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PLR Profits Unleashed

When it comes to making money online, there are short-cut strategies available that will maximize your income, and minimize the time and effort you spend developing your online business.

As you know, in order to make money in your chosen niche, you need to be able to offer your own info product. Not only is this a guaranteed method of generating passive, recurring income from a product you develop once, but it also allows you to penetrate your niche market in a different way, by building a targeted mailing list of relevant leads.

The problem comes into play when you don't have the money, time or resources to develop your own product.

Not only can creating an info product be exceptionally time consuming, but if you don't have the necessary skills in order to write the content yourself, you may find it very expensive to outsource the work to an experienced freelance writer.

But there's an even better, cheaper and faster method of developing high quality content that is guaranteed

to be gobbled up by prospects within your market.

Best of all, by tapping into this wealth of information and resources, you can maximize your outreach by diving into dozens of niche markets without ever having to be an expert on the subject. In fact, you can use this secret weapon to power up as many websites as you wish, without ever having to type a line of text yourself, or deal with costly freelancers.

It's called private label, and is often referred to online as PLR, which stands for 'private label rights'.

With PLR, you are able to take someone else's work and transform it into your very own customized product, where you can brand it as your own, attach your name to the material and even modify, edit or remove any content that is unwanted.

You can also sell this content based on your own price structure, and will be able to claim 100% of all profits generated from sales, without having to share in the commissions, wait for payment from affiliate programs, or pay royalties to the original developer.

But using standard private label won't give you the cutting edge over your competition. In fact, if you want to stand out from the crowd, and generate as much

attention, revenue and traffic to your website by powering it up with fresh private label content, you need to take things to a whole new level.

I will show you exactly how I personally use private label content to build a complete powerhouse of profitable websites, all designed to funnel in hungry buyers, and consistenty build massive mailing lists of targeted leads.

By using private label resources, not only will you be able to instantly begin building a solid platform of high profit websites, but you will spend LESS time, while making MORE money than other marketers who are spending countless hours creating their own info products, or pouring thousands of dollars into development costs for projects that they aren't even sure will pan out.

Private label is not only an effective method of generating consistent income from the sales of the products themselves, but you can use it to quickly test out markets and evaluate the profitability before spending the time and money creating your very own custom product.

I will reveal the powerful strategies I've used over the years to quickly monetize private label, while

adding thousands of dollars to my backend with additional quick-cash tactics that will further maximize your results.

It's an exciting opportunity to take existing products and exploit countless niche markets, quickly and easily.

Let's get started.

Knowing Your Rights

It's important that you throughly read through this chapter before you ever decide to use private label, so that you fully understand the terminology as well as the exact rights and restrictions often associated with various licenses and releases.

To start, there are three different licenses common in the PLR industry:

Resell Rights (RR)

Master Resell Rights (MRR)

Private Label Rights (PLR)

With Resell Rights, permission is granted by the product owner that allows you to simply resell the product. You are not permitted to modify the content, edit the content or add additional material to the content, in fact, you are rarely provided with the source (doc) file to be able to edit anything at all.

With resell rights, you can not pass on any rights to your customers, meaning that they will purchase only personal rights to the product with no additional

rights.

Resell rights are always subject to various terms and conditions provided by the product developer, and can go so far as to how you are able to market the product, or distribute the product.

With so many restrictions in place, it's often difficult to use resell rights products to further your own brand, as it's quite common that the original developer will incorporate their name and website URL within the product itself.

What does this mean?

You will end up spending time and resources promoting someone else's brand, rather than your own.

When it comes to making money online with your own product line, you'll want to avoid products that only offer resell rights, unless you intend to feature them only as added upsells or bonus products.

With MRR, Master Resell Rights, you are usually allowed to both sell the product with personal rights to your customers, or sell the rights as well, so that your customer can also sell the product to their customer.

Generally, products featuring MRR will cost more per license than those with RR due to the added flexibility offered with these types of releases.

With PLR, Private Label Rights, you are given the most flexibility of all, including being able to modify the document or content, add your name as the signature author, and sell and distribute the product however you wish.

When it comes to private label, there are a couple of different sub licensing restrictions often in place including:

Limited Private Label
High quality private label based on limited distribution and licensing options. Usually these licenses offer the buyer the flexibility of modifying the content, adding their name to the content and selling the content as a product, but does not allow the user to sell private label to others.

Unrestricted Private Label
This kind of private label offers a 'no holds barred' licensing, where the buyer can use the content however they wish as well as sell private label rights to others. Unrestricted private label content tends to get over-distributed quickly, and its value is

diminished by the extended option that allows buyers to also give the content or product away.

