PLR
PROFIT
MACHINE

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Chapter #1: PLR – Definition and Uses

This course exhibits the power of PLR material and the benefits you can get from it. It is a comprehensive course showing how to become proficient and profitable with PLR products. The methods used in this course come from experience and actual teachings to ensure that everything taught here are feasible. Now, let us get started.

1) What is PLR About?

Simply put, PLR material is content, which you can utilize as if you were the one who created it. In truth, another individual has done every task, making your job easier specifically in establishing and marketing information necessary in selling a product or service online.

2) Uses of PLR Material

Most often than not, PLR material or content includes a Word document, which you can revise, edit, or reorganize depending on your preference. You then put your name on it to make it appear you worked on it yourself. You can also obtain a graphics package that includes "raw" files or PSD. This package can also be edited so you can put your name on the product. In addition, PLR material or content can be used in creating content for your blogs, newsletters, and websites. It can also be an exceptional research or reference material. You can repackage the PLR material or content into a physical product, a video/audio series, or any other way you can imagine.

3) Types of PLR Material

PLR material is mostly in the form of a Word document, which you can revise or edit. On the other hand, it can also be in the form of other products such as video

sales templates, scripts, graphics packages, article packages, software products, or just about anything with the source code.

Although PLR material is commonly used in Internet marketing, many companies are also providing PLR products to merchandisers, supermarkets, and various stores. You usually see supermarkets having the own brand of food products. These supermarkets make use of PLR material for establishing their own line or label.

4) Choosing the Best Types of PLR Material

Typically, you may want to choose a PLR material that has no restriction rights. This simply implies choosing PLR material in which you can do anything. You only have to choose the right PLR material that will not implicate any issue or complication in the future such as copyright matters. As such, you have to search for PLR material with unrestricted rights to avoid hurdles upon using it.

5) Restrictions of PLR Material

The most common restriction found in PLR material is not being allowed to label it as your own. Others would not allow you to add the PLR product to auction sites, membership sites, or giveaway events among others. The creators of such PLR material does more harm than good for you even if they appear to be helping through their restrictions on product distribution. The essence of an unrestricted PLR material is to allow users to make the product as their own and be able to do anything with it.

Chapter #2: Common Mistakes in Using PLR Material

Many people who have not become successful in their use of PLR material say that it is just a waste of time. This is the usual case with people doing things wrongly with PLR material. Thus, it is just right to discuss the most common mistakes people do when harnessing the capability of PLR material so you can avoid committing the same mistakes.

Mistake 1: **Not Putting Your Stamp on the PLR Product to Make it Your Own**

Say, you chose a PLR material and decided to resell it as your own product. The first thing that you do is to put your label or name on it, upload it on the Web, and start marketing it. This is exactly the same mistake that 99% of sellers do; thus, they fail in using PLR material. The basic goal when using PLR material is being able to stand out from the rest of the sellers. You can do this by renaming and revising your product as well as your sales page. Get new graphics to give the product a fresh look.

Mistake 2: **Using or Creating Poor Quality Graphics on PLR Material**

Although it is just natural for you to provide graphics on your PLR product, you do not want to use them for the same reason mentioned above. The key is to stand out from the rest and you can do that by changing or creating new graphics. On the other hand, it is not for you to judge whether you have created an appropriate set of graphics for the product but your target market. Simply stated, you will know if your graphics are good if they appeal to your target market. Thus, it is much safer to let a professional graphics designer to the job. You would not want to have an equation that says:

Poor graphics = not-so-impressive product

Instead, you want to end up with:

Professional graphics = impressive and professional-looking product

Mistake 3: Unable to Create an Affiliate Program

You should not stop exerting your efforts on making your PLR product stand out; rather, you should extend your efforts on recruiting affiliates to aid you in selling your product. It is more preferable to use ClickBank for your affiliate program. Many people put a PayPal button on their pages while attempting to sell as many copies of their product as they can themselves. This simply leads to the next mistake.

Mistake 4: Not Being Able to Provide Your Affiliates with Needed Tools

This is one of the most common mistakes among marketers. Once you establish an affiliate program, you should provide the necessary tools that your affiliates need in order to promote your products efficiently. These tools include product reviews, forum signatures, email signatures, email copy, graphics, and blog posts among others. If you can provide as many tools as you can, the better for your affiliates to promote your products. Otherwise, if you do not have access to any affiliate tool, it is mostly likely that you will fail to promote your products competently.

Mistake 5: Not Being Able to Build a List from Your Efforts

In any online effort, list building is an integral part of success. You can build three lists from each PLR product released. These include a prospect list, a customer list, and an affiliate list. More so, if you have an affiliate program, you can benefit from the efforts of others. As such, you should include an opt-in form on each page that you create.

Mistake 6: Not Being Able to Build a List from Your Efforts

This is not a typographical error. It is just worth mentioning again and again because it is probably the most substantial thing you need to do that is why you should make sure to build lists.

Mistake 7: Unable to Read and Follow License Terms
Just as any quality product, PLR products also have strict license terms. As such, it is very important that you read and follow these terms. Say, if the terms state you cannot market the product on auction sites, then you simply do not have to do it. Otherwise, you may appear irreverent and worse, not following the terms may cause you more trouble than you expect.

Mistake 8: Assuming Old or Outdated Material as Substandard
Regardless if the PLR material is more than 5 years old, it does not necessarily mean that it is already substandard. As long as it has quality and well written content, the product will still look as it was first written. It is also important that you update the product and work on enhancing it to give a fresh look.

