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PDF Profit Plan

Thinking About ... And Using PLR Like A Pro

APPROVED



I got started with my Internet Publishing business back in 2001 by licensing other people's products. The third product I licensed brought in over **\$1 Million dollars** in the sales in under 12 months.

Licensing, also known as **Private Label Rights** have been around for so long now, we almost take them for granted or overlook the opportunity completely. Which is a shame, because to this day small fortunes are being made with Licensing and PLR everyday by savvy entrepreneurs.

Consider the marketer who purchased rights to a 20 page ebook in the financial arena for \$8.97 and sold 141 copies to his list at \$19 apiece. That's **\$2,670 in profit**, for work that took him less than an afternoon.

Or the Internet marketer who didn't have a list, so he bought rights to 3 products at \$15 apiece, packaged them together and sold them on a dime sale on an affiliate network (you know the one.) He's made over 500 hundred sales and they're still coming in. He's paying super high commissions so he's not earning much on the front end, but he's building a list of buyers he can sell to over and over again. **Cha-ching!**

Or the marketer who bought rights to 35 blogposts so she could focus all of her time on product creation. She estimated that if she wrote the posts herself, it would take her approximately 105 hours at 3 hours per post. So she devoted her next 105 working hours to product creation and built an entire sales funnel - \$7 product, \$37 product and \$197 product. So far she's earned close to **\$10,000**. And as long as she continues to send traffic to her funnel, she'll continue to earn from it. Cost for the 35 blogposts? \$97. **Not a bad investment.**

Now then, notice the third example above, because it's one that people don't often think about. When you run an online business, there's more to do than simply selling stuff. You've got to write emails, write blogposts, write articles and guest posts, write autoresponder messages to build rapport and so forth. All of this takes time. A lot of time.

But what if you can use PLR for even a portion of it, you're miles ahead of the game. Then you can use the time you save for things like creating more money makers or thinking up your next great idea.

Then there's the buying and selling aspect of product licensing. Consider this: Something people like to do on Craigslist is buy low and sell high. But think of the work involved: You've got to scour the ads, make phone calls, arrange times to meet, drive out to the locations where this stuff is for sale, find out it's in terrible shape and do it all again.

Then you find a great bargain, lug it home (I hope you have a truck and a strong back) find a place at your home to store it, photograph it and relist it. Then you answer phone calls at all times of the day, give out directions to your home, wait at home for people who don't show, spend half an hour with a guy who can't decide if he wants to spend \$50 for your gizmo, and so forth. **A great way to make money, right?** (Some might think so... But for me... Not really!)

But with product licensing and PLR, you sit at your computer, choose what you want to buy, buy it, use it as you please and you're done. If you're reselling it, you go spend time with your family, make dinner or go to bed while the orders come in. The next morning, maybe you've made \$50, maybe you've made \$5,000. But whatever it is, wasn't that a whole lot easier and more fun than buying and reselling a Craigslist couch?

Absolutely.



Yes, there is some poor quality PLR out there, for sure. There's also great quality PLR that looks and reads like something people would pay money for, and here's the clincher: THEY DO. People buy PLR products all the time without knowing it, and they love them. Guaranteed you've bought a product that was PLR and you never had a clue.

Now then, here's a secret: There are two ways to find outstanding PLR. One is to look at all the PLR for sale and find the diamonds. That's the way everyone knows. But there's another way, too, and that's to ASK. You find a great product on JVZoo, Warrior Forum or where ever and you say to yourself, "My readers/customers would love this." Then you write to that product creator and offer to buy the PLR rights to their product. The worse

that can happen is they say no. But sometimes they say yes. And then you've got a real moneymaker.

One more note: Don't just think PLR when it comes to online marketing - think PLR in ANY niche you're in. You're in the dating niche and you find a book you love? Ask to buy the rights. You're in the tropical fish market and you find a video series you know your readers would snap up?

Ask to buy the rights. Or maybe you come across a great product in ANY niche and you think to yourself - "If this were my product, I could JV with everyone else in this niche and make bank." So you get the rights and POW! An extra \$250, or \$2,500, or maybe \$25,000 for the month. Not bad. And all because you took the initiative and ASKED.

Some people like to go to thrift stores and yard sales to find those under priced gems they brag about for the next month. Then those "gems" sit on their shelves or in their closets and get dusty. But if you search online for PLR gems you can resell or use to save yourself time, you've found a real goldmine. And here's the best part - you can do this over and over again, as many times as you like.

Now how profitable is using licensing? VERY PROFITABLE!

I have simply lost track of the number of times I have used this technique... and I've lost count of the amount of money I have made as a result!

Here's the steps to get started making money right away:

Find great PLR you can use for your blogposts - this way you're going to free up 10 to 20 hours a week you can spend working on things that directly make you money, while still giving great content that makes you look like a pro. Try The Unselfish Marketers Vault for this.

