

# PLR GENIUS

**15 Easy Ways To Use  
Private Label Rights Content**



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## Introduction

Do you own a website? Do you do internet marketing, blogging, or email newsletters and blasts? Are you stretched thin and need more content? Then at some point in time you might have considered using Private Label Rights or also know as PLR. Most people will not be familiar with Private Label Rights or how to utilize it in their internet strategies.

For those who haven't used Private Label Rights now is the time to consider it. Considering the myriad ways someone can earn on the internet using not using them would be a silly strategy. Private Label Rights is not something that is discussed in the mainstream and until recently has really been falling under the radar.

This guide will discuss 15 versatile applications of Private Label Rights content on your website, marketing, and money making endeavors so you can be a PLR Genius!

## What is Private Label Rights exactly?

Private Label Rights has its origins in private label products; have you ever seen Safeway branded water in the supermarket? Its water bottled by a water bottling company like *Dasani* and sold with *Safeway's* Private Label. Private Label Rights work in a similar way; an author pens several articles which are then sold in bulk.

Private Label Rights comes in many shapes and forms with the only thing common to all are that they are digital products. Examples of Private Label Rights are articles, eBooks, graphic templates, charts, and excel spreadsheets. The price is lower than having a free lancer create one from scratch because there are several buyers with the cost spread across them.

Private Label Rights licenses can be different but all have the same general principal, the license permits the buyer to rebrand and put their own name on the articles. This includes the right to re-write, re-purpose and even resell in any format. Buyers are can even resell the Private Label Rights as another Private Label Rights to someone else.

However, make sure you read the fine print; not all Private Label Rights give the buyer the same right. In some cases you have to retain their copyright or you cannot resell the Private Label Rights or only in a limited

capacity. Make sure you take a look at the right so that you do not run afoul of any legal problems.

## Who writes Private Label Rights? How is the quality compared to freelance articles?

Just like any product Private Label Rights articles can vary greatly in quality. However, general opinion is that due to the nature of these articles (they are often mass produced) they are not of the same caliber as those that are written by trusted freelancers. A lot Private Label Rights is written by different freelancers and aggregated by a whole seller who then puts it on the market to a limited amount of individuals. Examples of topics could range from Great Valentines Gifts to How to lose weight in 15 days. They come in batches of 10-30 articles whose prices range from 5-20 USD.

Though the quality can vary widely, remember that like any purchase you can research the seller and check the quality and feedback of his last packages. Second, you have to decide what exactly you are going to do with these articles and how you are going to go about doing that. This article will go in 15 surefire ways to improve and help you utilize your Private Label Rights articles.

Before we start discussing the best way to utilize Private Label Rights articles we first need to discuss the 3R's. Repurpose, Re-use, and recycle Private Label Rights content. Most of the content will not be used as is, and you have to find ways to change to utilize the 3 Rs.

**Reduce:** Sometimes people who write Private Label Rights content are under pressure to meet a stated number goal like 750 words. However, a lot of this can be fluff, so the best thing to do is cut out that fluff and retain the useful and interesting information.

**Re-use:** If you have 10 articles about one product than you can totally cut and paste the best parts to make a much better article. Don't be afraid to only use what you need.

**Recycle:** It's all about rewriting the same article in a different way to create more content fast. This is timesaving and it also creates new products from different parts of different articles.



# 15 ways to improve your Private Label Rights utilizations

## 1. Trim it down

Trim stuff down. People desire what they see and cannot have and this works well with Private Label Rights articles. Give out free versions of the article with the table of contents fully visible or alternatively keep the every other chapter available. So when you are selling this kind of content make sure you provide a link for the full version. After the customer pays the full amount you have income.

When it's hard to trim down the content on the article you can just remove the bullet points while leaving the main points. This way the customer will know what the article will discuss. You can also use the trimmed down article as a way to drive traffic to your site. That means that you send the email with the trimmed down article with links leading back to your blog or website.

