



**Written and published by:**

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## **INTRODUCTION**

Hi ...

And, thanks for investing your time and confidence in my "Following the PLR Road to Internet Gold" Report.

This report is dedicated to showing you a very exciting and profitable aspect of internet marketing. However, the PLR product pertains to every possible type of online business.

You cannot do any kind of business on the internet without written content. Someone has to write the content for websites, blogs, advertisements, and informative articles. PLR Road to Internet Gold introduces you to the content, the authors, and tells you how you can cash in on the incredible profits being generated through this medium.

So, let's get started. . .

This Report is intended to be easy, comprehensive reading. For that reason, there will be some repetition from time to time. But repetition is good. It is often said that, "repetition is an aid to memory."

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**FOLLOW THE PLR ROAD TO INTERNET GOLD**

**YOUR FREE TICKET TO INTERNET  
RICHES!**



## PLR - WHAT IS IT?

PLR stands for Private Label Rights. **And PLR can make you rich in today's internet marketing economy.** Let's take a look at what PLR can do for you.

What if I told you that you could take the material another person wrote, change it any way you want and when you are finished you can sign your name to it as the author?

What if I told you the original author would not only allow you to do it, but would encourage you to do it?

What would you think if I also told you that you could sell the finished work and keep all the money for yourself?

Well, it's true. It's perfectly legal. There are no copyright infringements. And there is an abundant supply of written articles just waiting for you to claim them.

**PLR is one of the fastest and most enduring methods for creating your own online business.** It is one of the most profitable and one of the easiest ways to financial success in internet marketing. It is the fastest way to create your very own electronic products and it can make you rich.

## OKAY... BUT WHAT IS ARTICLE WRITING ALL ABOUT ANYHOW?

While selling articles can bring in a bunch of cash just as a stand-alone product, it has many other valuable income producing possibilities.

Let's talk about website traffic, traffic to your blog, getting your product known, making your name famous, giving you credibility and enhancing your reputation. These are the benefits that come with names like Nike, Hallmark, Microsoft and allows them to put a **brand name price** on everything they sell.

**How can a small internet business owner propel himself into the spotlight?** How can you put your name in lights? How can you attract people who don't know you, who will never see you, who have access to millions of products like yours that they can choose? How can you convince them to choose you?

Did you know that there are internet marketing gurus who have awesome **name recognition** on the Net? Did you know that they are guys and gals both and gender makes absolutely no difference to the level of their success?

Did you know that many of these guys and gals are making hundreds of thousands of dollars per year? Some are actually raking in millions each year. But here's the kicker. These people are just like you and me. Most of them started out with nothing and

struggled through really tough times before they finally learned how to work this internet thing to get to the gold.

Thank God, they did all the hard digging. They made the big expensive mistakes. They battled the frustration and failures. But they kept digging. And, it paid off. I have done my share as well.

They have pioneered a path for us to follow.

And I have been able to draw on their experiences. I have been able to learn from many of their "how to" products as well as their free advice.

## USING MOSTLY FREE STUFF

But because of extremely limited monetary resources ([that is, I had no money](#)), I had to spend days, weeks and months researching every FREE resource that I could find. Free reports, free articles, free software, free websites, free web hosting, free ebooks, free memberships . . . everything Free.

FREE kept me going. And FREE is wonderful stuff. I couldn't have made it without FREE. But there are some things that you gotta have that you can't get for free. So I made some purchases here and there and that put it all together for me.

[FREE](#) told me [WHAT](#) I needed to do. My [purchases](#) showed me [HOW](#) to do it.

I am so thankful for Free that I sprinkle all my products with Free offers. And I don't just give away any old free thing. Believe me, I have worked my way through tons of free materials and a huge portion of that was ["You get what you pay for"](#) value.

But I must also tell you that you can buy that kind of value as well. There is far too much hype and junk in this business. So I sell what worked and what continues to work for me. I give away free stuff that has value.

