

Private Profits Guide

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Getting Started Making Money With PLR

Have you been struggling to make money online because you simply can't afford the hefty costs of outsourcing your projects?

For many, start-up costs are often the greatest obstacle that stands in their way of being able to get their business online.

Just hiring an experienced writer to create a basic 50 page ebook can run you up to \$1,000 in costs, and that doesn't include all of the other components involved in building a high quality, high converting website.

You would then need to:

- ✓ Outsource a copy writer to create high converting sales pages.
- ✓ Outsource a designer to build a stunning website.
- ✓ Pay for a domain name and hosting account.
- ✓ Create or outsource promotional material in order to recruit affiliates.
- ✓ Create or outsource set up of your business to piece it all together.

But what would you say if I told you that there's a simple solution that will **instantly eliminate up to 99% of your start-up costs** and it will give you the opportunity to build countless online businesses faster and easier than ever before?

You've probably heard of the term "private label content", but you may have never known what to do with it, or just how powerful this resource really is.

You see, with private label content you can become an instant author without ever having to type a line of text yourself!

Plus, there is an abundance of other content types online that come with private label rights (PLR) giving you extended options with the kind of material that you can resell for 100% profits.

This includes:

- Videos
- Reports
- Full Courses
- Ebooks
- Articles
- Website Designs
- Pre-made membership sites
- Wordpress themes
- Complete turnkey websites (with sales pages!)

- And much more!

Regardless of what you're interested in, there's bound to be private label rights content available in that market or niche. In fact, chances are, you can even find high quality private label content in some of the most obscure markets online!

The Private Label Profits ebook will show you exactly how you can exploit the power of private label rights products to build your very own profitable online business.

Plus we'll reveal the exact formula we use to maximize the value of your PLR content so that you can purchase a single package of content once, and re-purpose it in a variety of different ways, making you more money from the same content and saving you time.

So let's get started!

Understanding PLR Licenses

Before you start using PLR content, it's extremely important to make sure you understand the license terms that apply to private label content. You certainly don't want to risk any legal troubles that could eat up your profits.

Some of the things you need to pay attention to in a PLR license include:

- Whether or not you can edit the content (usually you can, otherwise the content is known as resale rights)
- Whether you have the right to claim you wrote the content
- How the content can be used (sometimes it can be broken up, sometimes not, and sometimes it can be sold in certain ways and not others)

You may also want to pay attention to whether or not the seller has set a minimum price. Some sellers request you sell a product for a certain amount. While this can't typically be enforced legally, it's best if you follow the seller's wishes.

Not all private label releases offer the same licensing rights, and it's important that you always confirm what rights you have, and exactly what

you can and cannot do with the material, prior to distributing it yourself.

For example, there are many different variations of private label licensing, including:

- ✓ Personal (non transferable) Private Label
- ✓ Transferable Private Label
- ✓ Unrestricted Private Label

Certain private label developers will allow buyers to give away the private label content as long as it's contained within a paid membership site, while others prevent the buyer from giving it away at all and must be sold.

You need to be clear on the terms that are in place, so that you eliminate any risks of violating the terms of service attached to your purchase.

To start, you should always try to avoid unrestricted private label packages. With these PLR releases, there is no limit in place preventing an unlimited number of people from selling or distributing, but in addition, most unrestricted private label content can be given away for free.

Consider the obstacle of trying to sell content that is being mass distributed throughout your niche at absolutely no cost. Why would people purchase it from you when they could easily download the information from a different source at no cost?

The highest quality private label will come with limited licenses being made available, and what you want to do is try to do is find a developer releasing fewer than 100 copies.

Furthermore, you want to make sure that the content can be sold but cannot be given away unless it's being included in a paid membership site.

That way, not only do you not have to worry about the content being distributed for free, but you also know that you are only one of a small group of people who will ever be able to sell it at all.

When it comes to your licensing rights, you want to purchase PLR content that allows you to:

Sell It (with personal rights only, non transferable)

With these licensing rights, you will be able to sell personal rights to the completed product, but will not be able to sell the content with private label rights.

This is exactly what you want because you are not interested in giving your customers the right to pass on the material to other people, but instead, they are purchasing a copy of a finished product for personal use only.