Example:

*Say I was selling an article about losing weight in 21 steps. If I were to post it on my website or blog I would offer to give it away for free. You could download a streamlined version of it with on the first 5 steps. If the*

*customer wants the full version he can choose to pay me and then I can give them access to the full version of the paper.*

*Alternatively they could get a free e-book in the mail with certain chapters deleted. In the book would be links to your blog with information on how to get the complete copy of the information. Not only does he make a purchase but the eBook drives traffic to your site which means that you can make additional revenue from the customer. One thing that you have to remember though is that you need make sure that key information is missing. Giving too much information might make the person think on why they should continue to do this.*

## **2. Use excerpts to entice the customer**

Excerpts function almost in the same way as trimming down does except instead giving a broad overview of the topic you are instead giving all the information on just one of the topics.

*Example: For a full sized book I pull out chapter 3 about weight loss. You are already in the middle phase of the program, the information is very interesting but it is not as useful as having the entire article with phase I and phase III. So the customer follows the embedded links in the newsletter about health to see how they can access this information. This could result in a sale or increase the traffic to your site.*

*You can also create a joint venture with another website, for example your website is about travel to Thailand and you can give your guide to Thailand*

*to a website that sells tours. The version that they share is just an excerpt perhaps just an introduction to Bangkok and if the customer likes it there is a link provided so that they can follow that link back to your site. Once on your site you have two ways of generating revenue from the customer through ads and through direct payment of e-books.*

Once you give the affiliate copy your excerpts than they can package it with their collaterals that they send out their email list effectively doubling your reach. Make sure that you rebrand all your collaterals for your partners. There are several tools available online where you can do this.

### **3. Create a course or stagger your information:**

People love to sign up for courses but most e-books are not designed to be distributed like that. That is why you need to re-purpose the article. With the help of some automated email magic you can get your email to send out every month and spread your one eBook over a whole year. So people can sign up for a paid course on your website and with just one eBook or a group of articles.

*Example: I have an eBook with chapters 1-12 on how to eat healthy on a budget. People can log onto my blog or website where I had a teaser of chapter 1 post on it. There is a choice for them to sign up for a 12 week course on eating healthy on a budget. So when people sign u, I have my email responder send out each chapter on a weekly basis.*

This works with almost any Private Label Rights content which includes things such as audio and video recording like audio books. Just make sure that the content is not the kind of content that can become outdated during the period. An example of this would be an eBook about SEO in just 6 months that could easily become outdated. However, the previous example of eating healthy is unlikely to change over the next 6 months.

## 4. Become a blogger

Another way to chop up your information is to create a blog. This is different because what happens is that your site becomes stick, meaning that since the blog gets updated all the time people go back to check to see what new content there is.

You can actually put a blog on autopilot by uploading a pre-selected bunch of articles and have blog post them automatically when they are scheduled to do that. The up side to blogging is that you can start building a reputation in you chosen market and create a following increasing traffic to your site and at the end of the day increasing your revenue.

*Example: I have an eBook about 15 healthiest vegetables. On my blog I can start posting articles specific to each vegetable over a 15 day period. So on day one I can have an article about the power of artichokes and next day one about cucumbers. People will than think that I am an expert on these different types of vegetables increasing my reputation.*

Another plus is that blogs are easy to optimize for SEO. This means that search engines will crawl your website and you will get additional traffic from people coming in through referrals in search engines. Also doing blogs is a lot easier as blog platforms like word press do most of the hard work for you.

## **5. Don't forget about article directories**

Sometimes you can take an article and slice and dice them so that you can submit into different article directories. So you are probably asking why you would want go ahead and submit the free articles that you actually had to pay for?! Well, when you submit your articles you always leave a link back to your site on them. So what you are actually doing is marketing your website, as you add it to more and more directories people will pick it up and distribute the article. As it spreads they all have links going back to your site.

SEO specialist love to this to increase back-links to your website, back links are one way links to your site which is one of the metrics Google algorithms use to rank your website.

