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30 Day Private Label Rights Launch

Content is something all online marketers need an ample supply of. From blog posts to email autoresponders, social media content, products and more – it's the one area that many online entrepreneurs seek help with.

The problem with securing help is that ghostwriters can be a budget-buster. Few marketers have the funds it takes to keep a steady stream of content to help them build a list, sell products and bring in traffic.

A great alternative many invest in is called private label rights (PLR). This is content that is ghostwritten, but sold to multiple buyers, so it can be priced at an enormous discount.

For example, a 5-page lead magnet might cost $50 or more from a solo freelancer, but only $5 when a PLR version is purchased.

The PLR buyer saves a ton of money and gets great content, and the PLR seller makes more money than if they would have ghostwritten for just one individual, because many people pick up their content.

Some PLR sellers have stores where they house all of their content for sale. But you don't have to go that route. You can consistently host launches of PLR content and rake in thousands of dollars using the 30-day launch blueprint found below.

Day 1: Create a Master File of Top PLR Topics

The first thing you want to do is set yourself up with a master list of profitable PLR topics you can pull from over the coming weeks, months and years. These will be content packs you develop for your launches.

Some sellers like to stick to one slant, like personal development – while others cover a wide array of niche topics. Take a look on third party platforms like Warrior Plus and JVZoo to see what PLR topics are making good sales.

You want to know the niche topic, whether it's selling or not, and what type of content people are snapping up – such as lead magnet reports, full funnels, product reviews, video PLR or something else.

Day 2: Spy on Top Selling PLR Vendors

It's a wise idea to start following along with successful PLR vendors to see what route they're taking. This isn't so you can rip off their ideas. It's so you don't get left behind when trends take root or topics are heavily in demand.

You can get notifications for their upcoming launches, see how often they launch, what types of content they sell (such as audio, video or text), and more. These details can help you set yourself apart if you see a need not being filled.

Day 3: Decide on Text, Video, Audio and Image Content

You have to make a decision about what type of content you'll be selling as a PLR vendor. Not everyone is adept at writing or making videos. These are learned skills, so don't count yourself out if you feel your content isn't competitive.

You can always use tools and services to help you polish it to perfection. But take a moment to see where your natural talents would best serve you. You might purchase a competitor's PLR to see if you'd be capable of creating something like that on your own.

You can create a launch that is all text, all video or audio, image-based, or a hybrid mix that has a little bit of everything – such as a series of blog posts with banner images that are also turned into video slide shows or podcast episodes.

Day 4: Find a Way to Set Yourself Apart from Other PLR Vendors

It's important that you don't become a cookie cutter replica of someone else. The marketplace already has one of that person – they don't need two. You need to come to the table with something different.

That might be a media format, a slant, a tone or type of package you offer. Your slant might be based on a certain demographic, such as women or over 50. It could be a deal where you routinely offer text content on the front end, and your funnels are where customers can add on the multimedia versions.

Day 5: Brainstorm Your Front End in Detail

Today, spend time devising a front end product offer that's guaranteed to make customers want it. You'll ideally be creating at least one upgrade to your offer, to appease both customers and affiliates alike.

So think of a front end that isn't 100% comprehensive, giving you a chance to make an enticing upgrade offer, too. A good front end that will appeal to marketers is a big pack of blog articles, product reviews, or lead magnets.

Aim for approximately 30-40 pages so that you can set a nice price point of $17. This is low enough to make customers happy, and high enough to get affiliates onboard. They don't want to promote for half of $5.

Day 6: Come Up with Your OTO Concept

Once you have your front end mapped out, you want to sit down and think from a customer's perspective about what else would pair nicely with what they just bought. The reason some marketers offer other media formats as the upgrade is because it allows the buyer to repurpose their content without having to do any of the work.

If they used the front end text-based articles on their blog, they can use the video version in the upgrade on their YouTube channel, or the audio version on their Anchor podcast.

You can also just come up with more of the same, such as more blog posts – or create a package on a topic that goes well with the front end topic. For example, if your front end blog package was about weight loss, your one time offer upgrade might be on breaking a sugar addiction.

Day 7: Set a Schedule and Start Creating the Content

Now it's time to get the productivity flowing with content creation. Look at how large your PLR pack is and divide that up by the number of days you have to create your content. You want to consider how long it takes you to write a page or record a video.

You might create a schedule based on hours or pages. Make sure your content is written from a general perspective. Don't tell *your* story because the buyers will be using the content as *their own.*

Never go online and rewrite someone else's content. That's plagiarism. Always just educate yourself about a topic and write everything from scratch, with your own ideas and insight.

Day 8: Price the Package Just Right

We spoke of pricing a little bit previously, but let's dig into it some more. PLR is usually sold at approximately $1 per page (a page being over 400 words). That's a normal, public price.

