

# PLR Gangster

Content makes the web go round.

....and if you're an internet marketer that means you have to create the content, or pay someone else to create it for you.

This is either (or often both) time consuming and expensive.

...and it's also where PRIVATE LABEL RIGHTS (PLR) material comes in (although it's not the ideal solution – read on to find out why)

PLR products are digital products such as articles, ebooks and reports that are sold to you in a way that you can easily change them.

These days they usually come with graphics, and sales pages provided....although not always.

Depending on the 'license' that is issued with the PLR product, you can use the material in various ways – sell them to other people as 'end users'. Or sell them to other people to sell on again (resell or master resell rights), or you can break them up and use the content in different ways.

PLR is like having content ghostwritten for you....

...except it's a lot less expensive because you have to share it with other people, depending on how many licenses are sold.

Which is the main problem with how most people use PLR. To start from the top again,

I said

'Content makes the web go round'

It doesn't – *UNIQUE* content makes the world go round.

Here's how a PLR Gangster would do it.....

## 7 Deadly Sins of PLR



There are more than 7.

But these 7 are the ones that prevent most marketers from making a single penny from their PLR efforts.

These are the same guys you will hear talking about how [PLR](#)

'doesn't work'. They're wrong with a capital 'rrrrr'

Avoid the things below and you're halfway to becoming a PLR boss.

### **#1 Stop Buying Cr\*p.**

Selling PLR is a good way to make money.

Which means that a lot of low life marketers will throw packages together just to make a quick buck.

If you've bought much PLR in the past you'll know exactly what I mean.

Poor content, bad grammar, typos, damn-near impossible to read and on the whole pretty worthless.

The only solution is to bin the whole package. If you try to rewrite it you'll just get bogged down in the mire.

Throw it out and put it down to experience.

Why? Because you might be tempted to recoup your losses by reselling it.

If you purchase junk PLR, repackage it and sell it on to your customers then expect to ruin your rep. Even if you don't have a reputation, you won't get any repeat [business](#) from customers who purchased your product made from junk PLR.

Reputation is everything in this business, don't lose it. And if you don't have any sort of reputation, then build one for yourself by providing VALUE.

You can avoid buying crap by either using only people who you can Google and see that they're established PLR sellers, or by contacting unknown or new writers and asking for a sample.

You WILL buy some crap PLR at some point. It's a rite of passage, but don't be scared of asking for samples or asking for testimonials from previous customers. It's your money.



Don't be tempted by less expensive PLR unless it's from a trusted source. You do get what you pay for where PLR is concerned.

TOP GANGSTER TIP – Give a rookie a break. Use little known writers (get samples first)\_to produce your PLR for you. You'll get great quality work at low prices -at least until they recognize their worth and ask for more money, but they'll thank you for giving them a break.

## **#2 Buying PLR then leaving it for dead.**

TOP GANGSTER TIP – If you buy it, USE IT WITHIN 14 DAYS or it'll just get left,\_gathering legendary 'cyber dust' and you'll never profit from it.

Too many [marketers](#) purchase PLR material on impulse and then they decide to not use it. Or they just completely forget.

Before you purchase PLR material, take a few minutes to decide if you actually NEED it. If you do go ahead with your purchase, save your PLR

material to your desktop, so you're constantly reminded to edit your [PLR product](#).

Have an idea before you buy what you're going to do with them.



Decide for example BEFORE YOU BUY how you will repackage it to sell.

If for some reason, your [business plan](#) changes or you decide to

go in a different direction, then at least get some use from your PLR material by adding it to a free blog or something - only if you're allowed, of course. (See the rights section later on for more details on what you can do with PLR).

### **#3 Not putting your 'stamp' on it**

PLR content should be a 'rough blueprint' for an

original product. - Your product.

If you can't write get a [freelancer](#) to add / subtract material to make it unique

The very least you should do is to retitle it – if you Google the PLR you've bought you'll see a shedload of entries for it. If you retitle it then make some minor changes to content and graphics...