Mistake 9: Assuming Unlimited Licenses as Unfavorable
Although a product has been distributed to numerous people, it does not necessarily imply that it is unfavorable. Most people think that limited licenses will sell more as compared to unlimited licenses. Fact is, your sales page sells the product and the number of people having access to the PLR product does not have relevance on your sales. The important thing is you put extra effort in making the product different. As such, you should not be affected if many people have access to the product since they are unlikely to do anything with it. More so, most people tend not change the graphics so the number of people with access on the product does not really matter.

Mistake 10: Purchasing PLR Material and Unable to Use It
You may be one of the people who have tried purchasing PLR material, simply stored it in your computer, and never made use of it. If you are planning to purchase PLR material or join in PLR sites, make sure you do not waste your

money by not using the material. A system is included in this product that can generate full time income; however, you should make sure to follow it through as well as watch the videos to discover the power of the system. Since you have been continuing to read this means you are very serious on learning about PLR. Thus, you only have to follow it through, trust the principles taught here, and purchase a PLR product, which is for sale online. You will not have any regret about this.

<u>Chapter #3: Profiting from PLR System</u>

The system provided in this product is simple yet efficient and it is unbelievable how people do not implement it. You only have to take any quality PLR product, rewrite it, and market it on **<u>ClickBank</u>**. It is just that simple. Consequently, for any PLR product you use, you should do the following:

1) Creating a Good Title

If you do not change the title of your product, you will just be selling the same product as those being offered by others. As such, you should take time to choose a title. You do not have to stress yourself thinking of long titles. Three-word titles are the easiest to come up with so might as well give it a try.

2) Buying a Dedicated Domain Name

If you want to obtain success in marketing your product, do not use an extension of an existing domain. Take the following as an example:

Domain 1: www.contentprofessor.com
Domain 2: www.plrebookclub.com.com/digitalfiles/content_professor

Which do you think appears more professional? The answer might be obvious but most people fail to distinguish the importance of having a professional-looking domain. Since you are trying to draw affiliate, it is advisable to invest on purchasing a dedicated domain name rather than maintaining one that looks like domain number 2.

3) Putting Your Own Signature on the Material

If you want to make money online, avoid doing the same things that lazy people do such as wanting everything done for them or spending huge amounts of money to have an easy life. You probably already realize that this is not going to

happen. Although PLR material is something that can be promoted through easy money-making methods, the important things to remember are rewriting the material, putting your spin on it, standing out from everyone else, and making any product you recreate as your own. Consequently, this product includes "before and after" versions of the eBook to aid you on how it is done. In addition, the "original and rewritten" sales pages are also included. It is always right to bear in mind that making a little effort and doing a few hours of work can yield to long term outcomes.

4) List Building from Your Sales Page

You can capitalize on the efforts of others promoting your product as long as you build a list from your sales page. Making sales is one thing, but building your lists to launch your product is another. List building is important in marketing your product to the appropriate and interested buyers – your target market. Consequently, if you are not planning to build a list from this system, you won't get much from your PLR material - just expect your ultimate failure. Offering a mini-course is the best way to build your list. If you do this right, you can build your list at an unbelievable rate and at the same time, increase your sales. Opt-in Profits is an ebook guide I'll recommend to anyone regarding list building.

5) Creating an Effective Page for Affiliates

If you want to drive or increase traffic to your sales page, creating an effective affiliate page is the best thing to do, and the right approach at attaining your income goals. An effective affiliate page can make it easy for your affiliates to advertise and sell your product. An easy to edit affiliate template is included in this product, which will help you create an effective and profitable affiliate page.

6) Using ClickBank as Your Preferred Payment Processor

Most PLR products that have been successful are sold through ClickBank because of its huge marketplace. Moreover, affiliates are aware that they will always be paid on time. This advantage of using ClickBank is far better than having to wait

for payments from marketers. In fact, some marketers do not pay at all.
ClickBank will be the one to handle processes from delivery of product to paying
affiliates. You only have to worry on how you will be spending your income.

7) Using PLR Material to Build Three Individual Lists

It is essential that you build three individual lists from every product your
business will progress and grow every time a new product is launched because
you will take all the traffic ClickBank marketplace brings. Take the following as
an example:

Product 1: **You do not have income and list**

You release or launch product 1. Six weeks after, you have established the
following outcomes from your efforts:

> **Leads** = 500
> **Customers** = 25
> **Affiliates** = 50

Product 2: **You have to promote to 500 subscribers**

Apart from this, you also have 50 interested affiliates; thus, your second
product is deemed more successful than your first. Consequently, your
next product can possibly yield the following outcomes after 6 weeks:

> **Leads** = 2500
> **Customers** = 100
> **Affiliates** = 300

Do you notice what the outcomes represent? Every time you create or
launch a new product, it becomes more successful than the last one you

created. It can be referred to as the snowball effect. Thus, it is better to keep things as it is since product 3 can produce the following outcomes:

Product 3: **You have to promote to 2500 subscribers**

Leads = 5000

Customers = 200

Affiliates = 500

If you go on until product 13, you can come up with the effect that some products are more successful than others, which have been launched, generating more than $50,000. However, this does not stop here.

Through list building, you can generate an affiliate income through promoting the products of other marketers and in return, they will also promote yours. It goes to show it is a never-ending cycle allowing your business to continue progressing at an incredible rate.

The truth is if you take note of the most successful online marketers, you will perceive this is all they implement. They release 4 to 5 products every year, launching them through bigger promotions as compared to the last few products they have released.