Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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Instructions

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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Copy and paste phrases

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the PLR Video Profits.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

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1

Subject line: First Lesson - PLR Video Profits

Hello "autoresponder code here",

Welcome to the first lesson in the PLR Video Profits crash course.

Over the next few days you will receive several lessons that will help you

understand the basics of using private label video's to build your

business and increase your profits.

In this first lesson let's talk a little about what private label (PLR) video's

are and how you can use them to your advantage.

What are PLR video's?

This is a common query being asked left and right by experienced and

inexperienced business owners alike. To answer this question, it is first

essential to define what PLR is. PLR (private label rights) is a form of

product licensing that focuses on selling or the transferring the

ownership rights to a product from one person to another.

After the transaction the buyer is then permitted to modify or make any

changes to the product needed to the product to make it suit his or her

tastes, needs and preferences. This includes branding the product with

their own name, business information and/or marketing message. They

can then sell the product to their own customers as their own product

with no reference to the original product owner.

A private label video is no different than any other type of PLR product

and with the popularity of online video and video sharing sites like

YouTube it can be used to quickly spread your own marketing message

across the Internet like wildfire!

PLR video websites are fast becoming more common as the

demand from business owners for custom video increases. You can

virtually find hundreds of PLR websites that feature these much sought

after PLR video's. This is a hard fact that has made the world of

online marketing easier, less expensive and more convenient than

ever before!

As a matter of fact they are a much more affordable, especially when

compared to the high cost of video production.

Once you purchase a PLR video you can make full use of it in order to

increase your marketing reach and income opportunities on the

internet, especially on social networking sites that allow you to post your

video's for free. You can literally reach thousands of potential customers

and then entice them to watch your PLR video's.

Depending on the topic of the PLR video's that you purchase the

average running time is from about 3 minutes up to 10 minutes. Often

they will come in a package that will contain a series of lessons

allowing you to teach your customers about a specific topic of interest.

The beauty of PLR video's is that you can choose to edit a portion or

several portions of the video's in order to promote your business,

products and services from within the video itself. Providing you with a

big opportunity to attract potential customers and close more sales of

the product that you are promoting from within the video's.

You are therefore hitting two birds with one stone. Firstly, you get to

promote your product to a larger number of people. The key here is to

spread links of your website that contains the video's to other ads-

based web URLs.

Secondly, you can slowly acquire a trusted brand name as time passes

by. By using PLR videos, you can quickly achieve better results, not to

mention more sales and profits. All you have to do is find the right PLR

video's to suit your needs and you can get started right away.

That's it for today's lesson. In your next lesson we are going to talk more

about what PLR video's can do for your business. We have a lot to go

over in the next few days if you want to learn how to use PLR Video to

increase your profits, so make sure you look for your next lesson soon.

Thank you again for joining, if you have any questions or need any

assistance please feel free to contact me at anytime using the contact

information below. I will be happy to help,

Until then,

"add your name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - PLR Video Profits

Hello "autoresponder code here",

It’s time for your second lesson in the PLR Video Profits crash course.

I hope you found lesson one informative. In this lesson we are going to

talk more about what PLR video's can do for your business

That is the big question; "what can PLR do for your business?"

If you have asked yourself this question, then you are not alone. In fact,

you belong to a group of several thousand other individuals seeking the

benefits and advantages of using private label video's in order to

increase visibility and profits for their businesses.

If you want to get ahead of your competition in the market place, then it

is essential that you learn how to harness the power of video for your

business. As we discussed in your last lesson, PLR video's are perfect

for this purpose because you can edit or change them to suit your

needs.

All that you have to do is to pick the right PLR video in order to start

using video to your advantage right away. Finding websites that offer

PLR video’s isn’t very hard because there are new ones coming online

every day. On the other hand, picking the right PLR video to suit your

needs can be a little bit harder task.

There are several factors to consider:

Firstly, the video must be strongly related to the product that you are

selling. The video must contain content that is similar to that of your

business for it to be effective. For instance a PLR video about quilting

would not sever you well if you are promoting a product about fly fishing.

Secondly, you must be sure to conduct thorough research in order to

ensure that you have legally bought the private label rights to the video

in order to avoid future problems with copyright and trademark

infringement. Always make sure that you read the license terms

thoroughly.

Lastly, you want to make sure that the video come in a format that

allows you to edit the video for your own purposes. The most common

format is AVI (Audio Video Interleave). This way you will be able to

make changes to the video including adding in references to your

business, products and services.