Non Transferrable Private Label

Private label that falls under this category typically is higher in value, since while you have full rights to change it, modify it and add to it, you can not sell private label to others.

Still, regardless of the type of license you purchase, you always need to closely evaluate the terms and rights, so that you understand what you are permitted to do, as well as what the developer does not allow.

When purchasing any kind of license rights, you want to request clear documentation outlining your rights, so that in the event you are ever questioned about your authority to use or repurpose the content, you can provide a license created by the original developer outlining your options and permissions.

If you ever purchase a PLR, or MRR package that does not include a copy of your rights, do NOT use it in any way until you contact the developer directly and request a copy of the terms associated with the package. You always need to protect yourself from future claims or problems.

When it comes to making the most money online using pre-created content, you will want to primarily focus on PLR (Private Label) rather than MRR or RR.

The reason is a simple one, with PLR you can focus on building your own brand, credibility and reputation within your niche market by using the products and material as if it were originally developed by you or your company.

To do this, you will want to spend a few minutes tweaking each package that you intend to use.

I will go into detail regarding the step by step system I use to repackage each private label release I use, prior to distribution so that it appears to be an exclusive, unique offer.

For now, let's take a quick look at the different PLR sources available online that provide consistent updates and fresh releases covering a wide variety of niche markets.

Private Label Sources

The type and overall quality of private label you use will directly impact your ability to generate income by selling these packages.

When it comes to finding exceptional private label online, it's often a difficult challenge, especially with such a great number of PLR directories online that offer low quality, overly saturated packages.

When it comes to building your online brand and developing a high profit system that offers re-purposes PLR packages, you need to focus on purchasing only the highest quality content possible.

You also need to ensure that the packages you purchase are limited in terms of distribution, so that you aren't competing with thousands of other marketers selling the exact same thing.

And there's yet another factor to consider; you want to make sure that the private label content you use comes directly from the developer or writer, rather than a third party provider.

This way, you can gain access to the newest private label content online the minute it becomes available, as well as be absolutely sure of the rights and terms associated with each release.

Regardless of the private label provider that you decide to work with, you want to run each product through a quick series of tests prior to spending any time re-packaging it with the intent to sell under your name.

For starters, check to determine when the package was released, as well as how many copies are currently in circulation. Remember, it will be a lot harder to resell the content if it's been available for a long time online, or is being sold at rock bottom prices by other marketers.

A quick and easy way to determine saturation and potential distribution for each product that you are considering using, is by entering in either the title of the product or a portion of the content into www.Google.com

Since the majority of marketers using private label will fail to re-arrangement the content, repackage it appropriately, or even rename the package itself, it will be relatively easy to determine just how many people are selling the product in your market.

Once you have verified that only a limited number of copies are in distribution, you will want to take it a step further by personally evaluating the content and ensuring that it is of high quality.

Since you will ultimately attach your name and brand to every PLR product that you distribute, you want to make sure that you have a solid source of content to work with.

Besides, the higher quality the product is, the less work it will take to re-package the product for distribuation.

The entire objective of using private label content is to minimize the time you spend developing your own product line, so that you want to absolutely ensure that the content is in good condition, and that you will be able to make a few minor tweaks and have it ready in no time.

Of course, you also need to survey the overall profitability of your market, to determine whether the actual product is in demand.

- ✓ Do people actively search for help or information on the topic?

✓ Is there a decent size customer base?

✓ Are other marketers selling similar products
successfully?

You can review the profitability, as well as the
overall popularity of a market by using a combined
collection of resources, including:

Online Forums
Online Marketplaces
Search Engines

Online forums are a great way to identify whether a
product is likely to be in demand, once you release it.