# BANG!

You can compete by not being as lazy as your competitors who will just leave the package as it is, upload it and try to sell it.

TOP GANGSTER TIP – Whatever else you do, make sure you *at least* retitle it, preferable change the graphics and do a rewrite or partial rewrite too!



**#4 Getting the graphics BADLY wrong.**

Let's face facts here... no one in their right mind wants to see poorly created graphics, it's extremely unprofessional. When I say poorly created graphics, I don't mean plain and simple graphics, sometimes they can work well.

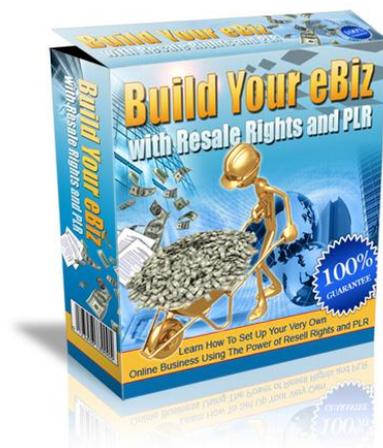
I mean graphics that are low quality due to wrong file formats. Graphics that look like they've been created by a 5 year old are not acceptable either (so DON'T do 'em yourself unless you're good with Photoshop)

Even if the PLR owner did provide you with the best looking graphics on the planet, then you'd still need to get your own graphics for your own UNIQUE product, or at least edit the PSD files.

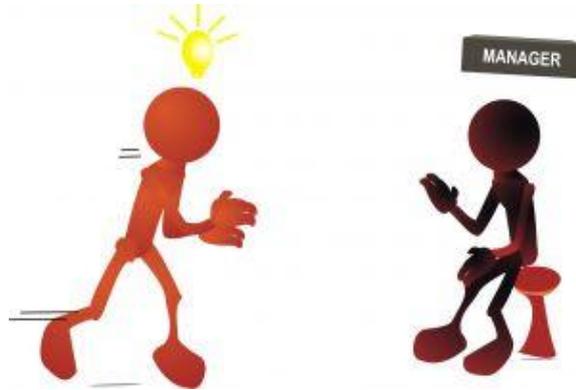
If you do go ahead and use the poorly created graphics that are provided with your [PLR material](#), then you're going to fail, simply because the customer is going to assume that your product is of the same quality.

If creating graphics isn't your thing then hire a professional.

TOP GANGSTER TIP – The graphics *make* the package. The best PLR in the world will *never* get read if nobody gets past the crappy graphics. If you're on a budget spend it on the graphics



## #5 Providing Lame Bonuses



I rarely give bonuses with my products.

This gives my product the impression of being a top-quality, stand-alone package.

You may disagree – that's cool.

But if you DO provide [bonus products](#), make sure they reflect the quality of the main package.

Customers can spot a 'lumped on without thinking' bonus a mile away and it'll reflect on the quality of your main package.

## #6 Competing On Price.

Only amateurs compete on price. Period.

If you follow the instructions in this book you shouldn't need to compete on price anyway because you'll have developed your own unique [PLR](#)

[product](#).

If you buy a PLR package then discover that it's all over the internet (sold as an end-user ebook) ranging from \$47 down to \$7 you'd be crazy to try to sell it at \$6.



Instead retitle it, rewrite it, get some new graphics made and come at the market with a brand new *unique* product.

Not only will you be able to sell this at a much higher price, but nobody will be able to undercut you unless you decide to sell the PLR license to your new, unique product (which of course you could do, for a large profit)

### **#7 Know what you're going to do with your PLR**

There's little worse when it comes to PLR than buying a nice new shiny PLR package about dog training or hair loss then discovering that you have no

knowledge of the subject, even less interest and the niche is saturated beyond belief.

