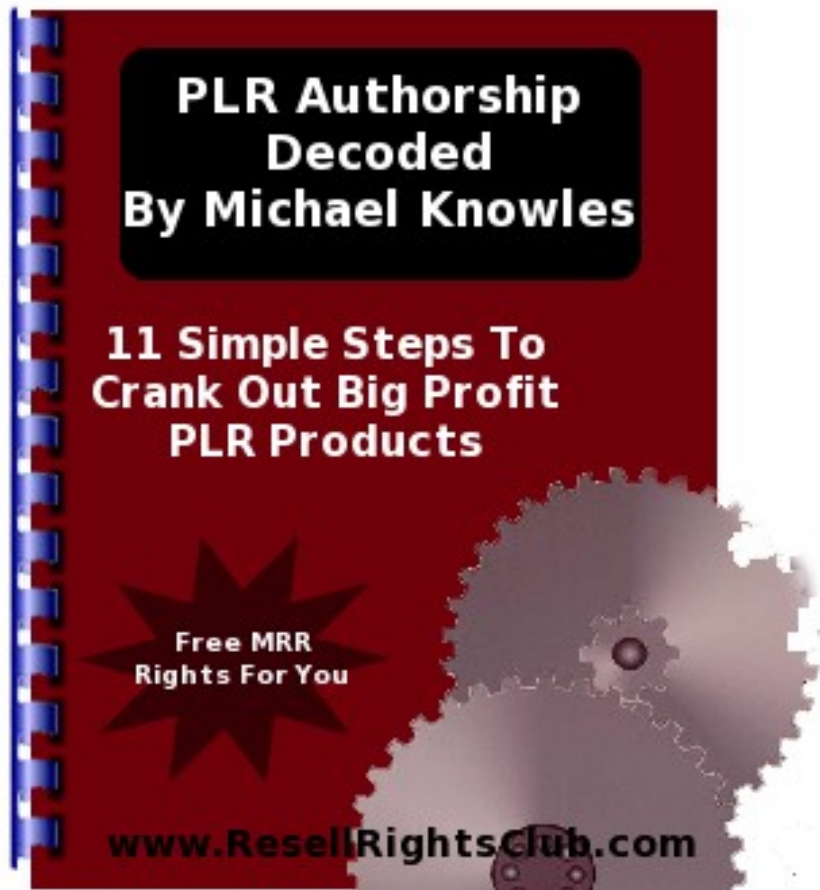


PLR Authorship Decoded



Michael Knowles
www.ResellRightsClub.com

PLR Authorship Decoded

LEGAL NOTICE

**YOU HAVE MASTER RESELL RIGHTS TO
THIS EBOOK.**

Your Rights:

- [YES] Can be given away
- [YES] Can be packaged with other products
- [YES] Can be sold at any price you wish
- [YES] Can be offered as a bonus with other products
- [YES] Can be used as a bait to build your list
- [NO] Can be edited completely and your name put on it
- [NO] Can be used as web content
- [NO] Can be broken down into smaller articles
- [NO] Can be added to an e-course or autoresponder as content
- [YES] Can be added to FREE membership sites
- [YES] Can be added to PAID membership sites
- [YES] Can be offered through auction sites
- [YES] Can sell Resale Rights
- [YES] Can sell Master Resale Rights
- [NO] Can sell Private Label Rights

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Gain INSTANT access to Resell Rights Club as a Gold member and get your hands on:

- ✓ **A constantly growing collection of brand new Resell Rights products** that you can resell and keep all the sales,
- ✓ **Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,
- ✓ **Advanced Videos Strategies** that show you how to get started making money online,
- ✓ **And much, much more!**

[Click Here To Join ResellRightsClub.com As A Gold Member NOW!](#)

FIRST 30 Days FREE!

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Introduction

So Just What The Heck Are Private Label Rights (PLR) Products?

I'm sure that you have seen "Private Label Rights" and "Resell Rights" titles thrown around all over the Internet. Many times these products and the rights they include can be confusing. But it's important to know the difference because they are NOT the same and you can get into serious trouble by violating copyright laws if you're not careful.

You also want to make sure you understand what the difference is so when creating and distributing your own products you don't give away more than you want to by mistake or experience weak sales because you didn't use the right language in explaining your offer.

So, really simply, in general terms here is what you should expect with the different type of rights. They each have variations, but this will give you an idea:

Private Label Rights: Website content written by a 3rd party and made available for several purchasers to buy and use. This material can then be used as-is or edited by the purchaser or subscriber - within the guidelines (terms of use) of the PLR company. Guidelines differ with each company.

A Private Label Rights agreement sometimes gives resell right licenses to the material with membership. Other times, resell right licenses must be purchased separately. On the same Private Label Rights website, material can be found that does and does not include resale right licenses.

