs of SEO is certainly not something that 'anyone' can do.

And that's where private label rights comes in. This is one of the most hands-off-yet-powerful methods there is for generating *huge* income from the web. This is literally a 'copy and paste' business model that you can start earning money from almost instantly.

No matter who you are, no matter how much experience you have and no matter how skilled you are: this is a business model that you can use to start earning lots of money online. It only takes a few hours to set up and you're going to learn all the basics right here in this free report.

Excited yet?

# What is PLR?

The first question you should be asking is just what PLR actually *is*. How can you earn money without needing any measurable skill? How can a business model really be 'cut and paste'?

Essentially, PLR stands for 'Private Label Rights'. This in turn refers to a type of license that you buy along with a product – often a digital product.

For argument's sake, let's say that the digital product in question is an ebook (it often will be). In that case, you are able to buy both the ebook itself *and* the private label rights (PLR) license that comes with it.

So, what does this mean?

Well firstly, private label rights give you the right to resell a product. This means that you can buy something with the intention of selling it on to other customers – just as you would if you owned a reselling business selling on t-shirts or blank CD ROMs for instance.

The difference here is that this is a digital product. That therefore means that you don't need to keep replenishing stock: you can buy the ebook just once along with the rights and then keep on

selling it over and over again, potentially giving you the ability to earn *limitless* profit from your initial purchase!

But that is not all that PLR means. A lot of products come with resell rights and in fact, this is a separate license called 'RR' (Resell Rights). Private Label Rights simply *include* resell rights.

Private label rights go further because they allow you to resell the rights themselves as well. That means you can sell your ebook to another marketer and thereby give them permission to sell it on further.

If the license were to stop at that, then it would be called 'Master Resell Rights'. However, PLR goes further and adds another benefit that is arguably more important than all the others combined: the right to edit the product before selling it.

This means that you can buy an ebook and then change the title, change the name of the author, add more content or add new images. From there, you can then sell it to your heart's content without having to ever reference the original creator. To all extents and purposes, PLR products are just the same as products that you created yourself and you have *all* the same flexibility and freedom to do as you choose.

# Advantages of PLR Products

This basically means that you can start selling a product from your website that looks and reads as though you created it from scratch and begin to profit right away.

And this massively reduces the barrier to entry while also hugely reducing the initial investment you need to make of your own time or money.

Let's imagine that you want to start selling an ebook from your site that you wrote from scratch. To begin with, you would first need to come up with the idea and the title. From there, you'd then need to write a minimum of 10,000 words and quite possibly more. That's likely more than you've ever written on one subject and it's going to take days of discipline and commitment to get through that many words.

Not only that but those words need to be useful words – they need to provide helpful tips, interesting anecdotes, useful references… in short you need to make sure that you're not just developing word count for the sake of it but that you actually have something worthwhile to say that people will be happy to have paid for.

Hopefully you have a natural 'writers' voice' because if not, then your content isn't going to flow or be particularly engaging.

From there, you then need to read the content back through and edit it to make sure that you have brought any typos and mistakes down to an absolute minimum (it's almost impossible to completely eliminate mistakes at this kind of word count).

Likewise, you will also need format the content by adding images, the right headings and title fonts, a table of contents, page numbers and all those other small touches that makes a book into a professional-looking product rather than something that anyone could put together with MS Word.

Then there are all the extra materials that normally come free with an ebook, all the press materials and marketing images and text… In short, there is an absolutely huge amount of content you need to create and you can expect it to be weeks or months before you finish – if you don't give up entirely!

You could outsource the process of course but it would still probably take weeks and likely cost you hundreds of dollars and all with no guarantee that it will be good unless you've used the service provider many times before.

Then guess what? There's no guarantee your book will sell. After *all* of that time, money and effort, you might find that you don't sell a single copy and *everything* is wasted.

Now combine that with a PLR product. This is a ready-made product that you get to treat as though it was your very own. It will likely cost you no more than a hundred to a few hundred dollars and it will be ready *instantly*.

Likewise, it will usually include all of the bonus materials you could want to offer your customers and it will normally include marketing materials like sales pages, emails, adverts and more as well. In other words, this is a 'ready to go' business and all you need to do is to download the files and then upload them to your own web space. You can change the product to suit your brand, so there's no difference in that way to making something yourself.

What *is* different though, is the fact that this will have been made by a professional content creator who does this for a living every single day. They know the subject they're writing about inside out, they know how to design high quality content and images, they're fantastic writers and they have all the software, hardware and other tools to put together a very polished end result. In short, you can rest assured that this will be something you can feel comfortable charging money for.

And better than that? You can actually *see* that the product is already selling. That is to say that most PLR products will come with some kind of data to show you how they're performing. You can literally choose a product that is *already* performing incredibly

well and then start profiting from it yourself. There is this way *no question* that it has the potential to succeed.

## How to Sell PLR Products

So how do you get started with PLR? This all sounds rather appealing, so what do you need to do to start profiting from such a powerful-yet-convenient way of making money online?

Well first, you of course need to find yourself a PLR product that you can start selling. The best way to do this is by visiting a well-regarded PLR seller and you can find several of these online. Just do your research, read around and make sure to carefully check the quality of the content that's on the website, the images and the design. All this will help to give you a better idea of whether or not you can go ahead and start making money from their creations.

From there, you then simply choose the product they're selling that best matches your personal objectives, your niche and your mission statement. It's *always* far preferable to sell a product that you understand and that you're passionate about. Not only will this make the process of writing blog posts and marketing copy much more enjoyable, but it will also help you to better come across as someone who is passionate, persuasive and who really believes in the product that they're selling – and all of that is crucial if you want to maximize your earning potential.

When you go ahead and buy your digital product, you'll then be able to download it, along with all the extras we've already mentioned: things like bonus materials to sweeten the deal for your buyers (mind maps, resource sheets, cheat sheets), as well as extra marketing materials you can use yourself to help promote the products. You'll even get free reports that you can use to encourage people to sign up to your mailing list, so that you can subsequently go on to encourage them to buy from you.

It's now your job to edit those files and to make them better suit your branding and your mission statement. This will usually mean changing the author to your own name at the very least, perhaps adding your logo somewhere to the cover and maybe changing the title image and the title text. You may also want to go a little further – you could get your image redesigned by a freelancer through a site like Fiverr, or you could try and edit the Photoshop file yourself. You could even edit the text included in the ebook to change some of the message or the tone to better suit your 'voice'. Or why not throw in some affiliate links?

You'll also need to set up a 'buy now' button and add that to the sales page. This is how you ensure that you can use the ready-made sales pitch that came with your PLR package but ensure that the money gets forwarded to your account rather than the creator's account!

Once all that is done, you then merely need to upload al of the files to your own hosting account. If you don't already have one, then you can get one from a site like BlueHost or HostGater, along with a domain name in order to make it easier for people to find your content and to associate it with your brand.

Now this is all in place, make one final test to ensure that everything works – that all the pages display and that clicking the button will send payment to your account. If it works, then you're ready to start driving traffic that way. And to do *that*, all you need to do is to start advertising on Facebook or Google AdWords, to message your existing mailing list, to promote your offer on social media or to pay for 'ad swaps'. In other words, you use all the tried and tested methods of marketing *any* kind of website.

The sales will then start coming in and you'll begin collecting emails and usernames. All that's left for you to do at this point, is to consider whether you want to add *another* PLR product to your repertoire so that you can scale up your business and start making even more money!

Of course, there's a little more to it than that though and by using the smartest techniques, there are ways to accelerate your sales and grow your income. Check out the full ebook for MUCH more!