So the take-away here is about driving traffic to your site. You need to optimize your articles so that they continue to drive traffic to your website. This is how you do that:

A) It is all about the keywords. Find out what keywords people are using to search out your niche market. Google's website has a tool which allows you to check what the major keywords are being used to search for the information that you have.

B) After gathering those words use them as a base for building content. So the title should definitely include the keywords and the article should have a 3% density thereafter. Using your Private Label Rights library as a base you can easily change things around so that you can now have the keyword density needed. If you have a problem doing this there are a lot of excellent tutorials on how to do this.

*Example: I have an article about fresh fish in the East Coast. I go to Google.com's keyword tool and quickly find out are the common search terms and find out that they are Cod, Halbot, and Tuna. Using these words I go through the article and make sure that these words appear in the article at the suggested 3% density rate.*

## 6. This is a special report

Nothing can cement your reputation more than doing special reports on specific niche markets. Examples would be the housing market in Boston or real estate in California. There would be a very specific demographic that would really look at this with keen interest.

This also helps with your image since you are giving them free industry knowledge they don't think that you are always trying to sell them something. Giving them the impression that you are an industry expert will really add stock to your knowledge that you know what you are selling.

*Example: There is a person who likes to write about world of war craft an MMORPG created by Blizzard Entertainment. They make great leveling guides and character guides but they did not share their gold gathering guide. What they did was create a special state of gold reserves on the server and at the end pitched their gold making guide. This really generated leads and people flocked to website and he was able to sell lots of guides making him very good money.*

In order to do a special report you do need to develop your expertise in the area. Though Private label Rights can help you develop these skills these are something that you still need to practice. Sometimes people think that PLRs are complete replacement of the skills that are needed to be a good writer. Repurposing can only go far and you should use the PLR as a sort of repository of information that your audience can go back to when they

need references for some of the things that you discuss on the special report.

## 7. Beginner, Intermediate and advanced

You can build up value with PLR by making the low end material available for free, by creating the need you can start moving up to intermediate and advanced levels of materials which you can then charge for. You can use your Private Label Rights material as a base for the beginner level stuff and create and expand your material for the Intermediate and advanced stuff.

*Example: I want to do a weightlifting applications beginner, intermediate, and advanced, I provide the information for introduction to weightlifting for free, some free videos and e-books but later on I charge a little more for intermediate than finally charge a full fee for the advanced.*

*I also use PLR materials for an introduction to a subject like eating healthy and the more advanced and informative stuff goes to on the paid portion. It's the same concept as before which is to attract them with freebies and get their interest so that they will pay for the premium stuff.*

Since you own the rights to most of the Private Label Rights you can actually print out the material as people like to have physical objects that they can hold. So consider converting most of your digital formats into physical by either printing them out or even burning them to DVD.

With all this information you can create an attractive package where you can then ship out to the customer. The customer will be much more likely to



pay for this material than something that is purely digitalized, giving them physical assets makes them think that they have something to hold and they didn't get something for nothing. Another added benefit is that traditionally people are much less likely to look for a refund when there is a physical package as opposed to no having one.

There are also several online retailers that specializing in converting digital products into physical ones and then sending them out to the customers. This takes the whole process out of your hands and streamlines it.

## **8. The art of bundling**

Have you ever bought something because they bundled the older version of it. Like buying a boxed set of Star Wars? Bundling is a proven way of increasing sales and PLR is a perfect venue for this. Perhaps you have a PLR bundle on How to get a ripped body in 60 days. You also have one on a 60 day diet. This is a perfect example of when to bundle, sell both the Ripped Body and the 60 diet in one set.

You can also create it as a bonus. How many times have you heard the order now and we will throw in a free (place your product here). In order to entice people to buy it now you can even make it time bound meaning that only available in the first week. The other option would be making it first 500 Orders so that people get the impression that they are getting an exclusive bargain. It would do no good if everyone thought that they got a discount.