There are of course many different types of software available to edit

your PLR video and one of the most popular is Camtasia. It is basically

a screen recording program and it can be used to produce HD quality

videos for mobile devices and the web. Camtasia offers crisp and clear

videos with no major technical skills required. It can easily be used to

edit it to create polished videos. It even gives you the option of

uploading the finished product directly to the site of your choice and

also comes with a free trial version, so you can test it out before you

buy it.

Once you have acquired the perfect PLR video, you can edit it,

strategically placing links to your website inside it where ever you see

fit. When this is done properly, you have the potential to reach

thousands or even tens of thousands of visitors in a very short amount

of time. This will attract a huge amount of traffic to your webpages.

Not only does this give you a nice boost in traffic it can go a long way

towards helping your business acquire more customers as well as

increased income and profits in the process.

That's it for today's lesson. In your next lesson we will be talking about

how you can use PLR video's to quickly build your brand and

reputation.

Again, I appreciate your joining me for this short course. If you have

any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

Until then,

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3

subject line: Third Lesson - PLR Video Profits

Hello "autoresponder code here",

It’s time for your third lesson in the PLR Video Profits crash course.

Today let's jump right in and talk about how you can use PLR video's to

quickly build your brand and reputation.

It used to be that creating a brand was only for the big companies like

Pepsi and Nike, but now with video and the Internet is can be effective

accomplished by any size business, even a one person operation!

When it comes to doing business there is no doubt that reputation is

very important. This is a hard fact that simply cannot be denied by any

business owner. Veterans and newbie business owners alike know that

a good reputation and brand will yield positive growth for their business

and its assets, while a negative reputation can only bring a loss in

capital as well as an increase in liability. This is another place where

private label video's can come in and make a big impact on your

business.

They can play a major role in boosting the reputation of your brand as

well as your products and services, bringing you more potential

customers and positive feedback from multiple fronts faster than any

other methods of promotion.

As we have discussed before, the main objective in acquiring a PLR

video is to acquire ownership over it. All of the rights that come from the

person who originally owns it are passed onto you, the buyer, so that

you can then alter it in order to make it compatible with the brand,

product or service that you are selling.

This is done by adding in your own title clips, logos and links to the

video's. This way everyone who views the video branded with your

business information will be exposed to your company brand,

information and links.

The branding of the video can been done yourself with one of the many

software options available like, Camtasia Studio as I mentioned in your

last lesson or if you don't feel comfortable doing the work yourself you

can hire someone from a site like eLance.com or oDesk.com to do the

job for you quickly and inexpensively.

Since the video is officially your product you can feel free to add in any

amount of content that you like discussing the benefits and advantages

of your product or service.

As you begin the process of using your new PLR video to build your

brand, your main focus should be to concentrate on identifying your

core message and objectives. After you have decided on the main goal

you can then create a 5 or 6 slide presentation to illustrate your

message and then use Camtasia to turn it into a clip that can be added

to your PLR video to create the finished product.

Here is a basic plan that you can follow to help get you started. First

create a title slide to introduce yourself. Next, create 3 or 4 slides that

for the main ideas that you want to describe in your video. Try thinking

in terms of 3 to 4 tips, steps, recommendations, or strategies that will

best describe what you can do for the viewer.

Finish by creating a closing slide that you can add to the end of the

video that includes a call to action, so once the viewer has finished

watching the video they will know exactly what they should do next. This

can be a link to more information, a subscription offer or salespage so

that your viewers can be enticed to subscribe or make a purchase.

With the power of video you no longer need to spend decades just

building your brand. All you need to do is put the right PLR video

together with the right marketing strategy and you can quickly be on

your way to getting the positive brand that your business needs to

become successful and profitable. The best part is that building your

brand and reputation this way could only take a few weeks or months

and not years.

That's it for today's lesson. In your next lesson we will be talking about

using PLR video's to market your business.

Until then,

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"your email address"

"your URL here"

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4

subject line: Fourth Lesson - PLR Video Profits

Hello "autoresponder code here",

How are you? Well, we're winding down to the end of this short course,

but we still need to go over a few things before you can begin

conquering your market and making more profits with private label

video.

Today, we are going to jump right in and talk about how you can use

PLR video's to effectively market your business.

Marketing is no doubt one of the most time daunting tasks faced by

business owners. It often requires a lot of time, effort and money in

order to be successful.