Limited Resale Rights: This terms-of-use-agreement will say that you may resell the material on the site, and that you may also edit the material but it will limit the way in which the material can be resold. That is; you might be able to sell it to the members of your list and even bundle it with other digital products, but you may not transfer the right to resell the material to a third party. The term "limited resale rights" may or may not be used specifically.

Non-Transferable Private Label Rights is basically the same thing as "Limited Resale Rights". It means that you do not have the right to pass along the right to resell the works. You may download the work, change the work, add to it, take away from it, add affiliate links and sell it as your own but you may not give others the right to sell it.

Full (or Master) Resale Rights: Most often you will see this specific term and in large print on the private label website as well as in the terms of agreement but you need to carefully read the terms of agreement to be sure that the term doesn't come with any stipulations attached. Full or Master Resale Rights means that you can resell the work to your list and promote it as your own work. It also means that you can let others resell the same work. That is, you can pass along the resale rights to third parties.

Transferable PLR: This term means that you can transfer the right to resell the work to a third party. However, it falls short of the term 'Full or Master Resale Rights' in meaning. Transferable PLR rights gives you the right to GIVE the right to resell the work to a third party but not to SELL the right to resell the work to a third party.

Private Label Rights & Master Resell Rights: Again, you need to read the terms of agreement statement. On the surface this appears to be an all encompassing agreement that really does mean when you download material from the site, you can do whatever you wish to do with that material including selling others the right to resell it. Still, there can be limitations placed on those rights in the terms of agreements; for example you may not be allowed to post the material on another private label website.

Guarantee: You are very unlikely to come across this term in private label websites or in their terms of agreement statements. There is never (at least I have never heard of nor seen) a guarantee of satisfaction of any kind. Memberships are most often paid by the month and about the only guarantee there is says you won't be charged but once per month and that you can cancel your membership when you want to.

Most PLR companies, however, allow subscribers to do whatever they wish with the content which has been purchased with very few if any limitations. When articles, E-Books or reports are purchased from a PLR company (usually through monthly subscriptions), the purchasers (subscribers) may:

- 1) Change the title of the work
- 2) Edit the content of the work (add to it, take from it, revise it)
- 3) Add affiliate links
- 4) Claim authorship of the work
- 5) Submit the work to article banks or E-Book repositories
- 6) Use the work as free bonuses
- 7) Use the work as website content
- 8) Resell the work
- 9) Copyright the work

Chapter 1

Why Should You Create Private Label Rights Products?

Internet business owners know very well that the phrase, ‘content is king’ is a true statement and it is one that website owners must take to heart if they are to succeed in the Internet business world. Website content must be constantly changed, improved, renewed and updated. You don’t just build a website think that you are done.

For this reason, website owners often buy PLR articles, E-Books and reports. They will simply change the titles, add a few of their own key words (for the purpose of search engine spider attraction), and post the PLR works on their own websites or provide them as free downloads for their website visitors or subscribers.

Some very successful Internet businesses are built on nothing more than PLR purchases. PLR articles, E-Books and reports can be used as raw materials by cyber entrepreneurs. The owner of a brick and mortar business which manufactures a product buys raw materials. For example: a business that produces candles purchases all of the ingredients that go into the making of that candle from suppliers.

They mix the ingredients according to their own formula and produce a completely different product than those produced by their competitors who buy the same raw ingredients. In the same way the cyber entrepreneur uses PLR materials as the raw ingredients for packages that they put together and sell as totally unique products to their lists or on their websites.

So you see with PLR products you MUST take them and make them your own. Turn them into a completely new product in order to stand out from the competition.

Once you have done this you can then sell the Master Resell Rights (MRR) or just the Resell Rights (RR) to others. This increases the value of your product many times over.

The #1 Challenge for Internet Marketers is to consistently generate new products and new content to promote and sell.

So why exactly is it the #1 challenge? Because it is very time consuming and costly—you need the subject matter knowledge, ability to organize your thoughts and write well, creativity to design graphics and ecovers, and the tools to put it all

together. And, even with all that, it can take 20 full hours or more to create a top quality product.

So even with all that is involved with creating your own products, the reason is simple—if you can systematically create high quality e-books and info products packed with useful information that look professional, you can cash in because marketers will literally beat a path to your door and beg you to sell it to them!

In chapter 2 we will take a look at how you can do just that.

Chapter 2

Choosing The Very Best Materials For Your PLR Products

Entire Internet businesses are being built around private label content as savvy entrepreneurs purchase, change and resell materials purchased from Private Label Rights websites, as well. But basically it all boils down to just two important reasons for the explosion of the popularity of Private Label Rights materials:

Time:

Let's face it. Time is a commodity that comes in limited supply for all of us. We all get the same number of hours each and every day and those who are engaged in Internet businesses find that almost all of those allotted hours are spoken for. There is very little (if any) time left to create content for websites (articles, E-Books, reports, etc.) and most certainly no time left to create digital products from 'scratch'.