Before you buy, make sure you have an inkling of where you can sell your PLR. If you have a list in the self-help niche then a nice PLR package on [time management](#) or relaxation techniques might fit very very well alongside your existing products.

If however you have a list of people interested in [weight loss products](#) you might not get very far with a PLR package titled '1001 chocolate recipes).

Then again.....

## **PLR self-destruct techniques! (and how to avoid them)**

### **Look at the condition of your PLR package**

As mentioned before, one of the worst things you can possibly do is to try to rewrite seriously BAD PLR.

You'll be at it forever and the end content will be a mess.

Dump it and either move on, or start from the beginning again.

You could perhaps use any titles, chapter headings, and other index/content notes that the original writer has included, as a pointer about where to start though.

You have to be brutally honest about the condition of the [PLR package](#) you buy. If it's DIRE, then don't waste your time with it.

If it was written by a non-native whose grammar and use of language make it sound odd, then you can pay a freelancer to correct this. It's actually quite inexpensive too!

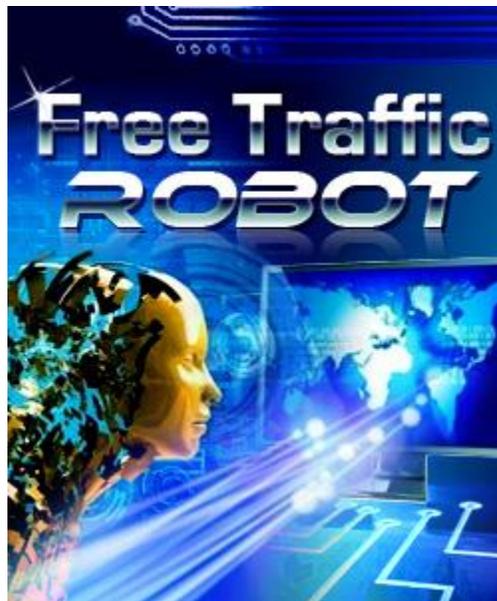
**Don't create a product that nobody wants.**

TOP GANGSTER TIP - PLR creators are often writers, NOT marketers.

This means that they sometimes *do not have the faintest idea of what constitutes a profitable niche.*

Don't assume that because a PLR package exists it will sell. Existence of PLR has nothing whatsoever to do with how profitable that particular niche is.

Maybe the guy wrote it because he's interested in designing clothes for turtles, but don't buy it without researching the niche first.



Don't get me wrong, you can make money in most [niches](#). But you can't sell a *digital product* in most niches.

In some niches the market is just looking for free information, hint, tips and tricks etc. In those niches a simple website containing Google ads

would be ideal.

How can you check if there is demand for a digital product in your niche?

Well there are a couple of ways to go about checking if a niche is profitable.

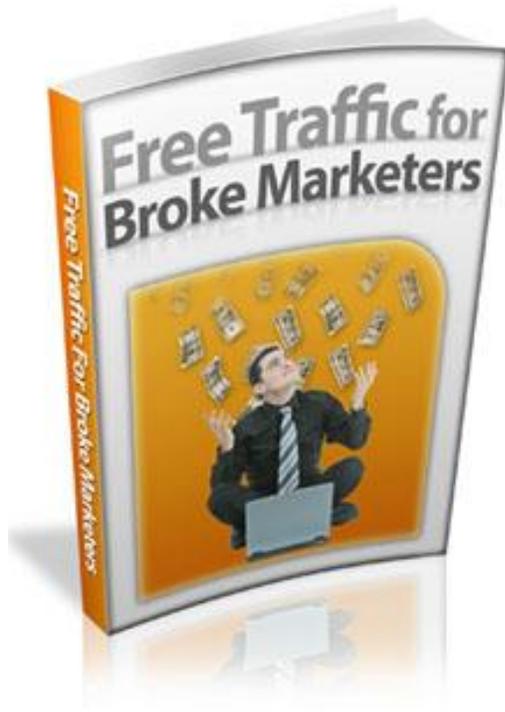
You can go to Google, type in your main niche keyword to check if there are any sponsored ads on the side of the results page. If there are you can almost guarantee that there is money to be made in that niche since those website owners are paying good money to be on the sponsored ads list.