This hard fact has been observed by small and large businesses alike

over the last few decades. Most large companies are usually

comprised of different departments, and one of those departments is

the marketing department. The fact that it takes a whole department to

do this job just goes to show how difficult and time consuming it can be.

Fortunately, with the emergence of technological advancements in the

past decade alone, especially the onset of video and other rich media

marketing tools the task of marketing a business can be much easier.

This allows any size business, big or small the opportunity to build a

positive brand, good reputation as well as increase profits faster than

ever before.

As we discussed in your last lesson, PLR video can be personalized in

several different ways. This will allows you to personalize the video in

order and turn it into a perfect marketing tool for you business, products

and services.

All you need to do is to add in the right mix of information and

advertising to quickly achieve results. Some of the key points that you

will want to focus on are the product details, benefits and the

advantages of using it. The video will then become an effective

marketing tool that you can use to, build your brand, attract consumers

and increase sales.

Proper distribution of the finished video should be at the top of your to

do list. Distributing your video on the most effective channels is a very

important part of the marketing process, because id no one sees it then

all of your hard work and planning will be for nothing.

To accomplish this you need to find websites where you can host your

video. Lucky for you there are hundreds of options available for this

step of the process. You can use popular sites such as YouTube and

Vimeo. You can also take advantage of social networking sites

Facebook, Myspace and Twitter.

With sites like these all you have to do is create an account, upload

your video's and start letting people know about them. Another nice

thing about using these site is that if people like what they see they will

share it with their friends, then they will share it with their friends,

creating a viral effect that can literally bring you thousands of

prospective customers in a very short amount of time.

As a matter of fact, video marketing is probably the easiest and most

cost effective method of marketing your marketing your business there

is and when you use PLR videos to your advantage it makes it even

better.

I hope today's lesson was helpful to you. Don't forget to keep an eye

out for my next email. There will be some great stuff about increasing

your profits in the final lesson.

Until then,

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5

subject line: Fifth Lesson - PLR Video Profits

Hello "autoresponder code here",

Well, we have come to the final lesson in the PLR Video Profits crash

course. I hope you have enjoyed your lessons and learned a lot

about using private label videos to your advantage.

In this last lesson we are going to talk about using PLR videos to

increase your profits.

It is no secret that making a profit is the primary goal of any business.

Whether the business is new or old, big or small, the main goal of the

owner of business is to make money and steadily increase profits.

The days of small companies, with small advertising budgets getting

swallowed by larger companies is over. With the use of video, small

businesses and sole proprietors can advertise and increase profits

without having a huge amounts of capital to invest. With the right

strategy they can build their brand and compete with any size business

and with private label video the process much easier than before.

As we have discussed over the last few days private label video can be

used in many different ways to increase your profit margin. It is one of

the most effective preselling tools that you can use.

It can be used to attract new customers, increase traffic, build brand

and credibility. Using video is fast becoming the top most used method

of promotion. With video and web 2.0 marketing businesses can easily

interact with customers on a whole new level. This is the reason that

YouTube quickly skyrocketed to being the 4 most popular site on the

internet.

Did you know that YouTube receives in the millions of visitors every day

and being able to leverage that traffic will drastically increase your

profit. It's just like striving a for top listing on Google except you're

using video and video sharing sites like YouTube and Vimeo.

The way you get your video listed is the same as with any other search

engine. It's according to the key word density and the popularity of the

video.

By using the right keywords in your description the higher your video

will rank on the site and the more popular it will become. YouTube also

has a handy keyword tool that you can use to find out what people are

looking for, making it easier for you to get more exposure for your

videos.

By taking the time to properly optimize your video submissions you will

have an edge over your competition which will also allow you profit

more quickly. But it doesn't stop there, after you have placed your

video on YouTube be sure to post that same video on other websites

to gain maximum exposure.

By repeating this process with every private label video that you brand

your profits will drastically increase. As you continue on your journey of

video marketing you will discover that there are many other profitable

ways to make money using private label videos, your job is to

understand and develop a formula that works for your business and then

take action.

As we close this final lesson I would like to thank you again for joining

me and I sincerely hope that you have learned a lot about how to use

private label videos to build your business and increase your profits!

Please feel free to contact me if you have any questions about how to

effectively incorporate PLR video marketing techniques in your

marketing plan.

Until then,

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"your email address"

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