

PLR MONEY

REPORT



EASYPLRMONEY.COM

The Power Of Buying & Selling PLR!

Before you scroll down and read anything in this Guide, you need to be fully aware of the following...

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Hello

Thank you for your interest in the PLR Money report.

1– What is PLR



Private label right products, also known as PLR, come in many different formats with the most popular being written products, such as articles and eBooks. You can also find software, video, audio and visual content with PLR. As for how people make money with PLR, the options are virtually endless.

If you are unfamiliar with PLR here is a little more information that may help:

https://en.wikipedia.org/wiki/Private_label_rights

To get started, we will focus on eBooks first. A PLR ebook is traditionally sold for two or three times the average selling price. For example, a 50-page ebook on saving money at the grocery store may sell for \$9.99. For private label rights to that book, you could expect to pay between \$40 and \$60.

While this may seem like a lot, you aren't just buying an ebook to read. You are buying the re-branding and resale rights. You can edit all or portions of the ebook, change the cover image, add your name as the author and sell it as if it's your very own to

interested buyers for the retail price. So, if you sell it for \$19.99 you'll make back your investment in just 5 sales. Anything after that is pure profit!

As for how you can sell eBooks, the best option is to buy a cheap domain name and web hosting. Some PLR will even come with ready sales copy and webpages which will make selling even easier, but if they don't all you really need is one or two pages. Outline your book, include a sample, mention the price, and include eye-catching graphics.

Then start driving traffic to your sales page and generate interest with online message boards, article directories, or create your own affiliate program. You can also rely on popular third-party website, like Amazon or Lulu.com, where you list your ebook for sale. Just keep in mind that these websites take a percentage from each sale, cutting into your profits, but in turn you get access to their massive customer base, so often it's a good trade.

When it comes to PLR articles, you have much more freedom. Most buyers take the articles and use them for website content. For example, if you purchase a package of 25 articles on how to choose a chiropractor, you have 25 pages of web content. You can use your new content pages to promote pay-per-click advertising programs like Google AdWords, affiliate programs, and even sell of ad space outright. These are two easy ways you can get started using PLR to grow your business.

We have a lot to go over in the next few days if you want to learn how to Buying and Selling PLR, so make sure you look for your next lesson soon. We will be going over some simple tips for buying PLR products.

2 - Buying the PLR Products



As we discussed in your last section, when you buy PLR products, you not only get the product, but you get certain rights too. Most buyers edit (re-brand) and sell the products they buy

for a profit. Some have literally made thousands of dollars just from one product and there is no reason why you can't do the same, once you know how.

First, don't buy the first PLR product you come across. Don't automatically choose the first seller you find with a standard search online. Look around. Yes, the first website you visit may have a pack of 25 articles available on a topic that interests you for sale for \$25, but chances are you could easily find at least 10 other websites selling similar packages.

How you make money depends on the product and your personal preferences. Regardless, the more products that you buy and re-brand, the more money you'll make. For that reason, buy in bulk or make use of a monthly subscription service. Furthermore, it's easier and quicker to turn a profit when you limit your initial investments.

You want to spend your money wisely. This involves buying well-written articles, ebooks, good quality video, audio and software products. Just keep in mind that you want to turn a profit too, so take the time to calculate your profit margin as we discussed in

your first lesson. For example, you don't want to spend three hundred dollars on a piece of software that you are going to give away as a lead generator. You will need to know exactly how many copies that you must sell to make a return on your investment.

Pay attention to the product license. Don't buy products with many restrictions. While all PLR may grant you the ability to edit and claim the product as your own, some sellers place additional rules and restrictions. For instance, you may only be allowed to use it as your own content and not allowed to sell it or you may be able to sell it to interested buyers, but pass along the same rights to other resellers.

Always remember your goal is to make money. It's easy to get caught up in the buying process once you start shopping. You'll get millions of ideas, so resist the urge to 100 eBooks right off the bat. You can only work on one project at a time, while the others may sit on your hard drive. It's a good idea to limit your startup investment. This way you'll see a return on your investment faster.

That's it for today's lesson. In your next lesson, we will be talking about the importance of editing and re-branding the PLR you buy.