Money:

The cost of content to fill web pages, newsletters and E-zines, can be prohibitive. It can cost anywhere from \$10 to \$30 to get just ONE article of excellent quality written by a ghostwriter. Getting an entire E-Book written by a ghost writer can cost upwards of a thousand dollars. Even if a webmaster must have material that has been purchased from a private label website rewritten, the cost will be less than half of what having original material written would be.

Of course, all PLR materials are not created equally. PLR materials come in several very distinct varieties. There is excellent PLR material, good PLR material, poor PLR material and then there is some PLR material that is just downright lousy.

You want PLR material that is of the excellent variety or at the very minimum good quality. So, how do you determine what PLR material is of good or excellent quality?

If the material offered by a PLR website doesn't offer material that you can use or would be of little or no interest to your list, then it will be of no value at all to you no matter how well-written it is. So the first test of **quality** is **relevance**.

Accuracy of the information in the articles, E-Books and reports that are offered on a PLR website is super important. You want materials that have been written only AFTER sufficient research has been done. You are going to have to rewrite

(or have rewritten for you) the materials that you download but the basic facts contained in the material must be accurate.

Originality is of the utmost importance when determining quality of PLR materials. This is a little trickier to determine but it isn't a bad idea to take one article and run it through [Copyscape](#). It isn't unheard of for private label websites to recycle their own material.

Spelling and grammar is another test of quality that you should be aware of when seeking a PLR website to subscribe to. If simple matters like spelling and grammar have not been checked before PLR materials are offered, you can bet that the rest of the material hasn't gone through any quality check either.

Timely information is yet another important check for quality of PLR materials. You don't need old news. The world changes quickly and what was considered fact yesterday may have been proven untrue today. The articles, E-Books and reports that you download from PLR websites don't need to be the reinvention of the wheel.

Useful information is always included in excellent or good quality PLR material. Writers can write. They can write about any given subject and fill entire pages with words and not include a single piece of useful information. There is a huge difference between words and information. There is also a vast difference between information and useful information.

The idea is for PLR material to save you time and money while helping you to fill your web pages with relevant content or to provide you with material that can be easily rewritten, rewritten and resold.

So to recap:

Excellent or good quality Private Label Rights material is:

- Relevant
- Accurate
- Original

And it should contain:

- 1) Timely information
- 2) Useful information

Here is a great place to obtain PLR materials that can save you both time and money.

Recommended resource: Resell Rights Club. You can find it at <http://www.resellrightsclub.com>.

The Gold Membership will provide you with access to excellent PLR material and it also includes full resale rights. New material is constantly being added to the site.

The Gold membership fee is only \$10 for the first 100 members and it goes up slightly for each new set of 100 members so it is an excellent value.

The quality of the material offered is excellent and it meets all of the requirements that define 'great PLR content that we talked about before.

Plus you get your first 30 days for FREE, no matter what the current price is!

Chapter 3

Creating PLR Products Is Simply Repeating A Proven Process

Out in the real brick and mortar world of commerce, companies buy raw materials (chemicals), mix them with other ingredients and create a new product which they can then sell to consumers.

In the Internet world of commerce, you buy raw materials (words), mix them with other ingredients and create a new product which you can then sell to consumers.

Out in the brick and mortar world, raw materials are purchased and used in a timely manner. Businesses don't let raw material sit on shelves of warehouses and just collect dust or lose strength. To do so would cost them too much money. After all, they are in business to make money right?

However, sometimes in the world of Internet business, raw materials (PLR article, E-Books, reports, etc) are purchased and then sit in a back corner of a hard drive and just collect dust and lose their relevancy as well.

You have heard the old saying, 'Use it or lose it'? This old saying is full of wisdom about many things but it most certainly does apply to PLR materials.

Remember that information is fluid. It changes quickly and on the information super highway, that change takes place very, very quickly. When PLR material is purchased, it needs to be used and it needs to be used as quickly as possible before the information becomes obsolete or is replaced with information that is better and newer.