I own and operate eBiz School at <http://ebizschool.biz>. Tuition and lessons are free. Memberships, websites, software and products are both for free and for purchase.

And, yes, you do need to know WHAT to do. The What of internet marketing consists of a [fabulous array of techniques and methods for making money](#). Any one system can make you a fortune if you apply yourself. But combinations of these business models can absolutely explode a person's fortune. It all depends on your ["want it level."](#)

## DREAM BIG

Almost anyone can obtain a certain comfortable level of success. But the guy that chomps at the bit, dreams big and makes the determined effort is the guy that gets the grand prize. He will be set for life.

Let me just point to a few examples of what I am saying:

Some people make tons of money **creating and selling their own eBooks.**

Some people do it by selling **other people's eBooks.**

Some people do a thing called **"resells" of other people's eBooks.**

Some people write and sell articles. **Freelance.**

Some create and sell **websites.**

**Some sell products and articles from their own websites.**

**Some sell products on eBay and other auctions.**

Some make money selling **products and information on their blogs.**

Some sell **memberships** to their particular market.

Some sell the **systems** that brought them their level of wealth.

**Any number of the above can be done in combination** and there are ways to actually have many programs going at one time bringing in money continually. **And, the really awesome thing about the internet is that most of this activity can be set up to run on automatic pilot.**

Yes, you've heard the claims and it seems hard to believe. But believe me, it is really true.

## **IT'S ALL ABOUT WRITING**

I promise you, I will get around to explaining PLR, so bear with me awhile longer.

We are still talking about writing articles. And, that has everything to do with PLR.

How does one present themselves to the world? I say "the world" because the internet embraces the world. After all, the world is your market!

When you conduct business on the internet, you are offering your products and services to the entire world. You will be surprised how many of your clientele will reside in Asia, Europe, Australia, China and from places you may never expect. **The internet has brought capitalism to every part of the globe.**

## **SPREAD YOUR NAME – BUILD YOUR FAME THROUGH ARTICLE MARKETING**

How will you make these unknown masses become comfortable enough to transact business with you?

**This is where Article Marketing comes in.** This is what will announce your existence. This is what **will give you credibility.** This is what will **drive** potential buyers to your web sites, your sales pages and or your blogs. This is what will put your products and services before them.

And this is what will **establish you** as a knowledgeable source for the products and services you deliver.

**And best of all, it does all this for you absolutely FREE.**

You see, even people who regularly buy on the internet, are nervous about buying from an unknown. It is almost impossible to build a reputation among the millions of users of online services.

**How do you compete with the "name brands?"**

**Well, through the articles that you write,** people begin to look up to you as the **authority** on the subjects you write about. And, it is not difficult to develop an expertise in any market on the internet.

## **YOUR FRIENDS – THE SEARCH ENGINES**

**Internet search engines can put you in touch with any subject** you want to learn about. Type anything into Google, Yahoo or whatever engines you use and watch the incredible listings that just suddenly appear.

Want to know something about bathing your dog? Just type into a search engine, "bathing a dog." I just did that and 185,000 sources came up. Some of the sources pointed to websites and blogs, but a **huge number pointed to articles written by various authors.**

What if you found one author who wrote 150 articles about bathing dogs? You would no doubt [assume](#) that here was an expert on bathing dogs. You might also [assume](#) that he would know many other things about dogs.

So you type in potty training a dog and his name after it. You find that he has written articles on that too. (By the way, potty training a dog brought up 152,000 results). Suppose he [also has products for sale](#) that aid in bathing and potty training. On his recommendation, [you would be inclined to buy directly from him](#). He becomes your go-to-guy for all your dog stuff.

That will work with information products and any other type of business you conduct over the internet. [Whatever you choose as your niche or business of interest can be researched through search engines.](#)

[The articles you write will be listed on the search engines.](#) That is, if you learn how to write them and how to submit them. If you give good and reliable information, you can [develop](#) an excellent [reputation](#) and people will trust you and feel comfortable about buying from you.