Modify It

Most private label content (in fact, the majority of it) allows you to modify and edit the content however you wish, including using portions of the content in other info product developments.

Here is where combining private label material can be an exceptionally easy way of creating your very own 'exclusive' release.

What you would do is purchase 3-4 PLR ebooks on your chosen topic. You would then go through each book extracting the best information from each one. This could end up being nearly the entire document, or only a few chapters.

You would then combine the entire collection of content into one extensive ebook, available exclusively to your customers. It's unlikely that any other competitor will create the same collection as you are, giving you the opportunity to create your own polished product.

This also allows you to create lengthier ebooks on your topic in the event that you find it difficult to locate a single ebook covering the subject in depth.

Just make sure that when you combine content from multiple ebook sources, that you read through each chapter carefully, so that you can weave the content together ensuring that it flows smoothly and will be

easy for the reader to understand, and digest.

Choose Your Own Price Point

Many private label developers set a fixed price on what they believe their PLR product should be sold for. This is to protect the integrity of the product and to ensure that it retains its value.

You want to make sure you are given flexible rights with your PLR license so that you can set your own price on your product, not being restricted to specific price limits.

If you are concerned about your license rights, make sure you contact the developer directly with your questions. In many cases, they will also be open to negotiating more flexible licensing rights, for an additional cost.

Sell It As Your Own (under your name)

Try not to get confused between Master Resale Rights and Private Label Rights. With Master Resale Rights (known as MRR), you are rarely permitted to change the content at all, and are not able to sell it under your own name.

In fact, the primary purpose of MMR content is to provide you with a completed product to sell, without having to do any modifications or improvements to the product.

However, the downside to using Master Resale Rights material is that you are promoting someone else's brand. Since you can't change the content, or add your name into the material, (unless it's sold as re-brandable content), you will be potentially funneling your customers to the developer.

Think of this way: With private label content you are protecting your source of content from prying eyes and competitors who want to know where you get your material from.

With Master Resale Rights, your source is visible, and while you can sell the product, keeping 100% of the profits, you will find it very difficult to build your own brand.

Using PLR To Create High Ticket Info Products

Consider the possibilities if you knew exactly how to take existing content and transform it into a brand new info product that you could sell as your own without ever having to lift a finger in developing anything yourself.

This is exactly how thousands of online entrepreneurs penetrate new markets without ever having to invest a lot of time and money into creating their own products from the ground floor up.

They simply take existing material, rework it so that it's essentially a fresh new product and sell it for 100% profits.

But it gets even better: you can build an entire network around private label material just by tapping into the highest quality sources online and spending a bit of time revamping the material so that it represents your own brand and professional style.

There is no shortage of exceptional quality private label material online that you can use to develop your very own info products, and even if you have never worked with PLR content before, you will be pleasantly surprised at just how incredibly simple the process really is.

To begin, regardless of your niche, there is bound to be private label material readily available. From acne to eliminating love handles, there are articles, reports and raw material to work with.

One thing to keep in mind however is that when using private label content to create your own info product, you need to spend some time tweaking the content.

It's never a good idea to use PLR content in its original form, because despite the quality, it can still be improved by simply going over the material, eliminating unnecessary information, and of course, injecting your own personal style and brand into the content.

You also want to modify the content so that it is not identical to what other people are selling. You'd be surprised at just how many people fail to make simple changes that would improve PLR content, and by spending just a bit of time making the info product your own, you will be able to use existing material to develop a brand new release.

To help you get started, here is a check-list of things you should do when using private label content to create your own info product:

Review The Material

If you are planning on using a private label based ebook, make sure that you read over the content yourself so that you can get a feel for the overall quality, as well as the flow of the material.

Don't assume that the material is of high quality and can be used 'as is', without personally reviewing the entire document.

If you are going to give the content your personal stamp of approval, and feature it as your own info product, you want to make absolutely certain that the info-product represents your brand in a positive way.

After all, you are going to make money selling this product and you want to minimize the number of refund requests, as well as be able to begin developing an online presence as someone who is a reliable source for quality information.

Editing the Material

Many types of PLR content must be edited before you use it. Sometimes the license requires this, but even when it doesn't, you should edit PLR content.