Start off by searching for forums relating to your
niche market, and then browsing through existing
threads and discussions to determine how many people
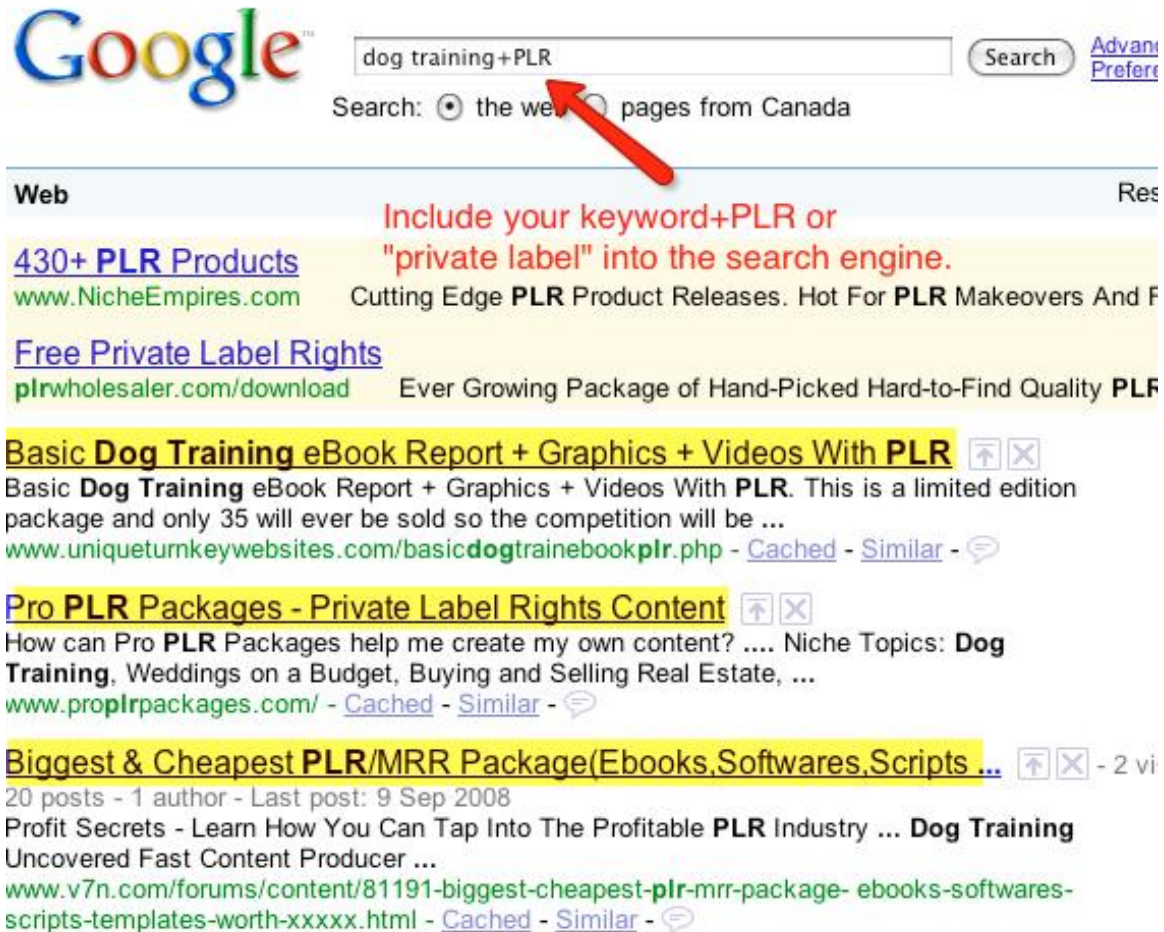are interested in your products topic.

Online Marketplaces, including www.Clickbank.com is a
fantastic way of locating lucrative markets worth
exploring. Since ClickBank is a digital marketplace,
it's extremely easy to pinpoint what topics are
selling, as well as the overall demand and competition.

Search Engines are yet another quick and easy method of evaluating potential niche markets.

By simply searching www.Google.com by entering in relevant keywords based on the topic of the product, you will be able to determine the number of competing products available online, as well as the overall demand for each product.

By entering in **keyword+PLR** into the search engines, you will be able to locate potential products that you can add to your back end system.

Example:

You can also chisel down your search even more by encasing your search query in quotations to ensure that the entire keyword phrase is included on the listing pages.

Remember, with private label you are not restricted by the niche markets you enter into, so if you find a particular niche overly competitive or have difficulty finding high quality private label focusing on that market, search for something else.

The possibilities when using private label as the initial source for your website content makes it relatively easy to explore dozens of markets before settling on a handful of surefire earners, so take the time to evaluate a handful of markets, and then locate high quality PLR content packages based on each topic.

To help you get started, here are my top resources for high quality private label developers.

These websites serve as direct sources of PLR, so you can rest assured that you are purchasing licenses from the developers, rather than a third party merchant.

IM Buzz PLR
www.IMBuzzPLR.com

PLR Wholesaler
www.PLRWholesaler.com

Maximum PLR
www.MaximumPLR.com

The Truth About Private Label

When using PLR as the basis for your online marketing campaigns, you need to think outside of the box.

Rather than pushing your products onto marketplaces like Clickbank, you could instead, use private label as a method of testing the different markets that you are interested in, and in building massive email lists of targeted prospects.