But if you just throw out articles that are of no value and of poor quality, you will also develop a reputation. That kind of reputation can get you nothing. You will be avoided like the plague.

[So how do you write these good quality articles?](#) Even if you google around the net doing lots of research and reading all the good information, what if you can't put that into words in articles of your own. You can't just go and copy someone else's article without permission. That is [plagiarism](#) and plagiarism can get you into legal trouble.

So you are not going to plagiarize, but you want to use the ideas the articles have generated. So, what if you're not that good with grammar, spelling and punctuation and you are afraid your articles you write will just turn people off?

[Well, you got that right.](#) If your article is poorly written, it will turn people off. [But there is an answer for you.](#)

## **PLR TO THE RESCUE!**

[The answer is, of course, PLR.](#) Private Label Rights. [Permission given to you by the author of an article that allows you to use the article with certain stipulations.](#)

Authors give specific rights to their work. You must stay within the limits of the rights when you use their articles. Some give limited rights and some give unlimited rights. In this Report we are discussing [unlimited rights](#).

You can obtain PLR that are already written. Find some good stuff! The author has done all the [research](#). The author's [spelling, punctuation and grammar are excellent](#). (This is why it is important to get good PLR's. Do not just run out and grab any old free stuff off the internet for your articles.) Your reputation is on the line. Your business is on the line. Your financial future is in the balance.

In crafting your business, you will need to find people you can rely on to point you in the right direction. People who are using these techniques know mostly what is good and what is not.

You can get free PLR and some of it may be very good. But this is an area where you might want to make a little expenditure.

## HOW TO WORK WITH PLR

Let's go over some of the things that you can do with PLR's that you are allowed to edit. These are the ones that hold the most potential since you can mold them to fit your particular product.

Don't hesitate. You can just jump right in! [Get your feet wet. Perfection comes only with practice!](#)

Say you were able to acquire PLR that you want to turn into a particular e-book. What can you do with it?

For starters, [you can customize it with your name and contact information and start selling it](#). If you rewrite it, you can insert your [affiliate products](#). As people read your ebook, they may be inclined to purchase the products from you. That's how it's done!

That is the fastest way to get going. But, it is [not](#) the only way.

Next you can break up the book into separate chapters and then submit or sell these individual chapters as articles.

You can combine some of the chapters and create a report similar to the one you are reading now. You can give them away or sell them. By the way, giving away free stuff is a great way to make money! We teach you how to do that at eBiz School.

Here's a real easy deal. If you were able to acquire PLR [containing a set of articles all on the same subject](#), you could combine them and package them as a book, which you then could sell. Saves you having to find an article here and another article somewhere else.

OK, you've got that, now get busy and start changing the material's content by adding or removing details. You can also add pictures or illustrations as well as other media like sound or video clips. The sky is the limit.

Okay, so let's say you have some excellent PLR and you have written a couple of articles. You either have a website ([there are easy ways to create a site or get a free one](#)) or a sales page (this may or may not require a website) and you want to get people to come to the page that contains your product or service.

To do this, you are going to sell your own creations. In your ebook or report, you will provide links that readers can click on to visit your business site. [So now you are driving traffic using product sales as well as article marketing.](#)

The products that you have created are "information products."

## CREATING AND SELLING INFORMATION PRODUCTS ONLINE

[Information products are in digital format](#) and can be downloaded to peoples' computers so there is no shipping and handling involved. These are electronic products. You can create cd's and dvd's also and these will require handling and shipping. But they are very popular also.

[One electronic product \(ebook or report\) can be sold over and over again an unlimited number of times. It is a completely renewable resource. It costs you nothing to create and can bring you an unlimited number of dollars.](#) It all depends on how dedicated you are to marketing and selling it.

Let's say you have written a couple of short articles -- 500 to 700 words. This is usually 1 to 1-1/2 pages on your word processor. You have made short paragraphs -- 1 to 4 sentences. Notice that is what I am doing here. It is much easier for people to read and digest short paragraphs rather than lengthy rambling ones.

