PLR Niche Pay Day
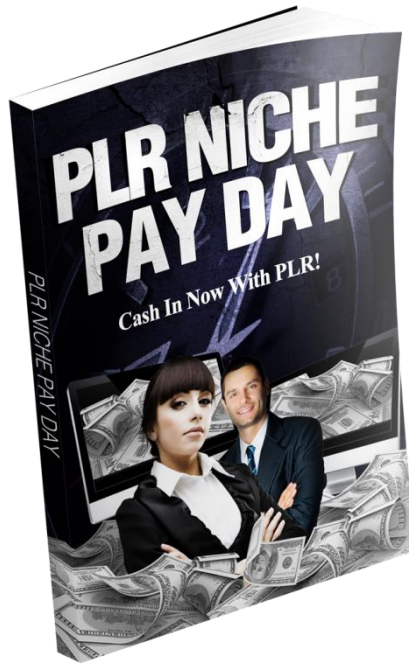
… Cash in Now with PLR

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Introduction

There's a hell lots of money to be made on the internet from information products.

You can although make some good money by promoting other people's products as an affiliate – but in my opinion if you do really want to succeed online, then it is a **MUST** that you have your own products. I really can't think of any successful internet marketers out there without their own products.

There are a couple of good reasons for this.

Firstly, if you have your own information products then you can let other people do all the hard work for you. If you get it right, you can have an army of affiliates all promoting your products, sending you lots of traffic and thus making you sales.

If YOU are the affiliate, then you will need to do all the hard work for other people.

Secondly, if you have your own high quality products with your name on them, your business can really start to take off and people will start to notice about you.

It gives you an added dose of credibility – and if you get it right then you can build a loyal following of people who will buy your products time and time again.

This brings me nicely onto the third point…

Having your own products means that you can build your lists at the same time that you can email time and again with related offers and valuable information for your lists (I am not telling you to spam here).

You should not underestimate the power of having your own email lists. You can make a lot of money here.

Lastly, having your own products gives you a sustainable long-term business. As an affiliate you are always at the mercy of what the product owner decides to do – they can shut down the offer at any time without the needs to inform you or dramatically put up the price, thus reducing your sales. However, as the product owner YOU are in complete control.

So – you need to have your own high quality products out there that have your own name on them.

As I have mentioned before, how many successful internet marketers that DON'T have their own products?

I actually can't think of any, so I reckon that this tells its own story.

In this PLR Niche Pay Day manual, I'm going to show you how you can create your own high quality information products from PLR products that you have already have it in your hard drive.

(A PLR product CAN be your own product if you do it in the right way and it removes a lot of the hard work involved in product creation)

I'm going to show you how to set this up as a funnel that are going to bring you lots of subscribers and sales.

What is a PLR product?

(and why can they solve your product creation problems once and for all)

PLR stands for Private Label Rights.

Essentially a PLR product is a ready-made information product (eBook, articles, report, eCourse etc) that has been created by somebody else and which you buy the rights to edit, change and do whatever you like with it (staying within the terms of the PLR license of course).

If you do not like to do any work at all, you COULD purchase a PLR product and then resell it 'as is' – but that isn't really recommended because you'll make FAR more money if you put in a little extra work (I am going to show you how simple it is).

The great thing about PLR is that it removes lots of the obstacles that prevent people from creating their own products.

You know the sort of thing I mean…

… Staring at a blank Word document and wondering how on earth you're doing to write 50 pages on the topic you have selected.

… Don't know what kind of product to create in the first place.

Etc.

A PLR product gives you a ready-made product that you simply need to make a little (or as much) changes as you wish to make it unique to sell or give away.

If you do what I outline in this PLR Niche Pay Day manual, then by the end of this book, you will have your own completely unique product that you can use them in your own business.

As I mentioned, many people buy a PLR product and then sell it 'as is' without making any changes to it whatsoever.

I can promise you that you are not going to make much money by doing that because you will be selling exactly the same product as everyone else and start complaining that PLR products doesn't work .

Just think about it…

If 500 people buy a PLR product and each person sells it 'as is' then you've got 500 people all trying to sell exactly the same product.

It's true of course that out of those 500 people only a handful will actually do anything with the product at all. Most will just sit on the buyers' hard drive and never see the light of day again.

And what about the handful that DO decide to actually do something with the product?

Well most of them will simply just add their own name and resell the PLR product 'as is'.

If you can be one of the few people who actually put in just a little more effort to change the product before you giveaway or resell it then you can make a lot of money.

So, without further ado let's get into the meat of this manual.

Let's begin…

Choosing a PLR product to work with

It is extremely important to choose the right PLR product as your starting point when working with PLR products.

