Free Private Label Rights Report

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Learn All About How You Can
Transform Your Online Income with
PLR Products That Give You
Full 100% Profit!

Private Label Rights (PLR) to
Help You Make Money Online

If you're working online, you've likely heard buzz about PLR or "Private Label Rights" content. If not, where have you been hiding?

If you aren't familiar with PLR products, basically they are digital items (articles, ebooks, etc.) that are provided in a file that you can edit and use in various ways.

The reason the description is so vague is that PLR content can be found in many forms:

- ·· articles
- ·· prewritten newsletters or ezines
- ·· small reports
- ·· full length e-books
- ·· website templates
- ·· audios and even videos

Just to name a few.

Basically, anything that you can download on the Internet is being sold as PLR.

The second part of my definition "can edit and use in various ways" is also vague because each PLR service includes their own unique rules. Most PLR sites allow you to edit the items as you wish, and use the content in your own projects. However, they usually do not allow you to sell PLR rights to others to do the same.

Translation: You can use the PLR product for your own uses, but you can not sell or give the product to others. (Read the rules with any PLR you purchase as they can vary greatly.)
To simplify things, we'll focus this report on PLR articles, reports and ebooks.
Basically, written content.

PLR solves the two problems stated above.

- ·· Not having enough TIME to write the content you need.
- ·· Not having enough MONEY to hire a quality writer for all your content needs.

PLR is like having ghostwritten content that you share with a group of people.
It's not, by any means, a perfect solution, but it can save you time and money. Plus, anyone with

motivation and some skills can turn that content into cash, using the methods below.

Once you understand the concept behind PLR items, you can see the appeal. Most people can envision the value of adding the content to their websites. But, did you know there are more ways to use PLR articles than that?

Newsletter Content

Need content for your newsletter list? PLR articles can be the perfect answer. Of course, if you're developing a relationship with your readers, you will want to rewrite them a little to match your own writing style (otherwise, it may sound like you copied and pasted PLR content into your newsletter which isn't cool).

However, you can pull a section from a PLR article – use it as inspiration -- and whip out a newsletter in minutes.

Have you ever heard of downloadable email messages? It's a way to make your newsletter stand out from the crowd.

Instant ecourse

If you purchase a package of PLR articles based on a theme, it's quite easy to turn them into an ecourse simply by adding them to your autoresponder. Something as simple as "Five Ideas for Kids Lunches" can become a 5 day ecourse to grow a big newsletter list.

This process is made incredibly easy by using our favorite autoresponder aweber.com

Podcast Content

Podcasts are basically "blogs on steroids". Once you have a blog and it's set up with an RSS feed, you just add audio, and voila! You've got a podcast.
How does PLR apply to this?

Take a PLR article or report and use it as inspiration for a podcast. You can either read a section of your PLR or use it simply as inspiration for a free-flowing discussion.

Take it offline.

Direct mailing is huge. Several of the biggest internet marketers have paid newsletters that you can receive in your actual USPS postal-approved mailbox – for a fee. (The mailbox out by the street, not the one on your computer.)

The moral of the story is that you can use PLR to create an offline paid newsletter or a free one. If you have a list of postal mailing addresses, from your customers or even leads, put together a free report or a newsletter from PLR content and send it out.

Record a Freebie Audio

Similar to creating a free report, you can use PLR to make a free audio. Simply edit and read the PLR articles or PLR report into your computer microphone to create an audio. Then provide that audio free of charge.

The best use of a free audio would be to provide it as a gift to entice visitors to subscribe to your newsletter. After all, the fortune IS in the list.

Picture two separate opt-in lists. One offers a free report, and one offers a free audio. Which has more value to a customer? I'm betting on the audio.

Convert those same Small Reports into a larger price digital item.
Bulk the small reports into a larger item. If you choose the titles correctly, you'll have a natural flow from your first small report to your last, and you can then turn them into a higher-price item.

For instance, Dog Training is huge. So, why not do a series of small reports that every new dog owner will be jumping to buy?

Your First 5 Reports:

·· Choosing the Perfect Dog for You: Don't Bring Home the Wrong Puppy and Regret It
·· 10 Things you Must Do Before Bringing your Puppy Home
·· 10 Online Pet Resources you Must Check out Before Spending Money Online
·· 10 Secrets to Getting your New Puppy Housebroken in Less than a Day
·· 10 Secrets to Train your New Puppy to Stop Biting (from Fingers to Furniture)

Well, you get the idea. If you position your series of small reports correctly, you can sell them individually, OR bulk them into an authoritative resource for your target market. (If you find the perfect PLR source for your niche, jump on it. You can always use it later!)

Turn those same Small Reports into a physical product.

Let's Get Physical! Turn the small reports into physical items (real printed books, DVDs or CDs that you mail to customers). There is a higher perceived value in receiving a product in the mail, as opposed to a digital download.

Take advantage of that value and offer your customers a physical copy (at a higher price, of course).

Use those same Small Reports in a membership site.

Whether you write them yourself or use PLR content to create the reports, you're on your way to something big. I hope you see the potential of both PLR and Small Reports after having read this report.

Thank you for reading this Free Repot!