You can also check to see if there are any competitors selling [digital products](#) in your niche. Competition usually means people are making money by selling a similar product to what you're going to sell.

If there aren't any competing websites, then you can probably assume that other marketers have tried to make money from that niche but have failed. In these cases, it's better to stay away from that niche.

.....or you've found the legendary *untapped niche*.

Probably not though :-)



## **The Top Uses For PLR**

The main thing that usually happens to PLR is that it gets left untouched and unloved on your computer desktop.

By actually using it you're lifting yourself into the 10% of so of people who actual DO something with their PLR.

This is where most PLR goes.....

### **#1 E-Books**

Much PLR actually comes as an ebook with graphics, salespage etc.



And a lot of it goes straight back onto the market as an ebook, whether it's changed or not.

#### Advantages:

- Doesn't take much work to bang an ebook out into the [marketplace](#) even if you re-title it and tweak the graphics. IT'S FAST.

#### Disadvantages:

- You won't be able to charge a premium price, because you're likely to be limited in the rights set by the PLR owner
- If you sell it straight out of the box, it won't be unique (think you've guessed by now you shouldn't ever do this)

## **#2 Turn an ugly duckling into a swan**

This is the way to go (in my opinion) with PLR

Read the license carefully and see what you're allowed to do with it.

If you're allowed to change the way it's presented then think about turning it in to a series of videos or audio recordings.

I know of people who have even had simple software made to work alongside PLR packages, added video and have turned a simple \$97 PLR package into a premium high ticket item priced at \$497 and over.

It's easier to add to a product than it is to create one from nothing.

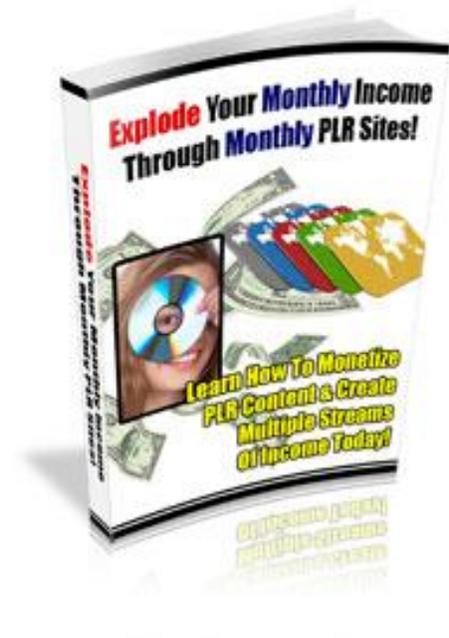
Advantages:

- You'll be able to charge more
- Because you're charging more, you'll get a lot of attention from [affiliates](#) as their commission will be quite high
- Customers will be happy because you're providing a wealth of quality content

Disadvantages:

- More time is required to develop the product

- You'll also need to develop a brilliantly written sales letter since the product is going to be of a high price (this can be outsourced)



### **#3 Recurring income**

One of the best business models is the membership model, simply because of the recurring income. You sell to a customer just once and you hopefully keep them in the membership site for more than a few months.

You'll need a lot of content, and regular content, to run a membership site, so a lot of work is required.

If your rights allow you to you can take chapters out of the [PLR e-books](#) and create articles out of them, and send those articles to your customers on a

weekly basis, or stack up your membership area with them.

If you get hold of a PLR *course* then you're laughing.

Include video with the content (you can get PLR video too) and suddenly you've got a decent membership site with very little work.

I reckon that if you've got three month's worth of content you have enough breathing space to sell your memberships.

