

How I Make \$5,000 a Month with Private Label Rights Products

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By Alex Mayo.

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How I Make \$5,000 a Month with Private Label Rights Products

Intro

Thanks for buying my report on “How I Make \$5,000 a Month with Private Label Rights Products”. I hope that you'll be able to pick up several new ideas for making a great income with PLR.

I'll start off by briefly going over what PLR is, then I'll talk a little about the places I get my PLR products from, and finally I'll talk about the very techniques I use every day to fatten my wallet 😊

Some of my techniques are more time consuming than others, but overall there are great ideas here for everyone.

I hope you enjoy the report!

Sincerely,

Alex Mayo

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What's PLR?

PLR stands for Private Label Rights. When you purchase a PLR product, you are free to do whatever you want with it (for the most part) it's like YOU are the creator of the product! Depending on where you purchased your PLR from, there may be different rights, so please read terms and conditions before you buy. Some authors may tell you that you can't sell the product as is or that you can't transfer rights to another person, etc.

PLR articles are the most popular type of PLR product, but you can also find sites that sell PLR audio, e-books, graphics, keyword lists, videos, and software.

Where to find quality PLR products

I get most of my PLR products from monthly memberships sites. These are the ones that I use and recommend:

PLR Pro <http://www.plrpro.com/>

For \$97 per month you'll get 440 quality (high quality) articles. A few things that I love about PLR Pro: They translate the articles into other languages, there is a limit of 200 people per 440 articles, and they give you keyword lists. This is the membership that the big dogs use to make thousands every single month. The price may be high for some, but you get what you pay for.

Article Underground <http://www.articleunderground.com/>

400 articles per month limited to 350 people, extensive keyword lists, and a unique traffic system makes Article Underground stand out from the crowd. Expensive at \$97 per month, but well worth it. If I had to choose between this membership and PLR Pro, I would choose Article Underground.

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Affiliate Sales Letters <http://www.affiliatesalesletters.com/>

One of the more unique PLR memberships. Affiliate Sales Letters from Dr. Mike & Eric Louviere takes badly written sales letters from good Clickbank products and rewrites them. You get about 5 sales letters per month as well as autoresponder copy. Unfortunately, the membership is not taking new members, but get on the waiting list and hope a spot opens up.

Automatic Niche Profits <http://www.automaticnicheprofits.com/>

If you love high quality at value prices like I do, you'll want to join Automatic Niche Profits today. For only \$49.97 per month you'll receive 2 niche packs which include: A 50 page professionally written ebook, an audio recording of the book, video, 50 articles (600 words each), sales page with audio samples, and customizable graphics. There's also a tonne of bonuses (good bonuses, not junk) waiting for you.

Video PLR Monthly <http://www.videoplmonthly.com/>

This is the new kid on the block, but I haven't been disappointed yet. Twice a month you'll receive a tutorial video complete with graphics and sales copy ready for resale. The membership is limited to 200 members and the cost is \$47 per month. Keep in mind that video products can be sold for way more than an ebook.

One technique I'm currently using with Video PLR Monthly is to add additional products in with the video. For example, a written guide or workbook, a mind map, and additional videos. I then turn it into a physical product and sell it on Craigslist and eBay for \$145. A lot of extra work is involved, but the pay off is worth it.

Vince Tan Ready E-books <http://vincetanreadyebooks.com>

Every month you'll receive two professionally written e-books, high quality audio for each book, 10 articles for each book, and a 5 part mini course for each book. Vince also provides sales copy, graphics, and squeeze pages. Everything you need to succeed for only \$39 per month.

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Niche Audio Content <http://www.nicheaudiocontent.com/>

A steal at only \$27 per month for 100 audio articles and 100 text articles. These are great for adding to niche blogs, creating podcasts, and using as upsells on other products.

Niches in a Box <http://www.nichesinabox.com>

You cant go wrong with anything from JP! For \$97 per month you'll receive 12 full sites, 250 articles, squeeze page, blog theme, sales letter, graphics, audio, autoresponder series, and a bunch more. This is the total package.

Niche Mania <http://www.niche-maniacs.com/>

Niche Mania is hard to explain. It's a membership portal where you can pick and choose what you want. The focus is on niche sites (perfect for AdSense). Anything from Michalis "**BIG Mike**" Kotzakolios is awesome, so check it out.