3 - Editing and re-branding the PLR you buy



Do you want to make money with PLR products? Of course, you do! However, many new buyers make one mistake and that's not re-branding the products they buy. The biggest reason this is a mistake is because most PLR products aren't sold exclusively. Often, they're sold to hundreds or even thousands of other people.

Don't let that scare you or keep you from taking advantage of everything that PLR can do to help you grow your business.

By re-branding the PLR, you buy you are virtually selling a new and unique product. It's no longer the same as the product that the other 100 who bought it have. It now includes your own personal flair and reflects your business, which will set it apart from your competition.

Since PLR comes in so many different formats that way you edit it will differ. For instance, for articles and eBooks, re-branding involves rewriting the content. You can just change a few words, paragraphs, and sentences around. Take the time to add in some of your own personality, include a bio and you're ready to sell.

For audio and video, you may just want to edit the cover graphics, but if you have the skills you can record a brief intro and closing message so that it reflects you and your business.

It is harder to re-brand software. You don't want to mess with the program applications unless you are a programmer or you plan to

hire one, so you are more likely to leave it as is. This is okay, you just need to fine your USP (unique selling proposition) to set you apart from your competitors.

Another thing you can do is repurpose your content. For example, you can turn eBooks into audio books or articles into videos. It's relatively easy. All you need is a microphone for audio or a video camera to get started. You can use a webcam or your smartphone, just make sure yours is good quality. The hardest part is editing, but if you practice and know your stuff, you'll get it right.

Keep in mind that you don't have to do all of the work yourself. As your business grows and your profits increase you can hire someone to do some or all of the re-branding for you. This is a great way to leverage your time, so that you can focus more on marketing and less on the grunt work.

This doesn't have to be expensive either. You can easily find someone on Fiverr who will rewrite an article for \$5.00. You can find designers there to make your cover graphics, website headers and social images. If you have bigger projects, you can post them on sites like eLance or Freelancer and when you get really busy you can hire a virtual assistant that will handle all sorts of tasks for you.

The point is don't limit yourself. You always want scale up your business and getting the most from the PLR you buy is a great way to do it, because it gives you multiple opportunities to increase your ROI.

4– PLR, The marketing options



We're winding down to the end of this short course. But we still need to go over a few things. We are going to jump right in and talk about your marketing options.

As we discussed in a previous lesson, PLR products are often sold to many. This means that 100 other people may have the same ebook, audio, video or software program for sale. While you can eliminate some of that competition by making edits, marketing still plays a vital role in your success. To increase your sales, don't wait for buyers to come to you. They might not know you exist. Instead, bring them to you with a well-planned marketing campaign.

What are your marketing options? The good news is, they're virtually endless. With that said, there are few easy, affordable, and proven tactics that you can use.

A good place to start is by offering a free copy or discount to people who are willing to provide you with a review. Ask them to post their reviews on your website, on forums or on social media. This will help you start generating some buzz around your product. Once you've collected a few reviews and testimonials add them to your sales page. This will serve as proof that others find your product helpful and worth buying.

Run a pay-per-click (PPC) campaign on Google AdWords, Facebook or one of the many other platforms that allow you to place ads. With a program like this you can create an ad to promote your product and then reach your ideal customer targeted keywords and demographics.

Depending on the platform you use, your ads will be placed within the search results and shown to people who are interested in what you have to offer. The cost will vary depending on where and how often you want your ad to show, but the good thing about these types of programs is that you get to control your budget.

Here is a brief article that will provide you with a little insight on PPC campaigns:

<http://www.wordstream.com/pay-per-click>

Start an affiliate program and let other people help you promote your product for you in exchange for compensation. You provide email copy, ad copy, banners and links that your affiliates can use to promote your product and every time they make a sale you pay them a commission.

There are many ways you can do this. The easiest way is way is to host your product on a payment platform like ClickBank or JVzoo, because they will handle all your affiliate payments for you. This way you will get your share of the sale and your affiliates will get paid automatically.

Use social media to grow your customer base. When it comes to making more sales it's important to let as many people know about your products as possible, so start talking about it on social channels like Facebook, Twitter, Instagram etc. For this method to

work it's important not to abuse it. People use these platforms to make connections and as a source of entertainment.