Find PLR you can resell. This is PLR that's ready to go - you just make any changes you want (or no changes at all) and begin selling it. The only problem is other people might be selling it, too. In this case, re-brand it as your own to make it unique, thereby eliminating all competition.

Find great products that don't offer PLR. These are products that might be terrific, but they're not being marketed to their potential. In fact, they might not be marketed at all any more. Or the product seller is only hitting one market, while the product itself could be adapted to many more markets. For example, you could find a great product on how to market a brick and mortar type of business, and then custom tailor it to specific

business types, such as dentists, plumbers, chiropractors, etc. Not only will it be easier to sell to these individual niches - you can charge more for it, too.

Someone asked me why they should bother asking for rights to products that don't already offer them.

First, you've got almost no competition when it comes to selling the product - just you and the product owner you bought the rights from.

Second, the product tends to be of a higher quality than typical PLR. Remember, these are products the product owner never intended to sell rights to. Their goal was to sell it under their name only, so they wanted the very best product to reflect their good name.

Third, instead of promoting an affiliate product and earning a 50% commission, you can sell your own product that you've purchased the rights to, and keep 100% of the sales.

Fourth, it gets even better because you can now get YOUR OWN AFFILIATES to promote your new product, too. So you're earning 100% on your own sales and maybe 30-50% on affiliate sales, too, without any extra work.

Now, if you're wondering why someone would sell you PLR rights, there are all kinds of reasons, none of which are really important. Generally it's because they see it as a way to make some unexpected, quick money with no effort. And if you're going to be selling in niches that don't compete, then it's really a no-brainer for them to sell you the rights.

Some product owners will say no, some will say yes, and some who say yes will want too much money. So it's a matter of keeping your eyes open, doing some searching, asking a lot of product owners, and sifting through the ones who say yes.

But if you spend just 2 to 3 hours a week doing this, you can find some terrific bargains that you can immediately turn around to make a good profit. You might need to repackage them, perhaps update them or at least make a new cover. But for the most part, the work is already done. There's probably already a good sales letter or sales video in place. Ask if you can use the letter as is, or use parts of it, or simply use it as inspiration to write your own.

Of course, if you have an email list of your own, then it's pretty easy to make sales the very same day you buy the product and get it set up. If you don't have your own list, you'll want to promote your new product via social media and through affiliate networks.

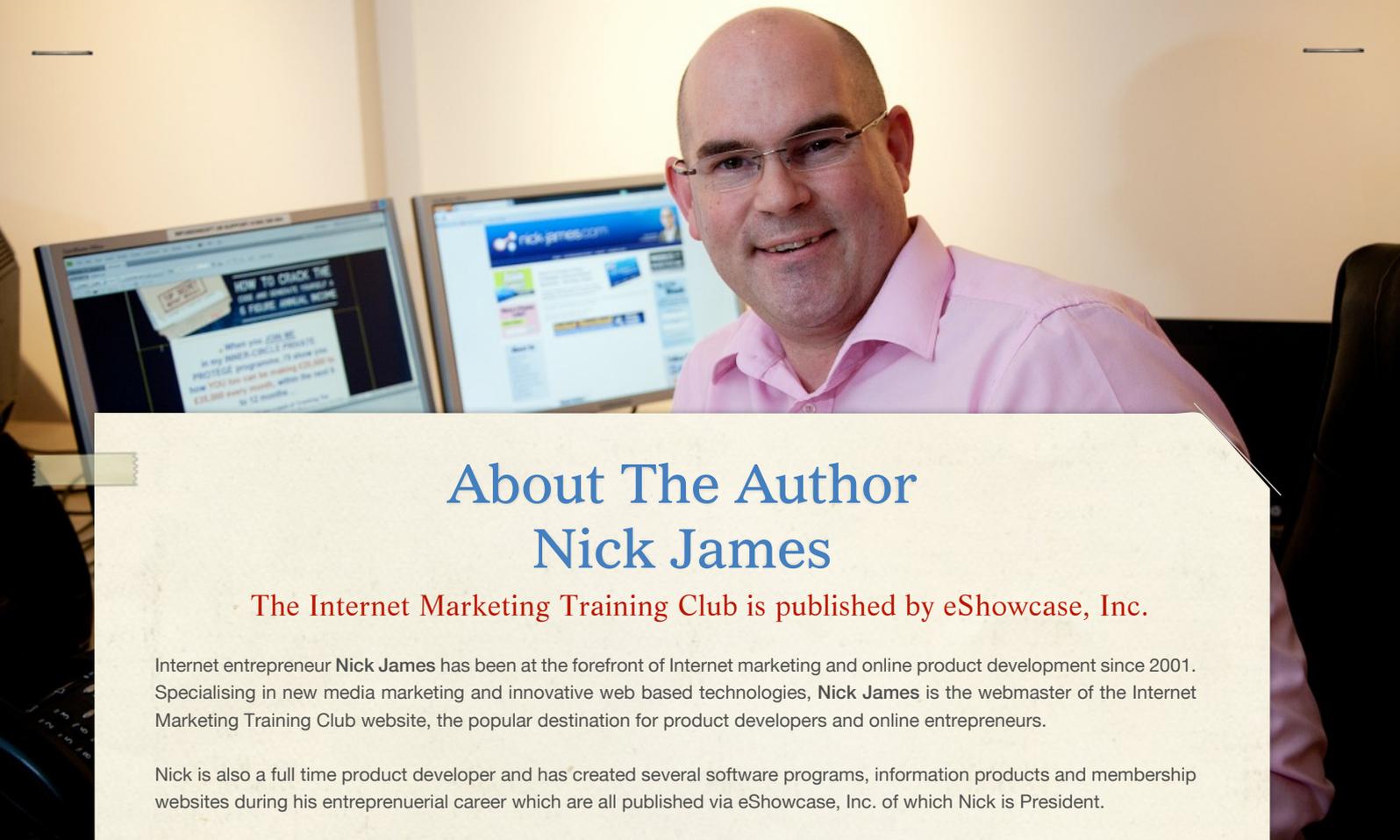
Remember, the typical reseller of PLR is simply buying and using PLR as it comes, when it's offered to them. Almost no one is asking product owners if they can buy rights, so