There are a lot of PLR products out there and much of it will be unsuitable for your needs, so it's important that you get it right.

1. Quality

Believe me, a lot of PLR out there is just ridiculous – and if you select a rather crappy PLR product to work with then it defeats the objective of using PLR because you'll almost have to change everything to such an extent that you might as well have started from scratch in the first place.

You need to find a PLR product that is well written and contains good information.

Read through the PLR product (ebook, report, etc.) and think about whether it provides value to the reader.

Is the content useful?

Does it teach you anything?

Does it solve any problems for your reader?

I've seen a lot of PLR products that does not contain any useful content at all. I came away thinking that I didn't learn anything at all and that basically the "content" was junk.

Is the information written correct and accurate?

I've also come across PLR products that contain information or advice that I just know is plain WRONG.

Is the content up-to-date?

Seriously, some PLR products were created five or more years ago, and whilst the information might have been relevant and useful at that point of time, today it is just not relevant and/or completely incorrect.

What is included in the package?

Many PLR products come complete with additional extras – for example a ready-made sales page, articles, minisite, squeeze page, graphics etc.

Even though I don't recommend that you use these 'as is' it is always good if the package comes with such things because once again it gives you something to work with.

How editable is the package?

Most PLR products come complete with all source files (original Word documents, editable PSD graphic files etc) but it's always worth checking that they are actually included.

What is the PLR license?

The PLR license stipulates exactly what you can and can't do with the PLR.

As a bare minimum you should be able to freely edit the product and be able to change it etc. – but you still need to look carefully at the restrictions. Some PLR products for example say that you are not allowed to give the product away for free – or that you can only resell the product above a certain price.

Before you start to purchase those PLR products, think carefully about what you plan to do with the product (sell it or use it to build your list etc) and check that the license allows you to do what you want.

I generally like PLR products that come with an unrestricted (or virtually unrestricted) license because that gives me complete freedom to do what I like.

How many PLR licenses are available?

Some PLR packages are only sold to a limited number of people (say 500).

The lesser number of people can have the PLR the better and more valuable it is because it gives you less competition.

So where do I find good quality PLR products?

There are a lot of providers and potential sources out there.

The one that I use a lot at the moment is the Warrior Forum and the Warrior Special Offers section:

http://www.warriorforum.com/warrior-special-offers-forum/

There are usually good selections of high quality PLR products available at any one time, although as I say you do need to carefully check the details of each offer because there are junk offers on there too.

The good thing about the Warrior forum is that you can read those reviews and comments from buyers, which can help you to decide whether or not an offer is worth purchasing.

Other providers of PLR products that are generally considered to be high quality include:

(DISCLAIMER: You need to check out the details of each offer carefully and decide whether or not it is for you. These recommendations contain no affiliate links)

http://resell-rights-weekly.com

Resell Rights Weekly was formed in the summer of 2007 by Mark Austin. RRW is a membership site where you can download PLR & Resale Rights products and it's my favorite membership site for multiple reasons. First of all, Mark Austin is one of the few honest membership site owners out there. Secondly, RRW offers over 8,500 products with new products being added nearly every day. Most of the PLR products come with professionally written ebooks, ready-made squeeze pages, full sales letters, professionally designed mini-sites, e-covers as well as fully editable PSDs to all graphics. You can join for free, but I recommend the Gold level.

http://www.plrminimart.com

PLR Mini Mart is created by Tiffany Lambert and the PLR products created by her were top notch. These PLR mainly contains articles that you can use it without paying monthly fees for it. You will only need find and choose the package that you like and pay for it. No membership required.

Re-writing your PLR product

To make your PLR product unique, you'll need to re-write it so that it offers the same basic information, but also offers something different from what the PLR product offers. You can do this

through researching and adding your own information and by removing any information you don't think is relevant for your purpose.

Read through the eBook and remove the information you don't want to include first. This will give you a good idea of how much more information you will need to add back in the eBook to keep it valuable to your audience. After you remove the information, then you can start thinking of ways of putting your own additional information back into the eBook.

Read through the product again, this time looking for places where you can add additional tips, tricks, and shortcuts to help your audience maximize their investment be it time or money. Look for places where you can add examples, or provide step-by-step tutorials so that you're adding value to the report while also keeping it different from the original PLR.

Why it is important to rewrite your PLR product?

Why is this important? Well, if you offer the same PLR product as somebody else on the Internet without making it different or especially valuable, then your target audience has no reason to grab your PLR report or eBook over the hundreds, or maybe even thousands of other people out there offering the same thing. This is especially true if you are trying to sell your product.