The articles you have written [must NOT be sales pitches](#). They [must be informational](#). They [must](#) tell people about the product in terms of what it will do for them.

You may ask, "Why all those 'musts'?" Because people are offended if they buy a product and it turns out to be a sales pitch. Their impression of you will immediately be one of disgust. You promised them good and valuable information and they have the right to be angry.

However, if you do deliver them good, solid information they will hold you in esteem. You can and should [give them some reference to a few valuable resources](#) that will truly benefit them. But those should be in [keeping with the theme](#) of the product they have

purchased. It should also be presented in context with the portion of your article or book where it has direct relationship to the particular information being expressed.

For example, suppose there is a chapter in the book about driving traffic to your product. You may place an offer in that discussion for a search engine submitter or some other traffic-generating product.

But, It should **never** be an in-your-face proposition.

Here is another example. This report is about PLR. I sell PLR among many other products. So I have a **sales page at one of my websites where I offer PLR for sale**. When I write **articles** about PLR, I will **include a link to that sales page at the end of the article** and invite the reader to click on it so he/she can view my particular product.

If my article is about one of my other products, I will provide a hyperlink to that particular sales page on my website.

## GENERATING TRAFFIC

If people like my PLR article and it gives them a reason to be interested in PLR, they **will come** to my site. **This is called traffic.** **We want lots of traffic to our products and services.**

At our site, we provide good information and we provide products that will give newbies a road map to success.

Every business person needs guidance. That's why big successful corporations have boards of directors, ceo's and administrative staff. Basically, that's what we do for wannabes on the internet. Mentoring can be the difference between failure and success for them. You can become a mentor and provide mentoring services too.

When traffic comes to my site, **they have the option to sign up for my weekly newsletter.** The newsletter will give them good instruction and offer them products along their business-building journey. It is a way to keep in touch and gives them something to build a foundation under them as they work their way to the fulfillment of their goals.

They are no longer out there in cyberspace alone.

And as long as they want to receive our assistance, it is **our responsibility** to give them information that will be of genuine value to them whether they buy products or not.

I teach, believe and practice that **what goes around, comes around.**

## AFFILIATE PRODUCTS

And, we must not offer just our own products, but **reliable, proven** products as well that have been created by **other successful entrepreneurs**. The way we do this is through affiliate marketing. The producers of these products will pay **us 50% to 75%** for every product we sell.

These products are the creation of guys and gals that have reached certain goals through certain efforts. They reveal and package the steps they took to reach their goals. They have created proven systems for reaching specific goals in the shortest and most satisfying ways. We can all avoid some confusion and detours from their experiences. We can get there quicker by taking the shortcuts they have devised.

You can add to your repertoire by doing affiliate marketing also. Affiliate products can be invaluable to you and to your customers as well.

You can write articles about your affiliate products and put links at the end of them either **directly to the affiliate sales page or to a page on your own website that will direct them to the affiliate page**. Where your link directs traffic will depend on the **rules** of the article directory to which you submit your article.

## ARTICLE DIRECTORIES

So, let's talk some more about the articles you have just written. At the end of each you have included a **"resource box."** A resource box is simply your name as author of the article. And you can type in the **http:// link** to your website or sales page.

Now you want to submit your article to be "published" or placed on a site where people will go to read it. **These sites are called Article Directories.**

There are article directories that will allow you to submit your site to them for a small fee or for FREE. Most of us head for the Free sites. **Millions of people go to these sites every day to get information and read the articles for their businesses and for personal reasons.** When they find an article they would like to use, they may buy it. Or, they may just use it for a guideline to write their own articles.

Some submission sites sell the articles and they keep the money. You will not make any money on these articles, **but you will get the traffic and the opportunity to sell your goods at your site. That is because they must keep your name as author and your hyperlinks intact.** When the person or persons who buy your article put them on their sites, you will get more exposure. Suppose your article is so good that hundreds or people want to use it. All the traffic to each site where it appears has the opportunity to read it.