By doing this, you can use private label to pre-screen markets, before spending time or money creating your very own exclusive product.

And that's an important point.

You want to use private label resources as a way of funneling in quick traffic at minimal costs.

You want to use it to bring in targeted visitors, to build mailing lists, and eventually as back end products, upsells, one time offers and free bonuses to your original product.

Private label should not be used, however, as your main

product release.

If you want to develop your own brand online, you will ultimately, want your very own customized product, that no one else ever has rights to, or is able to distribute - but you.

However, our objective, is to use private label as a method of **building traffic and email leads** so that when you do develop your own product, you can instantly launch it to a hungry crowd of buyers that you have already created, using PLR!

AND, you can also use private label to power up your entire sales funnel, so that your customers are given extended options when purchasing upgrades, one time offers and special deals. You could use private label to promote your website with giveaway sites, to use as free bonuses, add-ons, and much, much more.

But private label, regardless of its quality, should never be used to represent your main product.

This is a very common mistake that new marketers often make when first being introduced to private label material.

Instead of thinking about how they can use pre-created

content to power up a back end, to pre-sell customers, to build mailing lists quickly, and to test out potential markets, they take existing private label and publish it as their main product.

If other people are able to sell the exact same private label to their customers, how quickly do you think you will destroy your brand if you are offering the SAME content as original or exclusive to your website?

In order to represent that your PLR based product is exclusive or unique, you'd have to spend time rewriting it, recreating it and eventually repackaging it.

While this can be a cost effective method of saving money when outsourcing your product to a seasoned freelancer who could simply rewrite existing PLR so that it can be advertised as exclusive or original, private label 'as is' with only a few modifications should only ever be used as web content, back end offers, traffic generation and list building.

I will show you the many different ways that you can put private label content to good use in an upcoming chapter.

In the next section, we'll take a closer look at how you should modify the PLR you intend to use prior to

distribution.

Making Private Label Your Own

Once you have chosen what niche markets you are going to test out, and have selected good quality private label content that can be used to power your marketing campaigns, there are a few other things that you need to do.

Rather than use private label out of the box, you will want to customize it so that it is a bit more exclusive to your website, but also so that if a potential customer or subscriber is considering purchasing your package, they won't be able to find it on another competing website, when searching for it in the search engines.

Modifying private label so that it's more exclusive to your site doesn't have to take a lot of time, in fact, just by following my quick-start process, you can customize every private label package you intend to use quickly and easily.

Step 1: Change the product's title
You absolutely need to modify the title associated with

the package. It's the first thing that people will type into the search engines when looking for competing sites who may offer the product at a lower price.

You want to choose a catchy title that is likely to attract attention, and make sure that it ties directly into the niche market. It's important that it communicates directly with potential customers who are interested in the topic.

Step 2: Register a corresponding Domain
You want to always try to register a domain name that is either the same as your product's title or similar. That way, you can set up a squeeze page showcasing the product, or sell it directly on a relevant domain.

Step 3: Change The Table of Contents
This is another important modification that you shouldn't overlook.

The table of contents is yet another easy way for potential customers to identify your product as being a private label book, or to find the same product on other competing websites.

Spend time changing each chapter's title and recreating the front page table of contents so that those who are browsing your ebook don't recognize it as being

available anywhere else.

While you should never deceive customers into believing that private label content is original, you certainly can do your part in disguising its source.

Step 4: Change Graphics
This is ultimately the easiest way to completely repackage private label content as your own.

Not only can you hire an affordable graphic designer to create a brand new ecover for your private label that features your new product title, but you can have a complete minisite template created that houses your sales pages or squeeze page.

By repackaging the content with a customized design, you can really add a lot of value and freshness to an existing product.

Step 5: Personalize The Product

You should always customize the product so that it features your name and website URL. You may also want to add in additional websites that you own or recommended resources that direct readers through to relevant products, using your affiliate links.

We'll explore affiliate marketing with private label in an upcoming chapter.

Private Label Profits: List Building

Every business needs a mailing list of relevant leads in order to maximize your outreach and make the most money possible online.

A mailing list consists of only a couple of important elements, a professional autoresponder account, a series of well crafted email sequences, a squeeze page, and a giveaway offer.

You can sign up for an autoresponder service with providers including www.Getresponse.com or www.aweber.com at affordable monthly rates.

When it comes to developing a high quality squeeze page, there are dozens of affordable designers to work with, including www.Minisite911.com or www.GraphicGenie.com

You want to make sure that your squeeze page is designed so that it places a heavy emphasis on your opt-in box, as well as outlines the benefits of joining your list.