If a person can find something similar for free online, why would they want to pay for it?

If you're giving it away for free as part of a list building effort, it needs to be different to encourage people to join your list, rather than the lists of other people who are offering the same thing as yours.

The additional material can come from multiple sources, and this is where search engines can be your best friend.

If you know what you want to add, but aren't quite sure where to start, read a few articles on your niche to see if you can come up with any good ideas. You can always re-write several of the articles you read, taking bits and pieces from each one, to create the unique additional information you need for your main PLR product.

Are you concern about your writing skill? Don't worry! There are several websites, listed below, that you can use to outsource to freelancers who write for a living. These sites allow you to find freelancers who can work within your budget and timeline, so you can minimize your investment if you are on a tight budget. When using sites like these, be clear about your task, budget, and desired turnaround time.

- iwriter.com
- GetaFreelancer.com

- ScriptLance.com
- oDesk.com
- vWorker.com

Choose a bid that you believe will provide you the best value. Don't necessarily go with the cheapest bid, or the one who can get the job done the quickest. Look at all the bidders work to determine who can get you the best work at the most reasonable price, and try to remember: you get what you pay for. If you can find a good writer, make sure make a note of that as he or she might just be a long term writer for you.

If you do not have the capital to hire a writer to re-write the product for you, then you may want to try writing it yourself and then have a close friend edit the material for you to make sure it is grammatically correct and at the same time providing valuable information for your readers.

Remember though, time is money in internet marketing world and if you have the budget, I would suggest you to outsource some of the works that you are not very good with. The decision you make will be based on how you feel about the required time and money investment to get the job done.

Though how you go about re-writing the PLR report will vary based on your skill, knowledge of the topic, and available capital, you can produce a high quality unique product within a short amount of time.

Re-packaging your PLR product

Now that you have completely unique PLR content for your product, it is time to re-package it to create a truly unique product. Slapping the same squeeze page, sales page, and graphics together with your new content doesn't make it a different product.

Remember, people will see the same sales and squeeze pages over and over again, so even though if the main PLR product is different, they are not going to realize it they are reading the same stuff they have seen attached to a similar product before.

This means that in order to make what you have to offer totally unique, besides modifying the main content, you will still need to change the name of the product, create or add in new graphics, and revamp the sales and squeeze pages. When all of these are completed, you will have a marketable product different from anything else available on the Internet.

It might seem overwhelming and the best way to handle this is to break it down piece-by-piece.

First, change the name of your product. It doesn't have to be totally different from the original product, because it still needs to convey what's in the content. For example, if the PLR is titled: "How to Stop Smoking" you could rename your product to something like, "10 Tips to Stop Smoking for Good" or "Secrets to Quit Smoking."

Then, break down the sales and squeeze pages. If writing is your forte, then you should not have too much issue with re-writing them yourself like you've done with the PLR content. However, if you struggle with writing, I suggest you to outsource the task to other people.

If you are confident that the writer you hired to re-write the PLR could produce high quality sales content, like just now, you may want to consider reaching out to that person again. You might want to take note that not all writers who are good at re-writing PLR will be successful with sales copy or squeeze pages. In this case, you got to judge for yourself how you want to do it, while considering the time and money investment as your guide.

Next, it's time to focus on rebranding the graphics and images included in your PLR packages. If your product uses screenshots, create new ones that are similar. If there are other graphics, look for stock graphics and photography that convey the same meaning without using the ones in the original PLR.

Your product cover is a key area where you need to be unique from the original PLR, people will definitely recognize a cover they have seen more than once, regardless whether you have changed the product name or not. You have a few different options here. You can create the graphic yourself using paid software such as Photoshop if you're savvy when it comes to design. However, if you are not an expert in graphics, It is always best to outsource this task to people who are good in graphics because presentation is very important.

Profiting from your PLR products

So – after you've learnt how to choose PLR products and then turn them into your own unique products by re-writing, re-packaging and adding your own information.

Now it's time to use them!

In this section, I am going to give you some ideas of what you can do with the unique products that you have created…

Put together a list building and money making funnel

You can use your new product as an incentive for people to sign up to join your email list, so you can sell to them again and again. If your product is of high quality is worth paying for, you'll get a happy subscriber.

Even though the product is free, when a person signs up to join your list, you can include another paid product or another related PLR product that you have created as a one-time-offer (OTO) immediately after confirming their email address. Though not all subscribers will buy the offer, you can start getting a decent return on investment almost instantly.

For this to work, you'll need to draft a series of auto-responder emails, and provide something of value to your readers on a regular basis. While it is an excellent sales funnel, if you spam them, you'll lose subscribers.