Example: *I have a new PLR eBook that is about remodeling your garden. This new book will sell on its own but I happen to have several related topics amongst my old stock such as Gardening for beginners and Gardening for flower lovers. What I can do is bundle all of this as the Gardening boxed set. So by getting just one new title you are able to bundle your old stock and create a totally new product!*

*I'm about to launch a new PLR based product regarding vintage cars, I have some old PLR products regarding How to tell if Cars are authentic. I can offer the second product as a bonus to the first 500 people who decide to buy my product. This I can drive early sales as people will want to get the bundle for free.*

*The last option is to add PLR products to different mediums. Like if you are selling videos you can use your old E-books to add value to the products. This is a cheap and effective method to increase sales without having to spend more.*

Adding value to your products for free allow you to get more for less. Don't forget to keep all your PLR materials sorted and indexed for easy access.

Remember the majority of work has already been done by the PLR author but that doesn't mean that you don't need put in a little of your elbow grease in there to get things rolling.

## **9. Discounting old stock**

Remember that your stock is digital, so that you don't have inventory cost. What this means is that over time you can keep reselling your old stock. It doesn't go bad and if it goes out of date all you have to do is update some of the information available.

The best way to do this is through offering the discounts when the customer checks out on sales of the new items. Offer them some of your old stock that has a related genre so that they see something they didn't get before and get it together. People really can't resist a bargain so it's good business sense to dispose of old stock especially when your old stock is unlimited and does not expire.

*Example: You get a new Private Label Rights talking about bird watching in the east coast and you realize that you have a 6 month old article about bird watching clothing. It is only logical to take the next step and offer a 50% discount on your old article. Sales have already fallen for the old article so by bundling it you are making an extra 50% out something that would not have been producing revenue. You just have to be careful not cannibalize your own market. Don't pick anything that's still selling in significant numbers and don't pick anything that's outdated or people would not be interested in. Just choose carefully and you will be able to get a chance to increase your sales without having to spend extra cash a win-win situation for everyone.*

What happens here is that people who weren't interested because of the price might pick it up because it's a bargain. Make the item look better because of the synergy that is created.

Also remember to read your Private Label Rights contract; it is possible that it states that you cannot give away the article for free. This is to prevent the devaluation of the articles and to protect the other people who have purchased the product.

## 10. Create a Mentoring Program

I once worked for a person who offered 1 on 1 coaching on how to make millions on the internet, that person charged \$5000 for the package and had an average of 3 to 4 clients in one month. Most of the materials that she used were from Private Label Rights and freelance writers she kept on staff.

A) She offered email, forum, and telephone support for the entry level people. This didn't cost \$5000 but was a fair chunk of cash at \$300. The customer would read the Private Label Rights and if they had any questions they were able to address the problem to the mentor on those channels.

B) She created a step by step program that was included in the package. Besides all the collaterals she allowed them to see. However, she also spent time discussing the instructions but used it as a broad framework on what to do.

C) Have an actual one on one training session with the customer. Once the customer went through the Private Label Rights documentation you can have one on one session, my boss charged \$5000 but it can be anything in

the range of \$100 to \$6000 for a whole program. It depends how you want to structure it and how you want to charge them.

You probably think that this will take up all your time but it won't besides from the actual coaching session that you have to run there is very little that isn't already run by autopilot. One trick that is often used is when you have lessons run by auto-responder, once they email an automated reply is sent where the person that you are coaching thinks that you are engaging them on a one on one session.

Make sure you have a check list for progression and some sort of check for understanding (tests). Most customers would like to gauge their progress and see how they are improving. The mentoring program has the potential to be a real cash cow as often if they appreciate the material they will get more time with one on one.

## **11. Can I see your membership card please?**

Ever wonder what one of the most profitable business models is? Well it's the membership system, where people pay for access to resources which can be shared. Having tons of information available to your members would be great. The people would pay for access, since your inventory is digital there is no additional cost for every member you add.