There are several reasons you should edit PLR:

- PLR articles used on the web will be considered duplicate content and may not rank well (or at all)
- Books and video content will not be worth as much if they are widely distributed
- If people buy something from you and have already seen it elsewhere, they will be likely to ask for a refund

- If you submit PLR content to certain places, you may get banned

You won't be able to edit videos very much, but it's very important to make changes to articles before you use them online, and you should also consider changing eBook content before selling it.

Change The Product Title

This is very important, especially if you want to shield the fact that your info product was originally private label material. Consider what titles you could use that would attract attention.

Example: Rather than "Complete Guide To Cake Decorating", consider "Industry Trade Secrets To Cake Decorating".

Remember, the title of your product will appear on the graphics that you use to represent it on your sales page as well as within advertising campaigns.

Change The Table Of Contents

The first thing I do after reviewing a potential private label product that I am going to rebrand as my own is to change the table of contents titles.

We want to avoid changing the actual structure of the table of contents, otherwise the content might not make sense or flow properly, however by

simply changing the titles of every chapter within the info product, we can eliminate the chance that someone will identify our info product as originating from PLR.

In an example, the first box below showcases the original table of contents from a o revise for my own info product:

Table Of Contents

Chapter 1: Freelancing Introduction

Chapter 2: Setting Up Your Home Office

Chapter 3: Preparing Your Samples

Chapter 4: Finding Online Jobs

Chapter 5: Freelance Marketplace Tips

Conclusion

Just by spending a few minutes rewriting the Chapter titles for my ebook will help make the ebook more difficult to identify as private label content.

Table Of Contents

Chapter 1: Freelancing 101: Quick Start

Chapter 2: Tools Of The Trade

Chapter 3: Creating A Winning Portfolio

Chapter 4: Insider **Hot Spots** For Finding
Profitable Freelance Opportunities

Chapter 5: Winning The Bidding War: Dominating
The Freelance Marketplace

Final Thoughts

All I've done is go through each chapter quickly and assign a new title that applies to the information. I have not yet made any structural changes to the content itself, only the chapter titles.

Edit Content

This step takes a bit more time, but it's an essential part of re-branding private label content into your own information product. While you don't have to rewrite the entire document, you should spend some time re-phrasing and in some cases, better explaining the material.

Depending on the quality of the private label content that you are using, only slight editing may be required, and if you are unable to do this yourself, you can easily outsource the work to a freelance writer for a nominal fee.

However, if the quality of your material doesn't require a lot of improvement, you should still modify the content just enough so that it represents your brand and style.

- ✓ For example, when you read through the material does it sound like something you would write?
- ✓ Could you explain it in your own words better or more clearly than the author did?
- ✓ What could you add into the document to expand on the information so that the reader better understands the topic?

Your style is going to be different from others, and it's important that you incorporate your own voice and phrasing into the ebook itself.

You want people to become familiar with you, your brand and ultimately your message. Another writer's method and style will not necessarily reflect your own, and you should take the time to blend in your own voice into any existing content you decide to use.

You'd be surprised just how much of a difference this will make in helping you grow your own brand and become an authority by customers being able to instantly recognize your style in future ebooks.

There are always improvements that you can make so that the info product becomes more aligned with your personal style.

You want people to see consistency in your work and in every info product that you release, and one way of making sure this happens is by always proofing and editing every PLR document you use.

Add Your Finishing Touches

When it comes to finishing the info product so that it's ready for distribution, you want to be sure to add your name, and website URL to the product. You should also edit the header and footer of the document so that it includes your Products new title.

You should also consider hiring an experienced graphic designer to create ecover graphics to represent your product and give it a higher perceived value. These designs can create a simple ecover (that looks like a regular book), or an entire mini-site design for your website. I have included my top ten resources in the closing chapter of this guide.

Take a final run through of the document, and give it your stamp of approval!

Notes:

You want to make sure that you change any affiliate links contained within the ebook to your own links. Most PLR developers will not include affiliate links in their content, however make sure to go through the material before you begin selling it just to make sure.

Finding Quality Sources For Private Label Content

The next step is to find high quality sources of content that you can use to create your info product. While there are literally thousands of private label distributors online, you really want to spend some time evaluating the products to ensure that you are using the highest quality material available online.