But you're going to be doing launches. Launch pricing is a bit different. It's a special 3-7 day period where customers get a better deal than public pricing. Usually, that means selling the content for $0.50 per page.

That sounds so cheap, right? But when you have a 35-page package selling for $17 and you make even just 100 sales, that ends up being over $48 a page that you earned. And usually, if you plan your launch right, you'll make anywhere from 250-1,000 sales of the product.

Even if you sold 500 packs, that's $8,500. If every single sale was a 50% split in commission, that's still $4,250 – or $121+ per page that you just earned. So don't worry about the discount.

For your one time offer upgrade, make sure it has more content, such as 55 pages, and price it at $27. Suddenly, that makes 500 sales of your entire funnel worth $22,000 – or $11,000 if every sale was a commission split.

Day 9: Set a Date for Your Big Launch

Dates are important for PLR launches, but don't worry if anyone else happens to be promoting on the same day. It happens. Just look for a day on a calendar such as Muncheye.com where the least amount of competition is.

Make sure you give yourself plenty of time to complete the content *and* be able to send review copies out to top affiliates so they have time to create a bonus. Keep in mind things sometimes hit a snag, so include a few days for the unexpected.

Your launch should ideally start at 9 AM EST, although some people start at 10 or 11. Make a decision about how long you want it to last. Anywhere from 72 hours (3 days) to 7 days is good, with most landing around the 5-day mark.

Day 10: Order or Create Your Product Images

Even if your launch is text-only, you still need a product image to represent your package in the marketplace and on your sales page. Outsourcing this on a site like Fiverr is fine, but you can also use a free tool like Canva to create eCovers or other images to showcase what your offer is.

Day 11: Let Your List in on a Launch Secret

Many marketers get into PLR launches after they've been doing business online for awhile. So you may already have a list of subscribers. If this is something they'll be interested in, announce your upcoming launch to them so they can plan to budget for it.

Day 12: Set Up Your Product Listing and Offer

Whether you're finished with your product yet or not, go ahead and create the product listing(s) and offer on Warrior Plus for your launch. You'll need to do this so you can get the affiliate page link to put on your JV (joint venture) page.

You can put a dummy file into the file upload area until you're ready to upload the finished files. On Warrior Plus, each product needs a product listing (the front end and one time offer upgrades) and then you'll use one offer listing to connect them into a funnel.

Day 13: Make a Decision About Hosting a Contest

A contest may or may not be something you want to do. It's certainly not a necessity, but sometimes, it can help you generate more interest in your launch with affiliates. You can do cash prize contests, and safeguard your payout by creating minimums.

For example, you can have a $250 first place prize, but a minimum of 100 front end sales is required to qualify. Never do more than what you can afford, and make sure you hold back some money for payouts.

Contests can be based on the volume of sales or the amount earned and can be for the front end only or the entire funnel. Just take a look at other sellers' contests to get an idea of what's customary and create something you feel works for you.

Day 14: Set Up Your JV Page with Launch Details

Next, you want to set up a page where affiliates can gather details in one spot about your launch. These include product details, launch date and time, email swipes, contest information and more. This is known as a JV page, and you'll be sharing it with affiliates.

Day 15: Create Launch Announcements

When the JV page is ready, take it and start making your announcements on sites like Muncheye, where marketers list their upcoming launches so that interested affiliates can sign up to promote it.

There are some Facebook groups for PLR sellers where vendors tell everyone else about their launch so competitors can promote for them. You can also email your affiliate list, if you have one, with the JV page so they can plan their promo.

Day 16: Approach Top Affiliates with a Personal Message

Not everyone will be seeking out your listing or pay attention to it if they're not familiar with you yet. There will be some top affiliates you want to reach out to in an effort to get them onboard personally.

Send them an email or private message with a personalized not about the launch and make sure you include a link to the JV page as well as a complimentary review copy so they can judge the quality and decide if they want to promote it to their list.

Day 17: Engage in Social Networking for More Affiliate Exposure

Social networking is big in the PLR industry. You need to befriend the top producers of PLR so that you get invited to their private PLR groups, can contact them via private message, and see and share each other's upcoming launch details.

Day 18: Write Your Sales Letter for the Main Product

Sales copy is intimidating to many, but keep in mind that your audience is desperate for relief with content creation. It's a tedious, time-consuming task for so many people, and others simply aren't good at it – so they *need* what you have to offer.

This is not a hard sell. All you have to do with your copy is let them know what you've created, why it's a great slant or package for these marketers, and show them the details of what's included.

Your price point will be attractive compared to the quotes they've gotten from freelance ghostwriters. If you want to personalize the copy, you can give a little insight about yourself (but make it more about serving their needs, rather than your desire to earn money).