This is where private label content comes into play.

To entice subscribers into joining your mailing list, you can offer free products, including reports or ebooks that are derived from high quality sources of private label content.

Not only will this save you money, but you can set up a large number of squeeze pages quickly by simply locating private label reports on a series of topics, and then, creating individual autoresponders that are set to deliver access to the product immediately after each subscriber confirms their request to join your list.

All you need to do is locate high quality private label reports that you can give away to build your list. Just make sure that the topic of your report is relevant with the overall list you are interested in building.

For example, if you are looking to build a mailing list consisting of people interested in blogging, you should offer a report focused on blogging.

The more targeted your mailing list is, the easier it will be to further monetize with follow up emails and promotions.

If you have a difficult time finding quality private

label reports that you can give away to build your list, search for private label articles that you can tie together to form a 10-20 page report.

You can also use private label to consistently power up your email marketing campaigns, providing your subscribers with fresh content as your autoresponder service delivers new articles, downloads, reports and other material relevant to your market.

There is an abundance of quality private label reports available online, so all you need to do is scout out potential content packages, download them, and make slight modifications, including adding your name to the reports and articles, and tweaking them if needed.

There are many private label resources online that offer pre-written autoresponder sequences as well as many providers who also offer matching squeeze page templates that you can use.

One of these providers, is available at http://www.PLRNewsletters.net where you can purchase autoresponder bundle packages that cover a wide variety of niche markets.

Just make sure that you read over each autoresponder email, personalize it so that it speaks directly to

your target audience, and is written in your personal style. You want to use these private label resources as a method of building brand awareness, so it's important that you make it sound as if it were written by you, directly for your subscriber base.

You can also use private label to compile e-courses, where you deliver a series of emails that offer training and lesson based material on a regular basis.

This is a great way to build up a following of targeted prospects that you can later use when launching your own custom product.

With e-courses, you can set your autoresponder to deliver each lesson once a week, or even once a day.

You can also choose to purchase pre-created ecourses that offer private label, or simply compile a collection of private label articles together to form your own customized training plan.

When it comes to building a responsive list, it all comes down to the amount of time and effort you put into developing a relationship with your subscriber base.

By sending them fresh quality content, free tools and

resources, balanced with promotional based email, you will be able to retain your subscribers by showing them that your newsletter is valuable and worth subscribing to. You want to focus on increasing open rates by offering extremely relevant, high quality material that will help your subscribers with a specific problem.

The best way to evaluate what your niche market would be interested in is by subscribing to competing newsletters, so you can determine the type of content as well as the overall theme that other marketers are using.

This will also help you keep a pulse on your market, as well as what product launches are taking place, helping you pinpoint potential products worth promoting to your ever-growing list.

One thing to keep in mind when using private label resources to build your list however, is to be sure that you are permitted to give away the private label content you intend to use.

Not all private label allows you to freely distribute it, as some developers require that you sell it instead.

Private Label Article Packages:

(compile them into e-courses or use as autoresponder
content for consistently growing your list)

http://www.articleunderground.com/
http://www.InfoGoRound.com
http://www.plrbuyer.com/

Private Label Squeeze Page Templates

Just edit to include your customized opt-in form
provided by your autoresponder service.

http://www.SqueezePages.com
http://www.KillerSqueezePages.com
http://www.SqueezePageTemplate.com

Private Label Profits: Affiliate Marketing

One of the most profitable methods of putting high quality private label to work for you is by injecting it into your affiliate marketing campaigns.

The idea behind using private label with your affiliate marketing is to power up your website with free content and bonuses that will attract targeted visitors interested in specific topics.

Rather than just sending your prospect off to a merchant's website, tagged with your affiliate link, instead, you create an entire funnel that first subscribes your prospect to your newsletter, and then offers them extended bonuses and content to keep them subscribed.

Combining affiliate marketing with targeted list building is a powerful force behind many successful online marketing campaigns.

You first need to choose the products that you intend to promote, and then find relevant private label products that you can use to lure in targeted traffic to your website.

You should also take things one step further. Instead of simply using private label to power up your list building campaigns, consider how you can leverage the private label material to further maximize your income.

Here's how I personally do it:

- ✓ I choose my primary niche market. This gives me a targeted audience to focus on.

- ✓ I then find 4-5 high quality reports and ebooks catering to this market. I make sure that the content entitles me to edit and distribute it however I wish.