Locating PLR is simple. Locating quality PLR is another matter entirely. Most PLR content is poorly written, and so widely distributed that it's difficult to make money with it.

I advise never buying extremely underpriced content. I understand it's tempting when you see 50 products for \$7, or a product for 99 cents, but the reason the content is so inexpensive is because it's being sold to thousands of people. It is much harder to make money with content when it is so widely distributed.

Instead, look for content that is strictly limited. Buy from suppliers who are trusted, because they aren't likely to want to ruin their reputations by selling far more than they claim they will.

If possible, get a small sample of the content before you buy. This is especially important if you have never bought from the seller before. You want to ensure the content is readable, because some sellers may be outsourcing their content to people who have English as their second

language, which may often result in content that is difficult to read and practically useless.

When choosing private label to use in creating your info product, you want to purchase enough material to use for your first ebook as well as being able to create follow up offers.

You will also want various types of private label content, including:

- ✓ Ebooks
- ✓ Reports
- ✓ Articles
- ✓ Autoresponders
- ✓ Video Tutorials
- ✓ ECourses & Newsletters
- ✓ Worksheets
- ✓ Case Studies

While it's likely that you will be able to find private label material to use in your entire campaign, in the event that you struggle to locate quality content for your entire back-end system, you can use what resources you do have and outsource the rest of the material.

Let's take a closer look at how you will use these different content formats.

Ebooks:

You will probably want to purchase a handful of PLR ebooks on your chosen topic, so that you can determine the one that is of the best quality. I will also show you how create a winning product by using a combination of PLR ebooks that carry a high perceived value and are not likely to be offered in the exact same way by your competitors.

Reports:

You will use these PLR reports to build your mailing list, by offering reports as incentive for your visitors to subscribe to your autoresponder.

Articles:

We will use PLR articles a number of different ways, including on our websites or blogs, via autoresponder campaigns, in article marketing as well as other advertising campaigns.

Autoresponders:

While it's not as easy to always find high quality private label autoresponders for every niche market, there are a number of developers

in the market who release "pre-written list building packages", featuring a number of follow up broadcasts and autoresponder messages.

In the event that you can't find a PLR provider offering autoresponder messages in your niche, you can always use articles to jump-start your list building, until you can outsource the work to a freelancer.

Keep in mind that using private label material to create your first info product is a cost effective, simple alternative to hiring out the work to experienced writers.

However, once you have launched your first successful info product campaign, you should consider focusing future projects on original and exclusive content.

You can continue using private label material later on, but primarily as bonus products to your main offer.

When choosing what private label you are going to use, there are a few things to keep in mind, including:

1: Market Saturation

2: Licensing Limitations

3: Number of licenses offered

4: Follow Up Products

5: Quality of Products

Let's take a closer look at each aspect to choosing quality private label.

Market Saturation

What this means is that you will be evaluating the number of copies currently being distributed online.

Since it's private label content, it's likely that you are going to find it being sold on various websites, however you want to try to focus on content that is not heavily saturated, otherwise it may be difficult to sell it on the ClickBank marketplace.

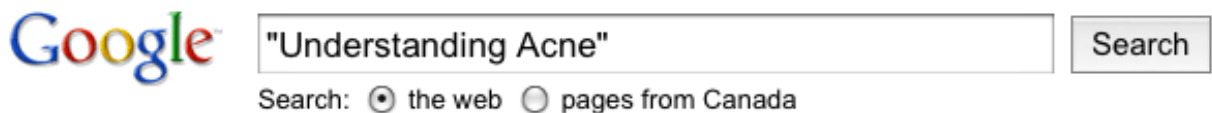
One way of minimizing the amount of competition in the marketplace is by choosing private label content that is only being offered to a limited number of people.

For example, many developers will create an ebook and allow only 25 people to purchase a license enabling them to re-sell it. While these licenses will cost more than unlimited private label releases, the value is much higher since there will be a smaller group of competitors selling the same material.