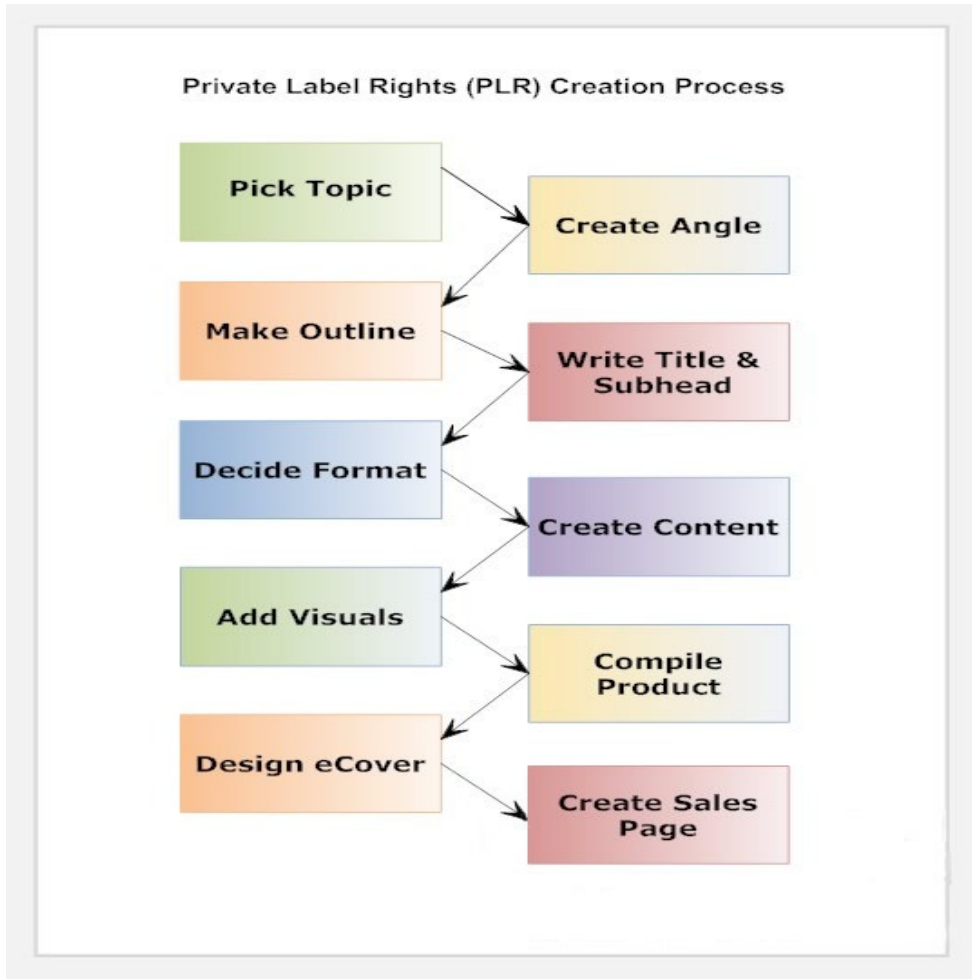
Use it or lose it and above all make sure that the finished product is unique. Remember that another 349 people or more have purchased the identical PLR e-Book that you have. Most of these people won't or don't know how to create an original private label product that can be offered for sale using this private label E-Book.

So just how do you change the material and create your own product. The first step you must take in PLR product creation is developing an understanding that product generation is a *process*—a process that can be followed again and again to crank out big time profitable products.

If you just sit down and start to write an e-book or record some audio, you will have a much tougher time creating something valuable and you may need to

spend more time editing and re-editing to make it marketable. Furthermore, when you're ready to create your next product, you'll always be starting over from scratch each time.

When you look at it like a process and you follow certain steps every time, you have a formula that can be used over and over to churn out profitable products that are very high quality. Take a look at this chart to help you understand this process.



In the next chapter we'll take each step in greater detail.

Chapter 4

Step By Step: From Topic Choice To Finishing Touches

Now we'll cover all of the steps in the process. By following this same process every time you want to make new products, you can crank out winners every time that will line your pockets with cash!

Step 1: Pick Your Topic and Your Angle

Now this first step may seem obvious, but don't be fooled. If you've seen any products about e-book creation, no doubt that choosing a topic is not a new idea to you. But there is more to it than that.

To pick your topic, there are 2 main points to keep in mind:

1. Pick something you are familiar with or are willing to research. No matter how eager people are to buy a product, you cannot create one that contains any real value if you lack in depth information or inside knowledge about it. If you don't know, you can always research but keep in mind that will involve many additional hours.

2. Pick a topic that others are *motivated to pay* to learn more about. It's not enough that people are interested in your topic. I'm sure an ebook about the different uses of Lima beans would be an interesting read, but it's somewhat doubtful people will actually pull out their wallets to pay for it.

For the first point, only you know what you know. So it might make sense to start by determining which topics are hottest (and most profitable!). There is a trick you can use to find this out in just minutes:

Follow this link and you can enter any search word or phrase to see how many searches are being done on a monthly basis—this is a great way to see how much demand there is and interest in a topic:

Recommended resource:

<http://inventory.overture.com/d/searchinventory/suggestion>

Here is an example of a search for “fitness”

Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- ◆ Related searches that include your term
- ◆ How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

fitness 

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in December 2006

Count	Search Term
391603	fitness
227448	fitness equipment
97145	24 hour fitness
44831	fitness center
39397	la fitness
38546	fitness equipment apparel
28876	lifetime fitness
26102	fitness program
24360	health fitness
23681	fitness model
21309	diet fitness
20223	womens fitness
19294	muscle fitness
16037	fitness club
16001	health diet fitness
15919	man fitness
14080	fitness training
13431	exercise fitness
10011	fitness shoes

So, if you wanted to create a PLR product about fitness, you can see that “lifetime fitness” is twice as popular as a search term than “fitness training” is. The most important aspect is the total number of searches—if a topic is only searched a few thousand times per month there is probably not enough demand to make it worth writing. On the other hand, 100,000 searches per month means you’ve got a hot topic.