You get the glory. The more articles you write, the more your reputation grows. The more articles you write, the more traffic you attract. The more traffic you attract, the more goods you will sell. **And, the more goods you sell, the more your bank account will grow.**

**You have just learned one of the secrets of Free advertising.** And, you are not just advertising your products. You are advertising yourself -- your knowledge and your business.

Now, having said all that, I must mention that there are some directories that do pay you for your articles as well.

Now, keep in mind, that although you may not get paid directly for the **articles you use in marketing** your business, you can still write articles to sell. Many people are making **six figure incomes** writing and selling articles for money. They are freelancing.

There is a **tremendous demand** and the supply can hardly keep up. Literally hundreds of thousands of businesses and individuals are **clamoring for articles for content** for their websites and blogs. They need ads and articles for their advertising campaigns. In every area of life, written material is desperately important and **people are willing to pay for it.**

Health sites need articles for every kind of disease, treatment and information in general for people who are just trying to find out something about the medical concerns of themselves and their loved ones. Articles on diets, stop smoking, every kind of self-help you can think of. Gardening, housekeeping, cars, music, cleaning spills on your carpet, recipes - the list is endless.

And **for everything, there is a PLR package.** You can use these articles; you can sell them; you can create reports and ebooks from them and you, yourself, can learn as you do this. Yes, people are making lots and lots of money everyday through written articles.

The real beauty of this is that you don't have to do "either/or." You can use **all** the methods for making money on the information highway.

## **PLR EDITING TIPS**

Most successful marketers who use PLR do a certain amount of **rewriting**. We almost always change the title. We then make certain changes so that the article more closely **relates to our own products**. One of the biggest reasons for a rewrite is that we want our articles to be at the top of the list when people do a google search.

When a person types a **"keyword"** into the search engine for a topic of some of my articles, I want my articles to be at the top of the page. I know that if my article is on page

5,000, not many people are going to see it. And the search engines have reasons for putting you at the top or the bottom.

When an author offers his articles as a PLR package, he sells the same package to many people. If all those people use the articles exactly as they are written, they will all appear somewhere further down the line. The search engines like **unique content**. Rewriting gives you uniqueness. It places you above the carbon copy articles on every search engine.

They also like your keywords to appear throughout your article. We call an article that follows this rule, **"keyword rich."**

## THE VALUE OF KEYWORDS

What is a keyword?. Well, as you can tell from this article, my keywords are **woven** all through the article. I am writing about **"PLR."** I am also writing about **"written articles."** I am writing about **"article marketing."** And you will find these references all through here as you read. This article is "keyword rich."

However, in this article it is not difficult to do this. Suppose I am writing on a subject about hunting elk in the mountains of Idaho and Montana. If a hunter wanted to learn about elk hunting in this area, he would most likely type in the following keyword: "hunting rocky mountain elk." There would be other keywords that he would also try. He would expect to be taken to articles about elk hunting in Idaho, Montana, Colorado, Oregon and British Columbia. Or he could type in a particular state for that particular type elk.

You can do a keyword search to find the most popular words and phrases people use for that subject. If you are writing an article about rocky mountain elk, **you would expect to put all those keywords into your article** and use them frequently. If your article is more specialized such as an archery hunt, you would **include words pertaining to specifics of a bow and arrow** hunt throughout the article. The search engines love that and they will place your article very high on their list.

So, as you edit your PLR article, **you would add sentences here and there using keywords that will capture the attention of the search engines**. There are sites you can visit and software you can purchase that will do keyword counts for you and tell you how many times certain phrases have actually been used by searchers.

For example, suppose you type in the word: "golf." You would get a number of phrases that people have used the previous month to search for golf information. Phrases like: golf clubs, golf swing, golf slice, golf instruction and etc. You would be given the number of times each word or phrase was used. This will tell you what people are actually looking for and you can write your article around that.