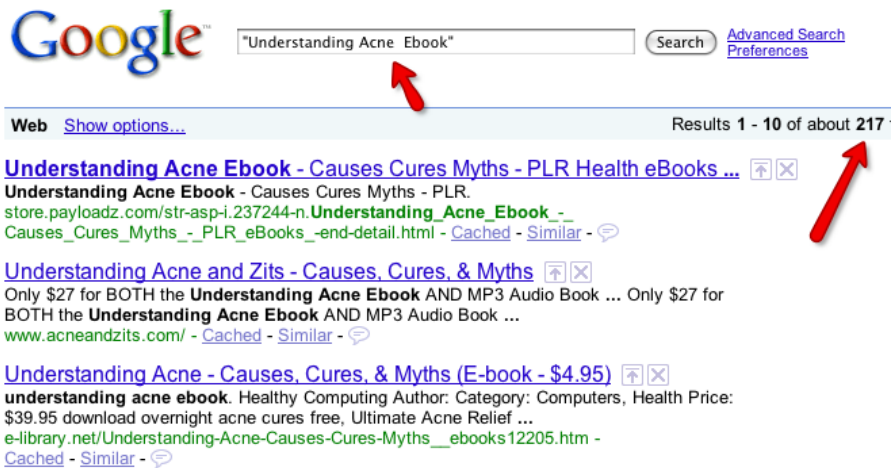
You want to be careful with this however, by contacting the PLR developer first and verifying just how many licenses are being sold. Try to work with established writers who aren't likely going to risk their reputations by selling a higher number of licenses than they advertised.

Regardless of the number of licenses being sold, you should always run a quick check to determine how many copies are already being distributed. Since most people do not change the product's original title, it is relatively easy to get a good idea as to how many people are already selling the product.

Visit: www.Google.com and enter in the title of your product, wrapping your text in quotations, like this:



Entering in the **exact ebook title in quotations** (very important when searching for titles to ensure that the entire search term is used when seeking out websites that feature it) into Google, yields the following results:



Google reveals over 200 websites that have the term «Understanding Acne Ebook» within their pages. Now, a majority of these results aren't likely to all sell this exact same ebook, but it will give you a good idea as to the average distribution rate for each product that you are considering.

You can also enter in a portion of the ebook content, or the table of contents itself, both of which will help you get a better idea as to the number of copies in circulation.

Using PLR for Membership Sites

Another way to leverage high quality PLR is to create membership sites. There are two main types of membership sites you can create with PLR content:

1. Membership sites that sell PLR content
2. Niche membership sites

Membership Sites that Sell PLR Content

If you want to sell PLR content to other individuals with private label rights included, you'll need to be sure every package you purchase has a reseller license. You can't automatically assume a license will allow PLR to be resold, because many do not.

You'll have to decide what type of membership site you'd like to run. You could either offer a small number of packages each month (or perhaps only one) and focus on quality, or you could deliver hundreds of packages and focus on quantity.

If you're going to do this, read the licenses very carefully. Some licenses allow resale, but don't allow membership sites, or they have price restrictions on membership sites.

Niche Membership Sites

Niche membership sites can be on any subject, and almost any type of PLR content can be used. You can add PLR articles to your membership site as general content. You can add eBooks and reports as downloads. And you can use video and audio content, too.

Niche membership sites generally have far less competition than PLR, because internet marketing is a relatively closed market. A large number of sellers are competing to sell to a relatively captive market, and most marketers are being offered dozens of PLR packages per month from various sellers.

However, niche markets are different. In niche markets, there is practically unlimited potential. There are usually few or no membership sites in most markets.

Be sure to include a forum in your membership site. Forums allow you to have your members create content, and they inspire a sense of community that keep members paying every month just to connect with one another.

Pricing Membership Sites

Niche membership sites generally have more members than PLR membership sites, but they cost less. Most niche membership sites are

less than \$20 per month, and many are as low as \$5 per month. If you go above \$9 per month, you're more likely to get cancellations.

Remember, attrition is a normal part of running a membership site. The average member of a continuity program stays for 3 months, but you can increase this by keeping the price low and offering timely updates with quality content.

Always update on time, no matter what. If you are late updating, your cancellations will usually go through the roof, especially if you are longer than a week late!

PLR memberships can support a higher price point than niche sites. Many PLR sites are \$97 per month or more. However, those sites generally have unique content that is extremely high quality and often strictly limited.