Recommended resource: Another great tool that I use everyday is Good Keywords. You can download this free tool at www.goodkeywords.com

Of course, this step only helps you determine how many searches—it still doesn't mean those topics sell. But start by finding a highly searched term then look into its selling power in a few ways:

- 1) Do a general internet search for the topic and see what the top websites are. Are they selling information? What type? For how much? In what format? And how many sites are selling? In this case, the more you find the better—marketers will not put up site after site for topics that don't make them money.
- 2) Go to www.clickbank.com and search for your topic to see what info is being sold. Check out www.paydotcom.com also

Once you are sure there is a market and people will pay for your product, search to find as many info products on the subject you can to see how they are presented and what angle each product takes.

It is very important NOT to just create a “me too” product with exactly the same information—make the product your own with a unique spin. You can add personal experiences to the product to give it a unique touch, you can combine multiple resources to create a more complete product than what is currently offered, or you can take a different approach in explaining it.

The bottom line is, you MUST offer some unique value if you want to author a winner and big time money maker!

Step 2: Create Your Outline

Perhaps the most important step in the process of creating PLR info products is to develop a simple outline of exactly what your product will include. This is key because it forces you to think through the entire product and make sure you have enough content, that it flows logically and will make sense to users, and that you have structure to follow when putting it together. Here's an example:

Outline for PLR Authorship Decoded:

- I. Introduction So Just What The Heck Are PLR Products?
 - A. Difference in products
- II. Chapter 1 Why Should You Create Private Label Rights Products?
 - A. PLR products can generate lots of money
- III. Chapter 2 Choosing The Very Best Materials For Your PLR Products
 - A. How to find the best products

IV. Chapter 3 Creating PLR Products Is Simply Repeating A Proven Process

- A. The *system* is key to maximizing profits

V. Chapter 4 Step By Step: From Topic Choice to Finishing Touches

- A. PLR Product Creation Steps
- B. Steps of the process
- C. Decide topic
- D. Create outline
- E. Choose title & subhead
- F. Decide format
- G. Write copy
- H. Add visuals
- I. Create rights page
- J. Compile finished product
- K. Brand/secure product
- L. Create eCover
- M. Write sales page

VI. Chapter 5 Marketing & Promotion – Turning Your Effort Into Cash

- A. How to get your product out there
- B. Ways to promote your product
- C. Different sales strategies
- D. Adding backend offers

VII. Chapter 6 Recommended Resources & Bonuses

- A. Tools & products to help

So you can see the power of an outline. It is very clear what topics to cover to create a complete product. I know when it's complete it will provide value to readers and it follows a logical pattern. I also know what areas I need to research and what areas I already know.

Step 3: Choose title & subhead

You might be asking—why wait until this step to create my headline and subheading? The answer is simple—you need the outline before the title so you know what your product really covers. For example, if you want to write an e-book on email marketing and you think up a title called “Profit Pumping Emails” and a subhead called “email templates that will have your list subscribers opening their wallets” and then you create an outline and decide the best content you can create is a 6-step formula for how to capture subscribers and then follow up with email, the original title and subject don't fit the content.

By making the outline first, you crystallize what you are providing for value, and then you can make a title that fits.

Another important point about your headline is to make sure you take the time to write it so it sounds persuasive and creates interest and/or curiosity. The title “How to write follow up emails” just doesn’t inspire people to grab for their credit card. On the other hand, “Creating follow up emails that suck up cash like a vacuum” just has a lot more power in it. Use action words and words that create an image in the reader’s mind. And create a slightly longer subhead that explains your product in greater detail. (See the title & subhead for this e-book as an example!) For more help, browse online in Clickbank to see the top sellers and what their title’s look like.

Step 4: Decide on a Format

One important consideration is what format to use in delivering your product. While e-books are certainly the most popular, depending upon the subject matter, content, and length of the product you may want to consider a few different types including e-books, audio files mp3s, video files, or some combination. Not only can a variety mix things up, but some topics are more easily delivered in different formats. Here’s a more complete explanation:

1. **The written word (e-books):** This type of informational product is by far the easiest and least expensive to produce. This medium lends itself well to many topics and can even be used for some ‘how-to’ informational products and motivational products. A well written e-book that is filled with timely and relevant information sells well on the Internet. E-books can be sold at a much smaller price to the consumer than other kinds of products because there are no direct production costs....the investment is usually entirely the time of the author of such products. The only tools required to produce an e-book is a program like Open Office. This is a MS Office Alternative. It’s free and it creates PDF files as well. You can get it free from [here](#).
2. **The audio product:** The audio informational product requires all of the same research that an e-book requires but then it also requires production and distribution investment, as well. The good news is that with today’s computers and the software available, recording audio is a fairly simple thing to do and the quality is as good, or almost as good, as recordings made in sound studios. Audio informational products are generally used for producing such informational products as those produced for motivation purposes, marketing, finance, and business. Production, shipping and handling is usually supplied by a fulfillment center. There are many such companies. Alternatively, you can get many desktop products now for use on your personal computer that can automatically generate audio files for you.

