

# **20 Smart Ways to Use Private Label Rights Products**

# **Tip #1**

## **Give it Away as an Incentive.**

You might be wondering why you would give away the book you paid for. The answer? To encourage people to sign up for your mailing list. From there, you can then sell them much more!

## **Tip #2**

**Give it Away as a Bonus.**

Or how about giving it away as a bonus to encourage people to make other purchases?  
Or just to build brand loyalty?

## **Tip #3**

### **Pad it Out and Bulk it Up!**

Want to sell your product for even more? Then why not add extra content to make it even better!

# **Tip #4**

## **Put it Behind a Pay Wall.**

Break your ebook down and place it behind a paywall in order to create a membership site that can act as an informational resource.

## **Tip #5**

### **Send Chapters Via Emails As Lessons.**

Turn your book into an e-course by sending a chapter a week or a month.

# **Tip #6**

## **Create a Video.**

Record yourself reading the content to turn it into a video – or use a slideshow.

# **Tip #7**

## **Make a Podcast.**

Or remove the visual component altogether and turn it into a podcast/audiobook.



## **Tip #8**

### **Sell it to Other Resellers.**

You can resell the resell rights and that means that you can sell it to other marketers like yourself. One single sale and you make back 100% of your initial expense (or more!).

## **Tip #9**

**Turn it Into 2 or More Smaller Ebooks.**

Break your ebook into two smaller ebooks to sell for more. Or turn it into three!

# **Tip #10**

## **Add Affiliate Links.**

Make money by referring the products of others.

# **Tip #11**

## **Promote Your Other Products.**

Or how about promoting your own other products? This is a great way to promote 'big ticket' items.

## **Tip #12**

### **Have it Translated.**

Sell your ebook in other region to eliminate all competition.

# **Tip #13**

## **Turn it Into an App.**

Reuse the content in app form and sell on iOS  
or Android!

## **Tip #14**

### **Publish it as a Physical Book.**

Sites like LuLu and Amazon Self Publishing allow you to turn digital files into real books. The best part is that they only charge when you make a sale.

# **Tip #15**

## **Use it to Barter.**

Give away the resell rights to your book in exchange for other services!



## **Tip #16**

### **Break it Into 52 Separate Parts.**

Break your book into 52 smaller lessons and you have an entire year's worth of content.

# **Tip #17**

## **Sell it On Kindle.**

Upload the book to Kindle to immediately reach a whole new (and massive!) audience.

## **Tip #18**

### **Sell it On Other Platforms.**

You can sell your ebook on other platforms too, whether those are other ebook stores or something else entirely.

## **Tip #19**

### **Rewrite the Information in Your Own Words.**

If you want to use the content for your own site, then just copy it out while changing the phrasing to make sure it's unique. It's still quicker than coming up with ideas from scratch.

# **Tip #20**

## **Read it and Enjoy it!**

Even if you don't resell or rebrand the product, simply learning from the information packed within it will help you to profit in the long run!