If you will be using content you've purchased resell rights to, you probably shouldn't charge more than \$20 per month, however, you can add value to the products you buy and charge more.

You might create new graphics or add article packages, for example. This could boost the price by a few dollars per month.

Some people want to charge the lowest possible amount per month, but there are some reasons you might not want to do that:

- You might not get enough members to make the low price worth it
- People might think your content is junk if your price is too low
- You won't make much if you limit memberships and have a low price

Base your price on a happy middle ground between profit and gaining members.

Membership Scripts

There are hundreds of scripts out there for creating a membership site. It can be difficult to choose between them. However, there are some that really stand out.

>> <http://www.amember.com>

Amember is the most popular membership script for internet marketers. The cost is prohibitive for many, but it works well, has a wide variety of features, and it is well respected in the internet marketing industry.

If you find the idea of installing a script daunting, and you're not alone, you might prefer to use a WordPress-based membership script. Many hosting companies have Fantastico, which offers push-button simplicity for the installation of WordPress. Thus, you don't have to worry about the

complexities of script installation.

There are many WordPress membership plugins available. Some of the most popular are:

>> <http://www.memberwing.com>

>> <http://wp-Member.com>

>> <http://www.magicmembers.com>

>> <http://member.wishlistproducts.com>

Taking Payment

You'll need a way to accept payment for your membership site. Most people use PayPal, but other payment methods are available.

I suggest PayPal because most of your members will either already have an account with them, or will be comfortable using them because they are so well-known and prevalent.

If you can't get a PayPal account, try these alternatives...

<http://checkout.google.com>

<http://www.2checkout.com>

<http://www.allpay.net>

<http://merchantinc.com>

<http://www.neteller.com>

Leveraging Article Content For Maximum Profits

One cost effective method of creating eBook products is by combining a series of high quality articles together into one product.

You can do this with private label content easily, but you can also do this by outsourcing article writing to several freelancers, and stringing the material together to form your info product.

Since it's always more affordable to hire article writers than ebook writers (even though the content is very similar), just by doing a bit of the work yourself in collectively combining the material into one product, you can create a unique product that cost you much less than it would by hiring an ebook writer.

When you purchase private label rights to ebook packages, often times you will discover that you receive a complete website package, including a design and sales page.

I strongly recommend not using the design or sales page that is included with the package, but instead, hiring an affordable designer to create a custom website template for your product.

You want to begin building your own online identity in your market, and in order to do that, you need a website that is unique to your offer, and established brand awareness.

When it comes to using any sales pages that may come bundled in with your PLR purchase, I once again, suggest not using the material "as is", however it can be very helpful in providing you with a guideline that summarizes what the product is all about.

Use this information to write your own sales page, or if you are hiring out the copywriting, hand a copy of the sales page to your writer as a reference guide.

This will cut down on the time it takes to create the sales page, and can save you money in the end.

Every part of your website should be unique, aside from the product itself. Use private label content as the basis of your info product, but everything around it should be wrapped in your own personal style, from the design of the site to the sales page content.

Using PLR To Bolster Product Value

One great use for PLR is to boost the value of other products you are selling. For example, if you create a product on making money with blogging, you might use a PLR guide on keyword research as a bonus.

That way, the bulk of your content is unique, but you can bulk up the size and value of the package without additional work.

Any type of PLR will work, but it is especially valuable to include eBooks, videos, and audio. Videos will add the most value, especially if they are quality videos and related to your product.

Most people see video content as much more valuable than written content, so they are willing to pay more for products that include it.

This could be used for both niche and internet marketing products, but remember that many internet marketers will have seen these packages before.

Thus, in order for them to be truly valuable, you must either edit them, or at least create new graphics to make them look unique if you want people to believe they are valuable.

Product Launch Bonuses

Another creative way to use PLR is to offer it as bonuses to people who buy a product through your affiliate link. People may get dozens of emails about the same product launch. Some buy from the first email they get, but many do not.

They may decided to wait for reviews about the product, or they may not have the money to buy at the moment, or they may wait to see who offers the best bonuses.

Many marketers offer huge bonus packages in order to entice people to buy through their affiliate link instead of someone else's.

Since a lot of people know this, they will often wait until they find a bonus they really like to purchase.