you'll have virtually no competition. Odds are when you ask, you'll be the first one who ever has. And depending on the niche, you might need to explain to the product owner exactly what it is you're offering to purchase.

One last thing: If you find a product you absolutely adore and know you can sell like gangbusters, but the product owner won't sell you the rights, you can still make money. This will take a lot more work, but it's simply a matter of making your own product on that exact topic. You can use their product for inspiration, but of course you cannot rip it off or copy it. The fact is, as you begin creating your own product, you'll think of all sorts of things that the original product owner left out that will make your product a superior one, sort of like version 2.0 compared to their 1.0. And once you sell the heck out of your product, you might consider offering rights to it, too.

There you have it - ways to make money with PLR that almost no one else is doing. These methods have earned small fortunes for a handful of marketers, and they can work for you, too.

Your first step is to go find your first product and secure the rights. Think of it as a modern day treasure hunt, because surprisingly enough, that's exactly what it is.



About The Author Nick James

The Internet Marketing Training Club is published by eShowcase, Inc.

Internet entrepreneur **Nick James** has been at the forefront of Internet marketing and online product development since 2001. Specialising in new media marketing and innovative web based technologies, **Nick James** is the webmaster of the Internet Marketing Training Club website, the popular destination for product developers and online entrepreneurs.

Nick is also a full time product developer and has created several software programs, information products and membership websites during his entrepreneurial career which are all published via eShowcase, Inc. of which Nick is President.

Nick regularly hosts teaching webinars for a growing band of online entrepreneurs and is currently working on a major new online broadcasting project called My Social Radio which mixes music radio together with a personal set of his own bespoke marketing disciplines.

Nick is also a 'Global Angel' and is actively involved in various fund-raising activities for the International Global Angels Charity. Raising funds to empower children, young people and their communities whether they are living in extreme poverty or disadvantage, devastated environmental conditions, with disability or life threatening illness, are street kids, orphans, child slaves, trafficked kids, or child soldiers.

Nick regularly contributes to a wide variety of publications offering expert tips and advice across a variety of online business topics.

Here are a few other software projects Nick has recently worked on recently which may be of interest:

1. **Targeted Lead Finder** - Make the very most of Facebook pay per click advertising with custom audiences. Extract precise data of the exact prospect you wish to target with this simple to use desktop software program.
2. **Extreme Lead Finder** - Search Facebook marketplaces like never before with the new Extreme Lead Finder. Feeding directly into Facebook Graph Search you can now easily pull back data from Facebook directly into MS Excel.
3. **Kunaki Gateway** - Now you can automatically fulfill customer orders with PayPal and Kunaki on a completely hands-free basis. Details of both the product being ordered together with the customers shipping address are past.
4. **Sales Letter Customizer** - Automatically adjust a website based on the geographic location of your website visitors. Everything from prices to spelling and video elements can be customized to maximise your sales conversion rate.
5. **Facebook To Autoresponder** - Build an email opt-in list by offering free downloads from your Facebook Page. Then embrace the power of social media to notify your new subscribers friends about their interest in your products and services.
6. **Subscription Dashboard** - Quickly and easily turn your Wordpress based website into a membership site with this handy plug-in. Integrates with both PayPal and ClickBank to allow you to sell membership to your website.

And many more...

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