Where to get free or cheap PLR products

When you're just starting out with PLR, you may not want to join a monthly membership site just yet. You want to test the waters so to speak. Here's how I save money on PLR:

PLR Mini Mart <http://www.plrminimart.com/>

Tiffany Dow (former ghost writer to the gurus) runs PLR Mini Mart. For just \$5 you get 5 high quality articles on topics such as dieting, gardening, relationships, marketing, acne, and more. I started a niche blog with two sets of her articles and I'm pulling in about \$1.50 per day in Google AdSense. Doesn't sound like much, but that's \$45 every month (\$540 per year) for spending just \$10 on content.

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The Warrior Forum Special Offers

http://www.warriorforum.com/forum/forum.asp?FORUM_ID=15

The WSO forum is full of great deals for all types of content. I've picked up 10 articles for \$3.50, PLR e-books for \$20, and more. Offers change daily, so you'll want to check back often. I use <http://www.warriorplus.com/> to keep track of WSOs.

TIP – To get free or near free PLR products I do four things:

I ask people on forums if they have any PLR products laying around on their hard drive that they could give me for free or for a few dollars via Paypal. Believe it or not this actually works. Many marketers have loads of PLR stuff they aren't using.

Trading. I'll setup trades for say 10 PLR articles on gardening for 10 articles of a different niche.

Join email lists of all the PLR sites you can think of. Most of them will give you free articles for joining their list!

Watch out for the several marketing giveaways that go on every year such as The Free PLR Giveaway at <http://www.freeplr.com/>

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My PLR Techniques

I've used every single one of the following 25 techniques with great success.

PLR Technique #1 Websites and Blogs

This is probably one of the more obvious techniques to use when faced with a digital folder of PLR articles. I use Wordpress to setup a blog, then I have someone copy and paste the articles in future posts. I start with about 20 articles and have 1 article automatically posted every week for a total of 20 weeks of content. Depending on the niche, I'll mix in articles from article directories to create more content.

With this technique alone I bring in over \$3,000 per month from Adsense and affiliate products. I have just over one hundred blogs.

Tools:

Wordpress <http://wordpress.org/>

TIP Does 100 blogs sound outrageous to you? I know marketers with thousands of blogs! The key is to outsource your blog building and management to hourly workers. This is not something I recommend doing at first. Start with a few blogs and get the hang of the process before duplicating.

PLR Technique #2 Create a Report or Ebook

Creating a short report or ebook is easier than you may think, especially when you have a good starting point (PLR articles). Use Open Office to type up your ebook and then turn it into a PDF file using the same program. You may want to jazz it up a bit with a custom cover as well.

I've been able to create a niche ebook in just a few hours from PLR articles and then turn around and sell it for \$20 several times over.

This technique is more time consuming, but it pays much better depending on how much time you're willing to put into it. A few hours can get you a \$20 ebook, but spending a few weeks and putting a little money into it can get you a \$97 ebook to sell.

Tools:

Open Office <http://www.openoffice.org/>

Ecover Frog (for covers) <http://www.ecoverfrog.com/>

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PLR Technique #3 Free Ebook or Ecourse

This is basically the same as above, but you give the ebook away in return for an opt in to your email list. Then use an ecourse (send one article per day for 5 days or so) to upsell the potential customer. PLR products are very valuable for list building. Once you have that opt in, you can keep selling to that customer.

Tools:

Aweber Autoresponder <http://www.aweber.com/>

PLR Technique #4 Article Marketing

Most PLR authors require you to change the PLR article significantly before submitting them to article directories. You can hire someone to rewrite articles for you, but that's just more time consuming and more expensive. I have a custom article written for me that's related to a set of PLR articles I've used to create a niche blog. I'll then submit the custom article with a link back to the blog to Article Marketer.

This is the best way to jump start traffic and gain backlinks for a site.

Tools:

Article Marketer <http://www.articlemarketer.com/>

PLR Technique #5 Newsletters

I started creating newsletters out of PLR articles, but now I'm a part of the Instant Niche Newsletter Club from Anik Singal (Founder of Affiliate Classroom). I get 156 private label newsletters (52 issues in 3 niches each) affiliate program research, branding software, and opt-in pages for \$37 per month.

I have several niche lists with anywhere from 200 to 4,000 opt ins on each. When you build a list of 4,000 and sell even just 1% of them a \$50 product, you make a cool \$2,000!