You could increase your affiliate income significantly by offering a massive package of PLR, either with resale rights (if it fits with the product) or with personal rights.

Build Your List With PLR

As you probably know, email marketing is extremely profitable. It has been said that the average email marketer makes approximately \$1 per subscriber per month. Thus, the larger your list, the more money you stand to make.

Of course, growing your list can be tough. PLR content can make the job a little easier. There are two main ways to use PLR content to make your life easier when it comes to building and managing a list.

Giveaway Reports

Some PLR content providers offer reports you can use to build your list. You offer these reports for free to people who join your list. Some sellers even offer squeeze pages to entice people to subscribe so you won't have to create one yourself.

You can set your autoresponder to deliver the report immediately to people who join. Just set the first message people receive when they subscribe to have a link to the report.

Articles for List Content

Growing your list can be difficult. Managing one can be even harder. A lot of people can't think of anything to say to their list members, and as a

consequence, they only email with advertisements. But this will make your list members tune you out or even unsubscribe.

You need to contact your list with content at least two or three times for every one time you send out an advertisement.

The higher quality the content you send your subscribers, the more often they will actually read your messages, including those that promote products.

Building Websites With PLR

PLR content is perfect for building content websites like blogs, AdSense sites, etc. Articles make it fast and easy to create large websites without having to spend a fortune to outsource unique content, and without having to spend a large amount of time coming up with article topics on your own.

You must make sure you edit the content carefully to ensure it is as unique as possible. A few years ago, this would have been simple using a content spinner, or you could have simply manually rewritten the content. However, it's no longer that simple to make content unique.

Once, it was enough to make sure the content would pass a test at CopyScape.com, which would check to be sure the wording was unique.

Now that search engines are improving their technology, it is said that the uniqueness of the wording is no longer enough. Now, content must also have unique content.

The best way to accomplish this is to take multiple articles on the same basic topic and combine them while also rewording the content.

Here is an example:

Article #1 covers the following:

- Materials used to build widgets
- How to build widgets
- Dangers of building widgets

Article #2 covers the following:

- Sanding widgets
- Painting widgets
- How to choose colors for widgets

You could create an article combining parts of both articles, and it would be something no one else would have. The information would be combined in a unique way, thus creating a completely unique article.

You might include materials and building instructions from the first article, and sanding and painting from the second.

You could even take this further by creating a second article with the remaining content from both articles.

WordPress

Many people choose to use WordPress as the foundation for their sites, because it is a lot easier for the average person to use than creating sites with HTML, which requires some programming or a WYSIWYG editor like Dreamweaver.

WordPress is valuable for other reasons, too. You can install plugins that add other functionality to your site. For example, plugins can allow you to include a forum on your site, run giveaways, and much more.

Additionally, WordPress will allow you to take your articles and pre-load them into your blog in order to set the content to update automatically. You could load months worth of articles into your admin area and schedule them to be published whenever you want.

Google loves fresh content, and it tends to list sites with recent updates much higher than those that haven't been updated recently. So you can use this automatic update system to push your sites higher in the search engines with fresh articles.

Using PLR To Penetrate The Amazon Marketplace

Amazon had made millionaires of many people due to their Kindle publishing platform. Indie authors can publish their content on Amazon for free, and get paid a commission.

Commission varies based on your price:

- \$0.99 to \$2.98 receives 35% commission
- \$2.99 to \$9.99 receives 70% commission
- \$10 and up receives 35% commission

Some people prefer to price their products at \$0.99 for mass exposure, despite getting only half the commission. Others choose to price at \$2.99 or higher in order to make more money per sale and a higher commission. Neither way is always more effective than the other, so you may want to experiment with pricing to see what works best for you.

Commissions are paid 60 days after the end of a month. For example, any money you make in January would be paid to you around the end of March. Payments are made by EFT to your bank account or by a check.

Amazon and PLR Content

You may have heard that Amazon is cracking down on PLR content, and that's true. The fact is, Amazon doesn't want hundreds of the same exact book on their site, because their users don't like to see this.

Even if you create a totally unique cover, there is still a chance you could get caught. Someone might buy your book along with someone else's, and notice they are the same.

They could then report this to Amazon, thinking one of you has infringed the other's copyright. After all, most people don't know about PLR content.