- ✓ I create my squeeze page featuring my giveaway (bribe) that entices visitors to subscribe to my list (see previous chapter for list building strategies).

- ✓ One a subscriber is in my autoresponder system, I deliver the giveaway product instantly.

- ✓ I then create follow up emails that offer additional free downloads, including additional reports and ebooks derived from private label resources.

✓ Within the reports and ebooks that I distribute, I integrate my affiliate links so that when a reader has finished reviewing the information, they are prompted to click on my affiliate links directing them to relevant products.

This way, I accomplish two things:

1) I build relationships with my list subscribers by offering them free, valuable content.

2) I monetize my mailing list, even when offering free resources by implementing affiliate links throughout all of the content that I distribute.

This is a powerful combination of both focusing on building a highly targeted mailing list of prospects, and in developing a relationship with my list by offering them consistent updates and free downloads while monetizing EVERY element of the process with high paid affiliate products.

It's an incredible system and an exceptionally easy one to create even if you have never participate in affiliate marketing before.

Here is what you need to do:

1: Visit www.Clickbank.com and browse through their digital marketplace. ClickBank is the Internet's largest inventory of hot ebook and info products allowing you to promote a large number of merchants and developers as an affiliate.

With Clickbank, you will be able to quickly locate high commission products, catering to specific niche markets.

From weight loss to getting your ex back, ClickBank has an evergrowing library of hot titles to promote.

What you are looking for are products that offer high commission payouts, preferably on a recurring basis so that you are able to earn every single month from each sale you make.

You are also looking for VERY high quality products, and you will find it in your best interest to spend time personally evaluating the products that you are considering promoting to ensure that each one is a product, you yourself would purchase and feel comfortable promoting to your list.

You also need to evaluate the actual merchant's website

to ensure that their sales page is designed to convert the traffic that you send their way.

There's no sense in spending a lot of time and effort promoting someone's product if they aren't doing their job in converting those prospects into paid buyers.

Evaluate their sales page, whether there are any external links. You want to avoid promoting squeeze pages, but rather focus on well written sales pages that inject a call to action and prompt visitors into making the purchase.

Trust me, the more work you put into thoroughly evaluating the products you intend to promote to your list, the easier it will be to monetize every email you send out.

You don't want to waste your time and resources promoting products that just won't pan out.

While you can never be 100% certain that each product you advertise is going to be a winner, you can certainly maximize your chances at being successful by personally evaluating every single product you plan to endorse.

Besides, you are attaching your name and essentially,

your brand each time you personally recommend a product to your list.

All of the time and effort you've spent catering to your subscribers base, building trust and credibility will go out the window if you simply blast out promotions for low quality, over saturated content.

When evaluating products within the Clickbank marketplace, you will want to pay attention to the stats and data that is featured underneath the description of each product.

Here is what these symbols and information stats mean:
$/sale: The amount of money you earn for each sale.

Future $: Average rebill revenue.

Total $/sale: Average total $ per sale, including all rebills.

%/sale: The percentage of the product sale price that the sale represents.

%/refd: Fraction of publisher's total sales that are referred by affiliates.

grav: The measure of how many affiliates are promoting

the product.

For each affiliate paid in the last 8 weeks Clickbank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

The Gravity indicator will tell you how well a product is selling. So a gravity score of 100 means a product is potentially selling better than one with a gravity score of 20.

If you are interested in thoroughly evaluating specific products found within the Clickbank marketplace, you can also use free services such as www.CBTrends.com to further evaluate each product, in terms of performance, demand, and the number of affiliate marketer's that are currently promoting it.

Another great resource to evaluate potential product ideas is at http://www.CBEngine.com that offers an extensive number of different modules to help you identify current trends, hot topics as well as the top (and lowest) selling products on ClickBank.

What you want to do at this stage, is simply compile a resource list of potential products worth promoting.

Start with listing 10-15 different products, after reviewing their commission payout percentages, the merchant's sales page to determine how well constructed their website is, and by running each program through CBEngine.com and CBTrends.com to determine overall popularity.

Once you are satisfied with your resource listing, it's

time to begin locating high quality private label content that is relevant to each product you intend on promoting.

You want to tie it in as closely as you can, so that those visiting your website interested in downloading your giveaway, are far more likely to respond to the affiliate products that are featured within your guides.

When implementing affiliate links into your private label ebooks and reports, be sure to spend time cloaking them so that readers aren't aware that they are affiliate based links.

You can do this easily by using free services such as www.scrnch.me or you can use a javascript or php redirect that will create nice looking links that invisibly direct prospects to a merchants website.