3. **The video informational product:** This is the most difficult and usually the most expensive to produce informational product on the market today. It is also the most effective for many topics. Unless you have the capability to make the video yourself, you will have to hire a videographer or at the very least you will have to buy or rent video equipment. However, there are some informational topics that just cannot be created in any other way, i.e. action oriented themes like sports, dancing, learning to play a musical instrument, etc. A fulfillment center must be hired in order to mass produce a DVD and distribute it. Of course, some video products can be available only online which eliminates the need for a fulfillment center. Again, as with audio, there are many products you can get now for use on your PC that will create videos for you in a few mouse clicks.

Step 5: Write Your Copy (Create Content)

There are a few points to keep in mind when writing the copy or creating the main content for your product:

Write or speak in simple, clear language – you need to keep in mind when composing your product that unless you are marketing a book on astrophysics you need to convey your ideas in a way most people will understand. You'll probably have a wide audience from a variety of backgrounds and you want to make sure everyone who wants the info can understand and benefit from it.

Use an informative or humorous tone – when you're speaking or writing, pay attention to "how it sounds" to the reader. You do not want to come across as talking down to readers or sounding angry. Your product should be enjoyable for others to go through, so read through it to see how it sounds or better yet ask someone else to read it for you.

Use fonts and colors easy on the eyes or audio easy on the ears – again you want your product to be enjoyable, fun, and informative for your customers. Inverse fonts with white text on dark backgrounds or funky fonts that may look interesting are usually hard to read and may annoy your customers. Keep it simple. For audio, avoid loud music or volume changes that may be jarring to the ears.

Write and speak in small "chunks" – another good point to keep in mind is to think, write, and speak in 3-4 sentence chunks and include breaks in between. Visually, it is much more manageable and easy to read and for audio it allows listeners to absorb and understand what you're saying before jumping into the next topic.

Make sure that you number the pages – This may seem like a trivial thing but there are a lot of people out there who print out e-books so that they can read and study them offline. If you don't have page numbers in your e-book then pages can get out of order and cause problems for these people. Also you should include a header and footer on your pages. This will help to increase the branding of your name, website or company in your readers mind. Plus if your reader shares the book with others (not necessarily a bad thing) they can see where to go for more great products like the one that they are reading.

Step 6: Add Visuals & Effects

After you have the copy written or recorded, you can add a ton of perceived value and professionalism by adding images and graphics to your product. When you are adding photos, images, clipart, or other graphics, just make sure you use them sparingly and appropriately. Nothing looks worse for a product than a “filler” graphic obviously thrown in to take up space that adds no value to the product.

If the visuals you are going to use don't make sense, don't use them. Also, do not load up the product with so many images and clipart that it detracts from the content and the value. Look at a magazine with articles for example—you won't find articles that are 90% images and graphics because readers would feel cheated because of lack of value. The articles will contain a lot of good info with images placed in areas where they help explain the story—if numbers or facts and figures are used visuals can create a clear picture. If you are explaining a complex or multi-step process, images or visuals can help make the point much easier when used to support your copy.

One of the biggest challenges and dangers with images is copyright laws. Products are floating around everywhere with images you can simply right click and save and then re-use, and people do that all the time.

WARNING: Many of these images are protected by copyright laws and you cannot use them unless you have permission or have purchased rights. So be careful when you decide to use anything you “find” online.

This creates a big challenge because buying rights to images can be so expensive that they will eat up all of your profits. One great resource I discovered to get around this problem is iStockPhoto.com iStockPhoto offers literally 1,000s of top quality images, clipart, animations, and flash animations for as low as \$1 each! You sign up for free and browse images by searching for what you're looking for. Then you purchase credits and download instantly the images you want. And you can get many for just \$1, some are \$5 and up from there. But these are professional quality images that will give you the look you want.

Recommended resource: iStockPhoto.com

Another fantastic way to add professional looks and also give clear examples is with screen captures. They are exactly as they sound—screens or web pages that you would see on your computer captured and saved as an image file. It's a great way to demonstrate what you mean when explaining aspects of web sites or anything online. The best software for making these is SnagIt. It allows you to capture almost anything and add effects, arrows, images, text to create a very professional looking page. They offer a free trial, too.