For people who don't want to give their new product away for free, you can offer it as a paid product, and use your OTO to promote another related product or service as an affiliate. This gives you income from the initial sale, along with the potential for additional earnings through your affiliate sales. Bundling the offers together can also increase the perceived value, and you can adjust your pricing accordingly.

No matter which path you choose, the products you promote should be related to one another. If they are not, it looks like you're just trying to sell whatever you can to whoever will buy it, and this will greatly hurts your conversion rates.

Remember, your goal is to solve a problem or fill a need for your consumers; and by using related products, you can do this two-fold. For example, if you are in the dog training niche, you can offer a free dog training report, while upselling dog training videos or courses as an affiliate.

Using JVZOO to launch your product

JVZOO is an excellent selling platform for your newly created products. You'll get paid for any sale you make, and you will also have access to a variety of tools, without spending money out of your own pocket. One of the best things about JVZOO is that people who don't have a product to sell can sign up an affiliate to promote any product listed there.

Setting up your own affiliate program can greatly increase your income, because you can have people promoting your products for you and you don't pay them a dime until they make a sale. However, this is something many product creators always stay away from because running and maintaining an affiliate program can cause you money, depending on how you do it. By using JVZOO, you don't have to pay to setup an affiliate program, and everything is handled for you. Every product you sell through JVZOO will have its own affiliate page where you can provide marketing materials to affiliates to help them succeed.

Besides getting an easy-to-manage affiliate program through JVZOO, your affiliates will also get instant commissions, and will be able to track them with instant W9s. Your customers will get your product instantly to keep the affiliates working on sales, not customer service. Since the platform integrates with Aweber and GetResponse, you'll be able to build your list every time someone buys your product.

Create a viral report

People look to give away materials on their blogs/websites/social media networks to provide something valuable to their readers. Many times, these website owners don't have connections or large sponsors to give away big ticket items, so they turn to PLR for help.

When you create your own product, you may want to consider making it available under a PLR license with giveaway rights. What it means is that people can give the product away to their readers/fans/followers, which increases the chances of it going viral if it is worth sharing.

When something goes viral, it spreads very fast, and widely. Ultimately, everyone who wants to make money on the internet want something they create to go viral, but the majority of them are not able to produce material that goes viral. So, how can you do it?

Think about something that people in your niche want or need. Go Google to find out what are the current interesting topics in your niche. Think about what they would enjoy, or find entertaining. Create it, and package it with giveaway rights so that people in your network can share it with people in theirs and so on.

If your product has a link back to your website or an offer where people can purchase your other products, then you have great potential for earning money without much effort.

Conclusion

In PLR Niche Pay Day, you've learned how to:

- Find PLR products in any niche area
- Evaluate the PLR quality to ensure it is workable and comes with the rights you want (I would recommend unrestricted PLR License)
- Re-write and re-package one or more PLR products to create your own product
- Use the product as a free bonus or a paid product
- Make more sales through affiliate programs without having to pay money and deal with the hassle of setting an affiliate program up on your own through JVZOO
- Lastly, create a viral report to generate more leads and buzz about your business.

While it is a fairly straightforward process, to do it correctly, you will need to be able to invest a considerable amount of time for each product you generate. As you become more familiar with the steps with practice, you will be able to create your own high quality and unique products faster, but you should never skimp on finding top quality products in the niche you are looking to go into.

For the whole process to work, it lies on finding a top quality product that will bring value to your customers. If it is the same product in a different package, people are not going to be happy with it, whether it is free or not. You will need to take some time to provide something of true value; even if that means you have to

spend hours digging through forums to find your angle or unique approach.

Once you have created a unique product using a combination of PLR products and your own additional valuable information from a variety of credible sources, either by writing it yourself or outsourcing the work to a freelancer, then you can move forward to rebrand your sales pages as well as your graphics. Depending on the PLR you are starting with, all these materials may already be provided for you to edit accordingly, but you may also need to build them from scratch.

With a complete product in hand, it's time to turn on the marketing and promotional efforts, by using social media and a program such as JVZOO to develop and effortlessly maintain your affiliate program. To increase your profits, you may want to invest some time in creating affiliate marketing materials for your affiliates. As your affiliates promote your existing products, you can go on to create additional products by replicating the entire process over and over again (in the same or different niches) to expand your Internet empire.

You can also take your product and use it as its own PLR with giveaway rights, or create a spin-off report with these rights to promote your brand going viral and increase visibility and sales.

Now you have everything you need to get started making money. The most important thing next is to take action, what are you waiting for? Start *now*!