To use social sites effectively you need to find out where your target market hangs out. Do they like certain Facebook pages or groups? Who do they follow on Instagram? What type of pins do they share? Once you know where they are you can comment, tag and engage with them.

Lastly, start collecting email addresses from the people who visit your website and engage with on social media. Then you can run email marketing campaigns, which will help you build lasting relationships with your consumers as well as market to them as you add new products.

Here is a nice article that talk about the importance of setting up an effective email campaign:

<http://www.emailmonday.com/category/email-marketing-strategy>

Of course, there are many more ways that you can promote your PLR products, but these three methods will help you get started and as you grow your business you can expand the way you promote for even more profits.

5 - Common mistakes using PLR

Common Mistakes



Well, we have come to the final section in the Buying and Selling PLR Report. I sure hope you have enjoyed learning a lot about buying and sell PLR products to help grow your business and increase your profits. In

this section, we are going to go over some of the common mistakes some sellers make when it comes to using PLR, so you can avoid them.

As we've been discussing in the last few lessons, there are many options when it comes to buying and selling PLR products. However, if this is a new experience for you, it is easy to mistakes and not even be aware that they are killing your profit potential. Hopefully this lesson will help you avoid some of those mistakes, so you can maximize your ROI.

Mistake 1 – Buying PLR and letting it sit on your hard drive. It doesn't matter whether you purchased one single pack of 25 articles or 100 PLR eBooks, you can't let the files sit on your computer and expect to see a profit. In fact, every second these files sit unused, you lose money.

You bought them to make money, so do it. If you are limited on time, keep your edits to a minimum and just get them up on your

website with ads, affiliate links or a payment button. Then when you have more time, go back, edit more, and work on marketing.

Don't make the process more complicated than it has to be. You won't make money until you actually use the product you bought.

Mistake 2 – Not repurposing the content. Many PLR buyers make money by rewriting all or a portion of an ebook and selling it to interested readers. This is great, but as I mentioned in a previous lesson, it's not your only option. So, why not dissect that ebook and create articles, blog posts or social content to share. Then not only can you sell the ebook, but you'll also have content to share online that can generate income through affiliate programs and advertising.

The same can be done with PLR articles. You can also take them and compile them into an ebook, short report or an email course just like this one. When it comes to maximizing your ROI from PLR you have almost endless opportunities. For instance, you could use a pack of articles and use them to create a website or even a paid membership site. This is a great way to generate a nice monthly income.

Another thing you can do is edit the content to target specific niches. For example, if you have content on using social media to attract more customer you could customize it specifically for Doctors, Lawyers or Landscapers. That way when you run an ad campaign you can spend less and reach your target audience faster.

Mistake 3 – Not expanding your product line with additional products. The best way to maximize your profits from PLR is to set up a sales funnel with multiple products. A good funnel will include a lead in product. This should be something free or low

cost in order to collect email addresses. Then you should include a slightly higher priced product that provide a good value to your customers and from there you can offer an up-sale product at an even higher price. This is where you will really start seeing a profit.

Here is a nice article that talks about setting up a good sales funnel:

<https://www.mailmunch.co/blog/sales-funnel/>

Mistake 4 – Not putting enough focus on marketing. The time you spend on marketing can mean the difference between success and failure when it comes to making a profit from PLR. You do not need to spend a fortune marketing your products before you see a profit, but you do have to spend time getting your message in front of people who are interested in buying them, so make sure you take the time to create and execute a solid marketing plan. This way you will see continuous growth and sales from the PLR you use.

As we close this final lesson I would like to thank you again for joining me for this short course. I sincerely hope that you have learned a lot about how to buy and sell PLR and even though your lessons have come to an end you can still feel free to contact me if you have any questions about how to use it effectively.

Useful Resources

I only recommend two auto-responders that are very popular and mostly the big marketers are using them, which are:

1. [Aweber](#) if you want to use [aweber](#) Click [Here](#)
2. [Getresponse](#) if you want to use [Getresponse](#) Click [Here](#)

Both of Them offer 1 Free Month trial.

After you register for an auto responder you will also need a landing page creator which are

1. [Profit Builder](#)
2. [Landing page monkey](#)

Note: If you find that the landing page creators are expensive, I will recommend done for you landing pages where you will not need any landing page creator.

Here is an Example