Recommended resource: TechSmith's [SnagIt](https://www.techsmith.com/snagit/)

Step 7: Create Rights Page

Once you've created your product and made it look professional with images, clipart, screen captures, or whatever else the next step is to make a “rights” page to let customers know in clear terms what they can and cannot do with the product.

In the online world, there is so much piracy and stealing of other people's work it's ridiculous. But, in some part this theft takes place because of lack of clear details about what users and customers are allowed to do or not do with products. I have purchased \$1,000s worth of Internet marketing e-books, software, guides, and other tools and often times there is no mention of rights. Or, if there is, it's at initial purchase but there is no information included in the download or product delivery that spells it out.

Avoid confusion, protect yourself, and help everyone understand what they're getting by including a “rights page.” Here is a sample, but you can create your own with whatever terms you like:

PLR Authorship Decoded

LEGAL NOTICE

**YOU HAVE MASTER RESELL RIGHTS TO
THIS EBOOK.**

Your Rights:

- [NO] Can be given away
- [YES] Can be packaged with other products
- [YES] Can be sold at any price you wish
- [YES] Can be offered as a bonus with other products
- [YES] Can be used as a bait to build your list
- [NO] Can be edited completely and your name put on it
- [NO] Can be used as web content
- [NO] Can be broken down into smaller articles
- [NO] Can be added to an e-course or autoresponder as content
- [YES] Can be added to FREE membership sites
- [YES] Can be added to PAID membership sites
- [YES] Can be offered through auction sites
- [YES] Can sell Resale Rights
- [YES] Can sell Master Resale Rights
- [NO] Can sell Private Label Rights

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Step 8: Compile Your Finished Product

Once you've completed the content of your product, the next step is to compile it, or basically wrap it up in a nice looking package. The most important consideration for any product is...

What format is MOST widely usable in the market?

In other words, you could create an e-book and sell your finished product as a Wordperfect file, but that's just not wise because you'd be shutting out a huge portion of the market since they do not own Wordperfect. Or worse, they would buy it and then realize they can't use it and you'll be flooded with support and refund requests.

In general, the most effective format for an e-book is Adobe Acrobat or .pdf. The reason for that is the software is available as a free download from www.adobe.com so anyone can get it, and also it displays anything created in that format exactly the same way for everyone who uses it (unlike web-based pages that can display differently for each person based on web browser used, screen resolution, etc).

For audio files, the best format is .mp3 because the file size is small compared to other formats and .mp3s can be played on portable players like iPods as well as personal computers through Windows Media Player and other software.

Step 9: Brand or Secure Your Product

Another option you may want to consider when you complete your product is whether to add security features and/or branding. Security features include preventing people from cutting and pasting or copying any of the content. You can even prevent readers from being able to print it if you like. Depending upon the software you use to compile the product the security features available to you will vary. Generally, the more expensive the program, the better security features it will offer. But one thing to consider is what rights you are offering with it. For example, if you are offering unrestricted private label rights to buyers, there is no point in securing the product because you need to provide an unsecured version they can edit anyway. But, if you are not offering rights, it may be very important since there is so much online theft.

Branding is a bit different, but sometimes products offer both branding and security. Branding allows you to offer resell rights products with simple tags placed in the document. When readers read your copy, they see the tags specific to you—your name, your company name, etc. When someone is reselling it, they can rebrand it by opening a simple branding file and inputting their values for each tag—name, company name, email, etc. When they click “brand” the software changes all tags in the document to their info to make reselling a snap! It saves your customers hours of reading every word and deciding what they need to change.

One low cost pdf brander that includes many powerful options plus security features is PDF Labelling & Stamping Pro. The best thing about this product is that you do not need to enter any codes—you can simply add a page to the front of the pdf with any text you want and choose from a variety of custom stamps like “confidential” or “for public distribution” or a host of others. And it includes security features. Plus it’s a snap to use.

Recommended resource: [PDF Labelling & Stamping Pro](#)

Step 10: Create eCovers

This is a critical step. With the information overload on the Internet today and the flood of offers everyone receives, you need to make your product stand out or it will not sell. You might have the best product in the world, but if it isn’t wrapped in a beautiful package your sales will suffer, period.

And any e-cover is not necessarily a good e-cover. If your image looks unprofessional or sloppy, people will assume the product is also. Take the time or spend the money on this step because it is vital to your success. If you want to make your own e-covers, I recommend Cover Action Pro. You need Adobe Photoshop to use it.

Recommended resource: [Cover Action Pro](#)

If you want a professional to make them for you, I recommend eCover Artist. A quality eCover design will make your digital product stand out. A great-looking, realistic design for your digital product. Prompt, attentive and friendly service that you can count on to get the job done right. A wide variety of design choices and possibilities to give your product an edge over the competition. An affordable alternative to overpriced graphic designers.