Day 19: Write the Upgrade Offer Copy

You also have to create copy for your upgrade offer. This is a bit different. They've already expressed interest and trust in you and your offer, so now you're just presenting more convenience and a better financial deal on more content.

Day 20: Put a State of Product Rights in the File

With PLR content, you're giving someone else the right to use the content as their own. Along with that, you can create certain rights that you personally want to make buyers abide by.

If you look at other PLR vendors, you'll see a wide range of rules. Some won't allow the content to be broken up, or shared on public sites. Others won't allow it to be sold or gives away free (as a lead magnet).

You do what works best for you, but keeping it simple is a great way to go. Customers hate trying to remember complex rules. You can make it easy for them by just not allowing them to keep your name on it, and not allowing them to pass on the private label *rights* where they are using it as their own content.

You can sell this type of PLR, where buyers get to sell the private label rights where they give others the right to use the content as their own, but that's called *resell rights*, and it's not simple PLR.

Day 21: Polish Your PLR to Meet Customer Expectations

PLR needs to be in its very best form. If you have written text, make sure it's free of typos and spelling errors. It should be factually correct and not spreading misinformation.

If you're creating another media format, such as video, make sure the file works flawlessly, and that the audio is intact and clear for the listening or viewing audience. Outsource the editing process to someone else, if necessary.

Day 22: Help Buyers with a List of Usage Ideas

Either on the sales page or in a file included in the PLR itself, you may want to whip up a list of ideas for your buyers on what they can do with the PLR they just bought. Many people buy blindly, seeing a good deal in their niche.

But then when they open the file, they're lost on what to do with it. Let them know if they can post the articles on their blog, in an email or on social media. Teach them to compile articles into a report and use it as a lead magnet or info product, and alert them to the fact that they can use the text content as an audio or video script.

Day 23: Finalize the Files and Upload Them

With PLR, buyers want multiple versions of the same content. So if you write a Word document, also provide them with the TXT version. If you create an image, such as an eCover in PNG format, also give them the JPG and PSD, if possible.

Double check that all content is polished and perfect and then zip up the file and upload it to the platform where you're selling it, or to your server if you're using a download page instead.

Day 24: Give a Gift that Showcases Your Skills

As a new PLR seller, you may have plans to do more packs that are on other topics or in different media formats. You can create a free gift for buyers who become subscribers so that they stay tuned for upcoming launches.

If your first launch was on personal development, try to showcase your skills in other niches, like survival, making money online, or gardening. Or, if you did text the first time and plan on including images or videos next time, put together a gift that includes a small taste of your abilities with those.

Day 25: Create and Connect Your Email Autoresponder List

In order to provide that freebie, you'll want to set up an email autoresponder account. Here, you can have two lists. One will be for buyers and the other for affiliates. You can connect these both on platforms like Warrior Plus.

Sign up with a company like Aweber or GetResponse. Create a welcome email and then include an unexpected free gift for them. For affiliates, you might give them a gift they can use to promote your PLR, such as a report on how to use PLR.

Day 26: Let Everyone Know When the Launch Goes Live

Launch day should be an active day for you in terms of posting on social media, emailing your list and communicating with affiliates. You want to issue an enthusiastic reminder that the launch is live, so that anyone who forgot can quickly jump onboard.

Day 27: Report on the Competition for Contest Participants

If you did host a contest, you don't want to be silent throughout the launch. You want to hype everyone up. You can do this by posting updates of the leaderboard on social media and tagging the people who are leading.

You can also email affiliates to let them know who's in the top tier of earners. Some people go so far as to explain how many sales separate performers, but others feel

that's a slimy tactic, since some unethical marketers will simply use their own link to put themselves ahead.

Day 28: Sign Up as an Affiliate for Similar Offers

Not only will you be creating launches for your own business, but once you have a list of buyers, you can promote for your competitors, too. Look for only the best to promote. You don't want to eliminate trust with your audience by promoting subpar content just to earn a quick buck.

Day 29: Increase Your Earnings from All That Initial Work

Once your first launch is completed, you'll want to keep earning from the work you did. Just because a launch is over, doesn't mean your profits have to dwindle. If you want to, you can open a static PLR store that houses the content for purchase at full price of $1 per page.

With subsequent launches, you can pull that existing content and compile it into a one time offer upgrade deal where they get something like five packs from your store at 50% off.

Day 30: Keep Momentum Going with News of Your Next Launch

Don't lose momentum with your PLR launches! The first launch is usually more draining because you're learning things and introducing yourself to the PLR community. But subsequent launches will be easier, so quickly announce your next upcoming launch and get to work on it.

Get it on the Muncheye calendar, reach out to marketers in that niche, and get the product creation process started as soon as possible. Many sellers create a list of annual launches so that affiliates can prepare bonuses and promos well ahead of time.