Tools:

Instant Niche Newsletter Club <http://www.plnewsletter.com/>

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PLR Technique #6 The One Time Offer

Use PLR products (or a group of products) to create a one time offer. If I'm selling an inexpensive report, I'll throw in a one time offer for a similar product for double or triple the price of the report. This is really hit or miss, but sometimes the conversions are good if the OTO is a good value.

PLR Technique #7 Hop on the \$7 train

I'm sure you noticed the flurry of \$7 reports on popular internet marketing forums. You can thank Jonathan Ledger of <http://www.7dollarsecrets.com/> for starting this fad. The idea is simple: Create a short report, sell it for \$7, throw in a One Time Offer, let purchasers of your report sell it for 100% commissions. PLR is perfect for this because you only need to write short reports (what do you expect for \$7 bucks?).

To learn all you need to know about \$7 reports:

<http://www.7dollarsecrets.com/>

<http://7dollaroffers.com/>

TIP Your report doesn't have to be \$7, the idea is to keep the price low and accessible to everyone.

PLR Technique #8 Sell Content to Webmasters

If you need a quick way to make money, have someone write 10 articles on a hot topic for you that you can turn around and sell to other webmasters. For example, 10 cost around \$80, you can get them cheaper, but you need quality here. You can sell the set of 10 articles to 30 people for \$10 which is \$300 - \$220 pure profit. You can profit even more if you write the articles yourself.

PLR Technique #9 Podcasting/Audio

Creating an audio version of an ebook is the easiest way to double or triple the value of your product. Customers can listen to your audio book on their MP3 player, in the car, while cleaning the house, etc.

I've had good conversion rates when I offered an ebook for \$27 and upsold the audio for an extra \$20.

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PLR Technique #10 Get Physical – DVDs, Books, Calenders, etc

When you have high quality PLR products (like from Automatic Niche Profits) it's possible to create a physical product that you can sell for well over \$100. Start off simple by burning the DVD yourself with your home DVD burner and printing labels and jacket covers with your printer.

If you get serious with this, you can look into a fulfillment company to handle duplication, billing, mailing, etc. Sell your physical product from a dedicated website as well as on eBay and Craigslist.

Tools:

Media duplication and fulfillment <http://www.disk.com/>

On demand book printing, calenders, and more <http://www.lulu.com/>

PLR Technique #11 The Daily Gift

This one is fun and profitable! What you do is gather enough PLR products that you have unlimited rights to, or PLR products that you've had created for you only. Charge people to receive a surprise product from you via email for x amount of days. Use an autoresponder to setup the product delivery so everything is hands free.

This is initially going to either be time consuming or expensive. This depends on whether you pay to have products created, or if you spend your time creating. For example, start off with 10 days of products. Charge \$37 total for the customer to receive all 10 products over a 10 day period. If you signed up 200 people, you would make \$7400, even half that is great at \$3700. I was happy to make \$4200 when I did this last Spring.

The key to this is making sure the products are high quality. You want customers to really be wowed at what they get for just \$37. Also, the products should come with some sort of resale rights.

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PLR Technique #12 Create a Personal Article Directory

Many people create article directories and hope that people will contribute articles to it. My approach has been to create what I call a personal article directory. I setup my script and submit the articles myself. Why would I do all that? For the AdSense money! Hundreds of pages of real, useful, monetized content. I don't allow anyone to submit articles or use the articles from the directory.

The script that I use is called Article Live, and it's pricey, but worth it.

Tools:

Article Live <http://www.interspire.com/articlelive/>

Munius <http://www.munius.com/>

PLR Technique #13 Start a Membership Site

Membership sites are very lucrative, especially when they are niche specific. You don't have to think big to be successful with a membership site. I have a mini membership with about 80 people paying \$17 per month, that's \$1360.

I use <http://www.amember.com/> to handle memberships and <http://www.vbulletin.com/> to offer a forum for members to chat. I use a combination of PLR videos and articles to create the content of the membership. I also let members create and share their own content.

PLR Technique #14 Squidoo

With Squidoo you can create what's called a lens (think one page blog type thing) This is the fastest way to make money with PLR for me. All I do is add my PLR articles to the lens, point a link to my niche blog or affiliate products, and work on improving my lens rank to get seen by more users.