Recommended resource: [eCover Artist](#)

Step 11: Create Sales Page

The final step in completing your Private Label Rights product before marketing and making sales is to create a compelling sales page that explains the value buyers get from your product. While this guide is not designed to be a sales page copywriting clinic, there are a few points to keep in mind when writing and designing the page:

- ***start by making a list of all of the benefits buyers get from your product***, and create a bullet point for each to include in the sales page. This will attract the largest number of qualified prospects to buy.
- ***Use the largest benefit as you main headline or focus of the page***. You need to explain what problem your product will solve for people for them to buy, and while there might be many, the #1 problem should be the focus because it will convert the highest number of prospects to buyers.

Your headline is the most important part of the sales page because if it does not capture attention, you've lost the reader and the rest of the letter does not matter.

- ***Make the page easy to read and use a logical flow in writing***—present the problem and then explain how your product solves it. When you're writing always write like you're talking to one person and not a group. Even though 1,000s of people might read it, each one is an

individual and he or she wants to know that you understand his or her specific problem.

- ***Add testimonials for credibility.*** There is so much hype and exaggeration in online marketing today that you should offer any proof you can to increase your readers' believability and make more sales. If readers are not confident you're being honest, they will not buy.
- ***Use a guarantee to improve conversions.*** Another way to induce readers to make a purchase is to offer a guarantee. By assuming all of the risk, buyers can feel comfortable that IF they misunderstood or you were not honest about your product they can get their money back.

You will need a "thank you" page also for successful purchases so users can download your product. Keep it simple and you can also add another link at the bottom with an affiliate offer or another product users can buy.

Chapter 5

Marketing & Promotion – Turning Your Effort Into Cash

If you're creating Private Label Rights, your number one market is likely going to be Internet marketers because they will want to purchase so they can resell and earn money. Keep that in mind when you're thinking about promoting your products. Your primary ways of marketing to them are:

1. Endorse your Private Label Rights product to your mailing list.

If you have a mailing list, this is the fastest way you can make money. Your subscribers trust you (I hope!) and most likely think highly of your products or they would not be on your list in the first place. The important thing to remember is to be honest and NEVER take advantage of their trust, because if your subscribers feel burned, they will lose trust and that will cost you BIG time in the long run.

2. Seek Joint Ventures with E-zine publishers and other online marketers.

If you do not have a mailing list of your own, and it sure takes time to build one up, this is another good alternative for you. Look for other marketers who are selling similar products to yours, or who like to market resale rights/private label rights products and approach them. Usually you can find contact info or emails on their websites, and if you reach out with a simple, direct, professional email you have nothing to lose. Most will not help you, but some will, and if create quality products you can build a reputation and slowly establish powerful partners.

3. Approach Joint Venture (JV) Brokers.

JV Brokers are middle-men who refer Joint Venture partners to your affiliate program. You can engage JV Brokers so they can help you seek out great Joint Venture partners who are interested in working with you. If you are going to engage JV Brokers, your affiliate program must be 2-tier. For every sale made by their referred Joint Venture partner, you pay the broker 10-20% of the product price.

4. Paid E-zine Advertising and Pay-Per-Click (PPC).

If you have the money, you can buy advertising space in E-zines where you can get your website advertised to thousands of targeted prospects.

Alternatively, you can go for PPC advertising where you can get targeted prospects through the Search Engines who are looking for what you have to offer. The trick to any sort of paid advertising is that you MUST test. If you do not know what your results are and what works and what doesn't, you'll waste a ton of money.

There really are an unlimited number of ways to market your Private Label Rights products (such as viral marketing, article writing, etc), but that's an entire other topic and too much to cover here.

Chapter 6

Recommended Resources & Bonuses

Recommended resource: www.goodkeywords.com

A great tool that you can use to find high search keywords.

Recommended resource: www.resellrightsclub.com

Resell Rights Club. Great membership site that has PLR, MRR and RR content for you to use. Get your first 30 days for free.

Recommended resource:

<http://inventory.overture.com/d/searchinventory/suggestion>

Another tool that shows you how many searches there were for a particular word or phrase.

Recommended resource: iStockPhoto.com

Great place for pictures for your website or products.

Recommended resource: SnagIt

Allows you to take a snapshot of a web page or picture. I used it for this book for the screenshots.

Recommended resource: PDF Labelling & Stamping Pro

This great program lets you lock your pdf files and even label them any way you like. Great secure program.

Recommended resource: Cover Action Pro

Great program that lets you edit or create your own graphics. Purchase through my link above and you can save 20%. Simply send me your receipt to my [help desk](mailto:help@plrauthorship.com) and I'll send you the 20%.

Recommended resource: eCover Artist

If you want a professional to make them for you, I recommend eCover Artist. A quality eCover design will make your digital product stand out.

Recommended resource: Clickbank

Great place to list your products for sale.

Recommended resource: Paydotcom

Another great place to list your products for sale.

Make sure you check out these great places to advertise your new products and build your list at the same time.



Traffic Exchanges

[Cool Mini Sites.com](http://CoolMiniSites.com)