As long as you stay a couple of months ahead you should be fine. Remember you'll have to constantly source more PLR in the same niche to keep filling your content.

Advantages:

- Recurring income
- You'll attract more affiliates because they'll be receiving recurring income too
- You can purchase a lot of PLR material for your first few months of running your membership site, which will allow you to focus solely on [promoting your business](#).

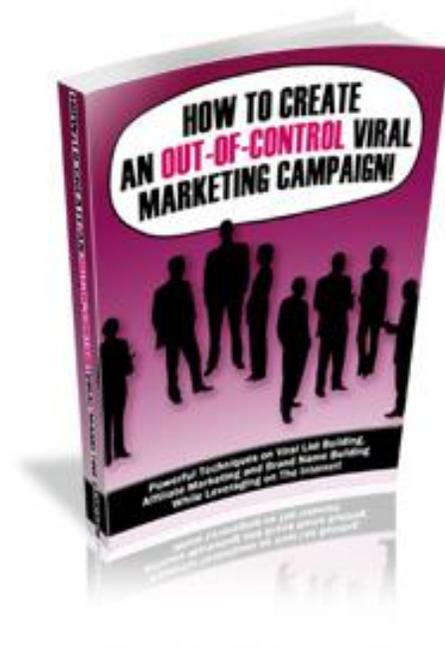
Disadvantages:

- A lot of work is required to set the membership site up
- A lot of work is require to produce content on a monthly basis (unless you launch it and find the content as you go)

#### **#4 Give Your Product Away For Free – Viral Marketing and List Building.**

You can use your PLR material to create an e-book that you can [give away](#) for free. In some cases you'll actually make more money by giving it away for free rather than selling it. Why? Your free book is going to be seen by more people than if you were selling it. Then you can monetize the e-book by inserting [affiliate links](#) to related products.

AND you'll be building a prospects list as well. What you need to do is create a squeeze page with an opt in form. They enter their name and email address into the form to receive the e-book...





Then you have those prospects on your email list, so you can keep in contact with them. You can provide them with more free content, promote your own products or simply promote other peoples as an affiliate.

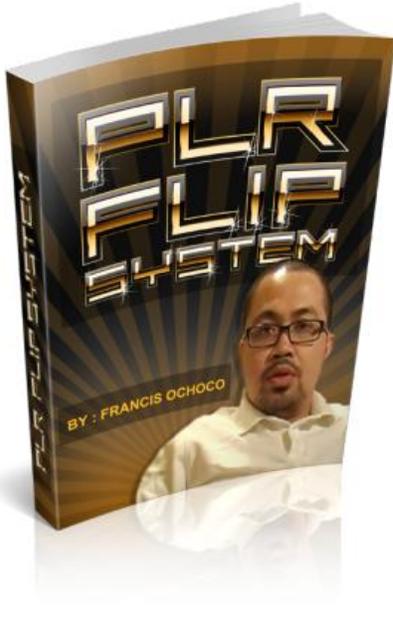
Advantages:

- Less effort, because you don't have to persuade them to buy anything
- You build a list of prospects that you can contact at any time
- Because you're providing your prospects with something of value for free, they will be more inclined to buy anything you recommend

Disadvantages:

- You don't earn any money upfront
- The people who sign up are not proven buyers

## #5 Website or Blog Content – for flipping.



Check the rights in your PLR license first to see if you're allowed to do the following, and if you are.....

The one of the best uses for PLR is to build blogs and website to sell.

The same rules apply of course – *make it unique* – because search engines aren't keen on duplicate content.

But why use rewritten PLR in an ebook and go through the hassle of selling 50 at \$27 when you could make twice that building a blog or website and 'flipping' (selling) it as a ready made site?

Especially if you monetize it by adding Adwords Ads or establishing [traffic patterns](#).

There's a lot of money to be made selling 'ready to go' websites. If you can show that website bringing in \$200 a month from adsense or by selling a simple report or ebook then you'll make much more profit.