Tools:

Squidoo <http://www.squidoo.com>

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PLR Technique #15 Hubpage

Hubpages are very Similar to Squidoo. Another great way to earn more money and drive more traffic to your offers.

Tools:

Hubpages <http://hubpages.com/>

PLR Technique #16 Myspace

MySpace might seem like a site for the younger crowd, but many people over 30 and even 40 have profiles there. Create a profile based on your niche and use PLR articles as MySpace blog content. You can also start a group on your niche, but I prefer to direct people off site and onto my mailing list or offer site.

PLR Technique #17 Video Sharing

No doubt you've heard about the wildly popular YouTube. To get a piece of this action, use PLR videos (or create your own videos) to upload onto the site. I use this as a traffic driving tool to my niche blogs/sites.

Additional video sites:

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

<http://www.dailymotion.com/us>

<http://one.revver.com/revver>

Tools:

Telly Adder (YouTube Bot) <http://www.tellyadder.com/>

Tube Star (YouTube Bot) <http://www.popularontube.com/>

PLR Technique #18 Your Own Social Network

Social networks are hot right now, but you don't have to be the next MySpace to earn a little cash. Checkout <http://www.ning.com/> and start your own niche social network. If you want a network that you can build up and own (perhaps to sell later?) have a look at <http://www.phpfox.com/>.

I recommend using PHP Fox, this way you can monetize several different ways.

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PLR Technique #19 Affiliate Marketing

Using the PLR I receive from monthly memberships, I search Clickbank for products that are directly related to my PLR products. If I have golf PLR, I search for a golf ebook on Clickbank. Now I instantly have content to create a mini site or niche blog to sell the Clickbank product!

I've made as much as \$1500 a month on one product by doing this, and it only takes me a few hours to setup.

Tools:

Clickbank <http://www.clickbank.com>

PLR Technique #20 Create a Niche Forum

If you have tonnes of PLR articles on the same topic or related topics, try starting a forum and using those articles as posts. It's easy to hire someone to create multiple accounts and just copy and paste articles into posts. This gives your forum the look of activity as well as lots of search engine bait.

For a free and open source forum, try Vanilla <http://getvanilla.com/>

If you need help populating your forum, talk to the guys at <http://forumshock.com/>

PLR Technique #21 Create a Wiki

Starting a wiki is a lot of work. I only recommend this if you focus on one niche and it's your passion because you'll need a lot of material for one. For a super easy to use wiki check out PB Wiki <http://pbwiki.com/>

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PLR Technique #22 Create a Directory or Database

This is just as time consuming as creating a wiki, but your work pays off. If you have scrap booking PLR products, create a directory of scrap booking sites, online stores, blogs, etc. Sprinkle your PLR articles in the directory and any other products you may have. Creating a huge quality site like this will make people bookmark you and visit often (and hopefully click your ads, buy from your affiliate links, etc). This is something you can outsource.

Tools:

Content Management System <http://www.joomla.org/>

TIP Find ready made content directories at <http://www.odditysoftware.com/>

PLR Technique #23 Translating

If you know a language other than English, how about translating your PLR products? Even if you don't have multi lingual skills, hire someone that does. There are many professional (expensive) translation services out there, but I've had great luck asking around forums and posting on some of the international Craigslist sites for translation to Spanish, French, and German.

Tools:

<http://www.craigslist.org>

PLR Technique #24 Rewriting

Article rewriting is a great way to double your content. Simply hire someone to rewrite/reword your PLR articles. I use this techniques on blogs only.

PLR Technique #25 Just an Idea

There have been times where I've purchased PLR articles that were not good quality at all. Instead of trying to fix them up, I took the topics of the articles and had my own articles written. In most cases, the niche had been researched well, just not written about well, so the articles ended up giving me ideas for niches without the hassle of doing a lot of research.

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PLR Tips

Use every PLR product you purchase. Many times people will buy up a bunch of PLR stuff and let it collect digital dust. Even if you just throw up a blog with some Adsense on it, you can still make some money – more than you make from letting it sit.

Check out PLR Dashboard available from <http://www.plrdashboard.com> to keep all your PLR products and memberships organized. This is free.

Always add on to PLR. If you have a PLR ebook, don't slap an ecover on it, change a few words, and sell it – add on to it! Create a work book, planner, mind map, video, audio, etc (all depending on the niche of course). Adding additional products will make you stand out from other selling the same product. It also allows you to charge more for the product.