When using redirects, your website URL can be further customized, based on the directory and file name you choose.

For example, you could set up a directly titled "Recommends", and list different files within the directory, appropriately titled based on the product you are promoting.

In my example, if I were promoting an Acne product, I could create a file titled "AcneFree.html" , add it into a directory titled "Recommends" and turn my affiliate link into:

http://www.My-Website.com/Recommends/AcneFree.html

The script to redirect people to an affiliate page looks like this:

```
<script type="text/javascript">
<!--
window.location = "http://www.google.com/"
//-->
</script>
```
Copy and paste this code into a blank HTML page and change the URL to your affiliate link.

With this code, visitors will be automatically redirected to your affiliate page, with no time delay. This is a fast and easy method of creating appealing links while continuing to mask your affiliate link within your email campaigns.

Just copy and paste this snippet of code into a blank HTML file and upload into your /Recommends folder.

Call each page something that is relevant to the type of product you are promoting:

Example:
http://www.Your-Site.com/Recommends/Dog-Training-Tips.html that would redirect to DogTrainingTips.com etc.

Create a squeeze page for each niche market that you are focusing on, then, use private label to power up your list building efforts as well as pre-sell leads on the affiliate products that you are interested in promoting.

It's a very simple, yet powerful system to monetize private label quickly and easily, with very little work required. All you need to do is place a strong emphasis on finding exceptional quality private label.

Do NOT settle for mediocre content, because it essentially will be the basis of whether your subscribers remain active readers of your newsletter, and whether they trust your recommendations based on the products you promote.

Private label should represent your company in a positive way. You want to use it compliment and build your brand, and to consistently build relationships with your target market.

Private Label Profits: Building Websites

If you've always wanted to create a powerhouse of websites yet didn't have the time or money to create or develop content, private label will be your silent partner.

It's an incredible way of replenishing websites and blogs with fresh, high quality content while freeing up your time and resources so you can focus on growing your business, rather than creating material or content.

Blogging is a very popular method of generating a flood of targeted traffic within any niche, simply because of how easy it is to build search engine optimized websites using the free platform available at www.Wordpress.org

With Wordpress, just a few clicks of the mouse and you have a fully functional website, complete with plugins, customizable themes and interactive tools that will help your website become 'sticky', motivating visitors to return time and time again.

Using private label content, you can build dozens of highly targeted blogs that offer relevant content to

visitors, while promoting your primary websites, affiliate products or squeeze pages.

And with the simplicity in which Wordpress can be installed, set up and configured in less than 10 minutes, by using this free software as the foundation for your online website, and private label as its content factory, you can develop dozens of complete websites in a matter of a few hours.

Just like you did when searching for private label content to power up your mailing list, you need to follow the same strategy to locate high quality articles that you can use on your blogs.

You can often find article packs at the same sources where you found your ebooks and reports, however you want to make absolutely certain that you tweak your content prior to publication.

The last thing you want is for your website to suffer in the search engines simply because of duplicated content.

Unlike your list building efforts, where the search engines do not index the reports and ebooks that you give away to your list (since they are delivered privately via your autoresponder service), when

publishing private label to a public website or blog, you need to make sure you edit the content so that it's considered unique.

Thankfully, there are automated programs available online that will do the work for you. These programs are often referred to as 'article spinners', and when used correctly, they have the power to take an existing article and restructure it (including revising words to use similar phrases), so that it will pass through the search engines as absolutely unique material.

Here are a few resources worth checking out:

http://www.articlespinnertool.com/

If you aren't interested in respinning content, you can instead, focus on purchasing limited article packages, offered by writers who are willing to sell only a handful of licenses to online marketers.

The easiest method of finding limited private label article packages that have been freshly written is by using online forums, including:

http://www.WarriorForum.com (see WSO marketplace)
http://forum.digitalpoint.com (see «Content» section)

These two resources alone should give you enough
material to use on as many blogs and websites as you
intend to create.

Better yet, you can find exclusive content packages on
Digital Point for as low as $15 for 10 articles.

This way, you can be absolutely sure that you are the
only one entitled to use the content, avoiding any
content duplication penalities in the search engines.

Other resources for unique articles:

http://www.nichearticlepro.com/
http://www.thephantomwriters.com/

You could also post an advertisement for article
writers within freelance forums and marketplaces,
including:

http://www.Scriptlance.com
http://www.WriterLance.com
http://www.Guru.com
http://www.eLance.com

Private Label Traffic Generation

Private label content isn't only good for building lists, making money with affiliate marketing or in furthering your online brand while testing out different niche markets.