This would be a perfect example of passive income where as you add more information and members your income also increases. The only problem with this is that you can't really run things on autopilot. Members expect

something new and the new stuff has to come in at least on a monthly basis or your customers will stop subscribing.

There is a great work around for this, you can charge your people fixed time membership fees. This is common amongst the academic journals and a great business model to follow. You can start at one, two, and three month memberships and as your library grows than you can consider expanding the time frame. It's best to limit to six months as anything more than that than you are really looking at an annual subscription model.

Example: I have a lot Private Label Rights videos about food and weight training so I decided to create a website about health. I have a few sample articles available but I make the whole library available to you when you enroll as a limited 3 week member at \$15. Members can reregister when the new information is available as I put in new information on a monthly basis. This forces people to reenroll if they want to see the updates but for those of those who want limited time it's a great deal as you spend a small amount of money to access a huge library of information.

The best thing about amassing a library is that it keep growing over time and as it grow you can charge more. This means that your cash flow is secure and that once you got it going things can become automated. This is probably one of the most successful business models for PLR.

If you want to learn how to start a "micro membership" site using PLR content, watch this video tutorial: <http://unstoppableprofits.com/how-to-create-your-very-own-micro-membership-site-and-make-passive-recurring-income>

## 12. Be the next Guru

In order to grow your site you need to build a reputation. So even though you purchase and populate your website and blogs with Private Label Rights you also need to develop your own knowledge on the subject.

Have you noticed that some websites are the go to places for certain niche markets, when you think about video games people automatically go to Gamespot.com instead of even googling the game. This is because the website has built quite a reputation for itself. That is your goal that in your particular market people will automatically think about your product. This way you build repeat traffic.

You also should remember your limitations. Some big companies have a monopoly on many of the internet's most valuable real estate, like "Love", "Forex", and "Making money online." Going up against the big boys is a problem unless you also have those kinds of resources. If you do then by all means go ahead as these are some of the most profitable key words out there.

One thing that you need to consider is what we discussed earlier you SEO optimization. To become a guru you really need to build up your reputation. To do that you need more traffic and nothing is a surer way of generating traffic than creating a site that people like to visit. However, you still need to find the site which most people will find when searching a keyword on a search engine. What does that mean? It means that you need to be in the top 10 of your specific niche. That is easier said than done and you need a dedicated SEO and digital marketing program to dedicate to that.

Here are some tips to creating a bigger and better reputation:

- Networking online and offline with people with similar interests
- Exchanging links with said people so that you link to each other
- Joining directories and writing for e-blog and e-zines
- Guest blogging on other sites
- Tapping your social media by sharing your site on twitter, Google +, and Facebook.



## 13. Be specific

Niche writers are much more likely to get repeat customers and better reputations. When you purchase your Private Label Rights you probably will get something that is appeal to a more general audience. You can tweak it to hit a specific market yourself or you can hire someone to do it. For example, if the article is about health food you could write about health food in the west coast.

You can become niche by concentrating on certain topics or concentrating on certain regions. In cooking you can enter niche by writing about various ethnic cuisines. The more specific the easier it is to become an expert on that subject. The drawback is that you are also limiting you audience.

So what you do is make an e-book about how to work at home and tweak it so that it can be about:

- Work at home dad
- Work at home mom
- Work at home abroad
- Equipment that is needed for working at home
- The advantages of working at home for your family life

There are so many possibilities that you really have that one E-book can become fifteen. So you can really have a page on that specific niche that doesn't get that many hits but the cumulative effect of all the sites that have

specific information should be huge. You should be getting tons of hits from people who are passionate about their specific niche.

If there was something that you had to do in this article this is the one! Of all the tricks that can make you money this is probably the one that you cannot ignore. People are more interested in things that are specific to them.

## 14. Changing the medium of the material

Remember when everyone was going crazy over changing the CD than suddenly it was the DVD until it became the Blu-ray. Who knows what is coming next, the only thing you can be sure of is the band wagon effect. Yep, pretty much people would be more impressed with the same media but different format.