## AVAILABILITY OF PLR

Authors are now turning out PLR in vast amounts. They charge very little for what you get and it is [a lot less expensive than hiring someone to write for you](#). When searching for PLR content to use, I have found there were a lot of different types of sites available. Some offered [monthly memberships](#) and others offered just one time purchases. So be sure to look around before you decide where to buy.

But let me warn you. Some people who are writing articles and selling them as PLR have very little talent. The articles are very poorly written. You need to know who you are buying from. [Read a couple of their articles to judge the quality](#). It can be very distressing to purchase a package of stuff that you can't use.

As for me, I have found a real GOLD mine! The site I found that was by far the best for me is a [free membership](#) with thousands of PLR available to me. Not only do they have an unbelievable amount of content, but it's completely FREE. Most sites charge an arm and a leg for the amount of content that this group is giving away. You can take a look at it and if you like it, [sign up for your own free membership](#). <http://tinyurl.com/2vjute>

And although I haven't been through all their resources yet, what I have read is very good quality. [However, I have found a few articles that would not pass my inspection, so I just skipped over those](#). There is plenty of good stuff in the packages. It's stuff you would actually want to use as your own. I would not be ashamed to put my name on it and it is definitely material that will sell.

But again, [read every article carefully](#). There will often be some inferior mixture even in the best products.

The Membership site does have a paid membership subscription and I am sure the quality of the articles much exceeds that of the free site. But I am quite good at writing and I actually rewrite more than 95% of every article I use. In fact, when I get through, there is no resemblance to the original article. That is because I just use the PLR to get me started. Once I get started, I'm off and running completely on my own.

I have been writing for years. But I wish there had been PLR when I first started. Having something in front of you immediately does away with "writers block" and the ideas generated from the article gets your mind to working. I doubt very many people do it my way, however. For most people, the PLR is the mainstay and you just embellish for your purposes and for the search engines.

Since the membership is free, I highly recommend that you check it out and see if they have anything that you can use in your business. There just may be an ebook or audio recording that you could quickly brand with your information and start selling to your list.

## HOW TO PUT IT ALL TOGETHER AND CASH IN ON THE GOLD!

I would be remiss if I gave you all this information and failed to tell you how to put it into actual practice so that you can actually start making money. Let me tell you about my own experience because I spent months trying to put everything I was learning into a plan that would bring in my first profits. I failed miserably each time I offered something for sale. No one was interested. But because I am a bulldog, I continued to press my way through.

Finally, I found a course by John Thornhill. John is a powerseller on eBay with a positive feedback rating of 13,000 plus sales! That is phenomenal! I was able to obtain an ebook from him for free and was so impressed that I decided it was time to spend some money. I bought his Resale Rights Blueprint and followed it step-by-step.

In the Resale Rights Blueprint, John gives you a detailed 7-day plan to the money. Each day he gave me a check list of things to do. Then with detailed written and video instruction, he led me through each item on the list. How sweet it was.

It took me 12 days instead of seven. But as I said before, I cannot just make a few changes to PLR articles. I absolutely must rewrite the entire thing and once I get started it's very difficult for me to find a stopping place. That slowed me down a bit.

At any rate, Resale Rights Blueprint was my springboard to internet profits. You can take a look at it here: <http://tinyurl.com/3847hm>

No matter what type of online business you are interested in, I strongly recommend that you invest in PLR. PLR produces content and content is absolutely essential to internet success. Your websites, blogs, sales copy, and advertising all depend on written material. You can't do online business without it!

## AND FINALLY, A FREE 10-WEEK eCOURSE TO GET YOU STARTED . . .

eBiz School teaches internet marketing and affiliate marketing, as well as how to create and sell your own products online using mostly free stuff. Enrollment at eBiz School is free and tuition is free.

By going to the eBiz School website, you can sign up for the 10-week Free eCourse. Once each week you will receive basic step-by-step instructions to creating and maintaining your very own profitable internet marketing business. Just click on the link below.

Go for it now and Good Success!

Marion Walther

<http://ebizschool.biz>