You can also use private label resources to generate targeted traffic to your websites and squeeze pages.

For starters, article marketing is an excellent method of funneling in hungry crowds of buyers, and by incorporating private label articles into your article marketing, you can create extensive campaigns quickly and easily.

To start, create a series of articles from existing private label material focusing on the same topic as your primary squeeze page.

The idea is to use this article content to capture attention within article directories, and entice readers to click on the links contained within your author's resource box that lead to your squeeze page.

Then, each visitor is given an opportunity to subscribe

to your mailing list in order to download your free offer.

With article marketing, you want to use a content spinner or elect to modify the content yourself so that it passes Copyscape, and is deemed original enough to be accepted by the majority of article directories.

Since sites like www.EzineArticles.com requires that all content submitted into their database is original, you will need to tweak the content so that it passes their approval process.

Spinners will do the trick, but just by manually modifying the articles title as well as portions of the content itself, you should be able to pass it through easily.

You should also pay attention when creating your author's resource box, the area that is attached to each article that you submit into the directories.

This resource box is the only opportunity you have to motivate your reader to click on your links and explore your website, so take the time to create an irresistable offer, showcasing your givaway and implementing a strong call to action that directs the reader to click on your featured links.

Article directories are equally beneficial in terms of helping you generate authority back links within the primary search engines, including Yahoo and Google.

Back links are essential in optimizing the amount of organic traffic that visits your website from type-in search engine queries.

The greater the number of relevant back links to your site, the higher ranking you will experience based on specific keyword phrases.

And that brings me to my final point regarding article marketing with private label content. You want to ensure that you incorporate relevant keyword phrases into the content itself, as well as within the article's title and your author's resource box.

You want to generate relevant leads from the articles that you submit into the directories, and in order for people to find you, you need to use the most relevant keywords possible.

Remember, people will locate your articles not just from the search engines but from the article directories internal search engine itself, where they can enter in keyword strings to locate content based on

their request.

Here are the top article directories to use when submitting your private label articles:

http://www.EzineArticles.com

http://www.Buzzle.com

http://www.eHow.com

http://www.ArticlesBase.com

http://www.Helium.com

http://www.GoArticles.com

http://www.ArticleDashboard.com

Others worth considering:

http://www.ArticleAlley.com

http://www.SearchWarp.com

http://www.WebProNews.com

http://www.ArticleAlley.com

http://www.Amazines.com

You can also use private label to generate targeted traffic yet another way, with social community sites including www.Squidoo.com and www.HubPages.com

With both of these free resources, you can create single-type websites that feature content modules and in the case of Squidoo, even opt-in forms.

The reason why these two resources are such an important part of traffic generation is simply due to the weight they carry within the search engines.

Both of these sites are considered authority websites, and any website connected to them, (such as by creating your individual Squidoo lens and Hubpages) will help you rank within the search engines as well as generate instant traffic absolutely free.

When creating external websites on sites like Squidoo, Hubpages, or on remotely hosted blog services like www.Blogger.com and www.Wordpress.com , be sure to use anchor text whenever possible, so that you are able to rank for various keyword phrases.

Also make sure to inner-link all external websites such as your Squidoo lens or Hubpage hub to your primary website or squeeze page. Each external site should provide one strong back link to your main page.

Conclusion: Final Words

The power that comes with effectively using private label resources to jump-start your online endeavors and maximize exposure is truly unbeatable.

No longer must you invest thousands of dollars into product development just to test the waters, or risk spending a lot of time developing products for markets that might not as profitable as you initially thought.

With private label, you can test, research and thoroughly identify what markets are worth pursuing. Then, once you are sure of a markets profitability, you can work towards creating a unique product all your own.

The next step is to take action. You should actively search for high quality private label and begin to create your private collection of resources.

You should spend a bit of time evaluating niche markets, finding content that is relevant to what your prospects are searching for and building squeeze pages that will capture your visitor's information and allow you to follow up with free content as well as affiliate based promotional campaigns.

You should then consistently work towards expanding your outreach, by further utilizing private label to explore new markets, repeating the process until you have the tools in your arsenal that you need in order to effectively launch your own exclusive product.

I wish you the very best with your online business!

Sincerely,

Patrice Filio

ResellRightsOnline.com

RESOURCE

Private Label Rights Membership Sites

www.ImBuzzPLR.com

www.PLRWholesaler.com

www.MaximumPLR.com

Privileged Membership (Free Trial for 30 Days)

www.Click-Here-4More.info/On/privileged

Free Download PLR-MRR Products Every Week!