You can also change audiobooks into eBooks. It's not just the next new thing that makes people want to try something else some people might legitimately like that format better. Some people don't like to listen to books and love to read them. Some people like to listen to books on their car, some on their mp3 players and so on. So the important thing to realize that having the same material in multiple formats and mediums is an excellent way to expand your market base.

Example: *I have Private Label Rights of audiobooks on how to make money online. It sells great to the crowd that likes to listen to them on the car and listen to it on their MP3 players. It does pretty well, however the*

*sales taper off. I then transcribe it onto an eBook. A new market opens up, people who want to read it on their iPad or computer will buy it. People who want to read it on their Kindle will also buy it. That is a simple way to really expand your market.*

If you are incredibly talented you can create your own medium. Maybe you are a talented animator and you can create animations that tell the story in a new and interesting way. Maybe you are a musician who can sing the audio book or a poet who can change the words so that they become very poetic. What is important is that creating a new medium will draw interest and might even overshadow whatever material there is.

## **15. Lead generation**

Leads won't always just appear and land on your lap you have to work for some of those leads. One of the best ways to generate leads and hype is through webinars. If for example you are an expert on a niche topic like Korean BBQ you can offer free webinars on how to cook it. For people to sign up they need to fill in a form with the information you need so that you can market products to them later.

Remember that you can actually pitch your product after the workshop. If for example you were showing them how to cook Korean bbq you can pitch your own Korean bbq sauce and show them where they can buy it.

You can also do this by doing live speaking engagements. These days fame in the blogosphere and web communities can translate into real world

fame. So if you have an established name online don't be afraid to give speeches at meetings and even in the city chamber of commerce.

You can gather email leads or even connect with people on social media where you can start marketing your product to them. The best thing about this is that you can approach and target specific groups by finding the right group that fits the specific demographic. For example if you are selling work at home seminars you can give speeches at schools to graduating students.

You are probably asking how this connects to Private Label Rights. Well, once you engage and get these leads it's the Private Label Rights that will start getting them to know more about your product. You can even initiate a drip campaign where you send them email every week telling them a little more about your product.

Leads are basically the backbone of your marketing. Once you have lots of leads you need to figure out how to convert them into sales. Most companies have an elaborate sales funnel that they design but in reality if you have a compelling story and product you can probably close a good percentage of those leads.

Going Viral!

Private Label Rights is not 100% original as some people look at it and say well I'm not the only one who has this. However there is something that you can do, we can use all 15 previous tips to create

What you can hope to happen is to have that material go viral. If that material has a link back to your website you guaranteed insane amounts of

traffic. However, there is no guarantee that your product will go viral and there is no exact formula in making it do so. So while it would be great for things to go viral it's not something that your marketing strategy should rely on solely.

Private Label Rights give you the flexibility to do something that normally would be pretty hard to pull off. That is run two different websites with exactly the same. This gives you the chance to run two opposing viewpoints and cater to two different markets for the same niche. Even hosting and the word press platform have made this kind of thing feasible.

## Conclusion

Private Label Rights is a great tool, it gives you access to a wealth of material on almost any subject on the internet. It is also relatively cheap costing only a few cents per article. Getting batches of 10-20 articles on a specific format allows you to fill up your blog in no time. Private Label Rights also has very liberal copy right laws, these vary on the specific contract but it allows you to modify, resell, and re-purpose the materials. Strangely one of the only things you can't do is give them away for free! That would devalue the articles for the other buyers and would be very unfair.

What has to be stressed is that Private Label Rights articles are not to be taken as is. You have to consider them as raw material or diamonds in the rough. You can't just take an article off the shelf and place it on your blog and expect it to fly. What it does is that it allows you to quickly and economically repurpose your materials. It gives you the tools to go beyond just one website. Used correctly Private Label Rights is something that can help your web marketing and real world marketing greatly. Using the 15 suggestions will put you on your way to learning more about Private Label Rights. Good luck on your journey.