Lately, many people have been banned for using PLR content. However, there's a way around this. Amazon allows even public domain content as long as you significantly alter it in order to provide additional value.

For example, you could take a book that is in the public domain like Robinson Crusoe and add unique illustrations to it and they would accept it.

However, they would probably **not** accept the book in its unaltered state, because there are already many copies of the book on the Amazon website.

You can do the same thing with PLR. Simply alter it, make your own additions and changes, and submit it. As long as you make significant changes that enhance the product, you should be fine.

Some things you could do include:

- Add additional information
- Combine multiple books into one
- Add PLR articles to a PLR book
- Add unique illustrations or photos
- Add recipes or special instructions to appropriate books
- Add in a “TIPS” section at the end of each chapter

You don't have to make the book completely unique (although that might be beneficial to ensure you get better reviews)

But you do have to add significant value. You can do this quickly and easily.

Submitting to Amazon

>> <http://kdp.amazon.com>

You'll need to sign up for an account at this link. Be sure to add your payment details so they can pay you when the time comes!

Once you're signed up and logged into your account, click “Bookshelf” at the top of the screen. This will take you to the area where you can view your submitted books and submit new ones.

Click the “Add a new title” button.



On this page, you will need to fill out some information. This information includes the following:

- The title of your book
- A description
- Click the “Add contributors” button to add your pen name as author
- Language (probably English)
- Select that it is not a public domain work
- Add categories
- Add keywords
- Upload your book cover image
- Choose whether you want DRM to prevent piracy

- Upload your book

Once you've done all of this and previewed your book to see if the formatting is acceptable, click "Save and Continue".

On the next page, you'll need to select your royalty percentage by following the guideline I mentioned earlier. Set a price for your book, and then have it automatically set the price in the other countries. Then click the box to accept their terms and submit your book. That's it!

Other Places to Submit

There are several others places to submit your content. Many of them only take fictional works, but some do allow nonfiction. The main one you'll want to submit to is:

>> <http://www.smashwords.com>

Smashwords itself doesn't send a lot of traffic, however, if you carefully follow their formatting guides, your book will be accepted to their premium catalog.

The premium catalog allows you to have your book distributed to other retailers, including Apple, Sony and Kobo.

Smashwords pays quarterly, and they pay 30-45 days after the end of the quarter, so don't expect to make cash quickly. However, the money can

really add up, especially from other retailers like Apple.

>> <http://pubit.barnesandnoble.com>

Don't forget to submit to Barnes & Noble. If you can't get there directly, you can always submit to them through Smashwords. However, most people prefer to submit directly.

Just realize that they don't accept most countries into the program, so you may have to go through Smashwords unless you're an American.

Promoting Books

You should be sure to promote all of your books. Don't just submit them and ignore them. You aren't likely to get any sales if you don't do some promotion.

Here are some ways to promote your books:

- Ask for reviews from book bloggers (a few will review nonfiction)
- Join forums like KindleBoards.com and add your books to your signature
- Create a Facebook fan page and promote it to various groups in your book's niche

- Create a Twitter account and add people who are interested in your niche
- Write articles in your niche and submit them to article directories under your pen name, advertising your book in your bio box
- Post comments on related blogs, using your pen name and mentioning “Author Of Book Name” in your post

These are just a few ideas. Remember, the more sales you get, the higher you will jump in the ranks, and the higher you go in the ranks, the more you will sell overall.

Conclusion

Many people seem to think it's impossible to make money with PLR content, but that simply isn't the case. Sure, you can't just slap it up in an unmodified state and expect to become wealthy, but this was never true except in a few cases where people got extremely lucky.

If you're willing to put in a little work, you can easily make six figures using solely PLR content. Take the advice you've learned in this guide and apply your own ideas. You'll be surprised how much money you can make quickly using PLR!

You might want to use several different methods in tandem. For example, you could offer PLR reports to build a list, promote a membership site to that list, and then sell additional eBooks to your members.

This will allow you to maximize profits while making the most of your content and giving you the ability to not keep all your eggs in a single basket.

Don't forget to put your own spin on things. This will help you sail above your competition who may be using the same PLR as you.

Thanks for reading and good luck.