



**PLR KNOW HOW:**

# BEGINNER'S GUIDE

WELCOME TO  
THE WORLD OF PLR



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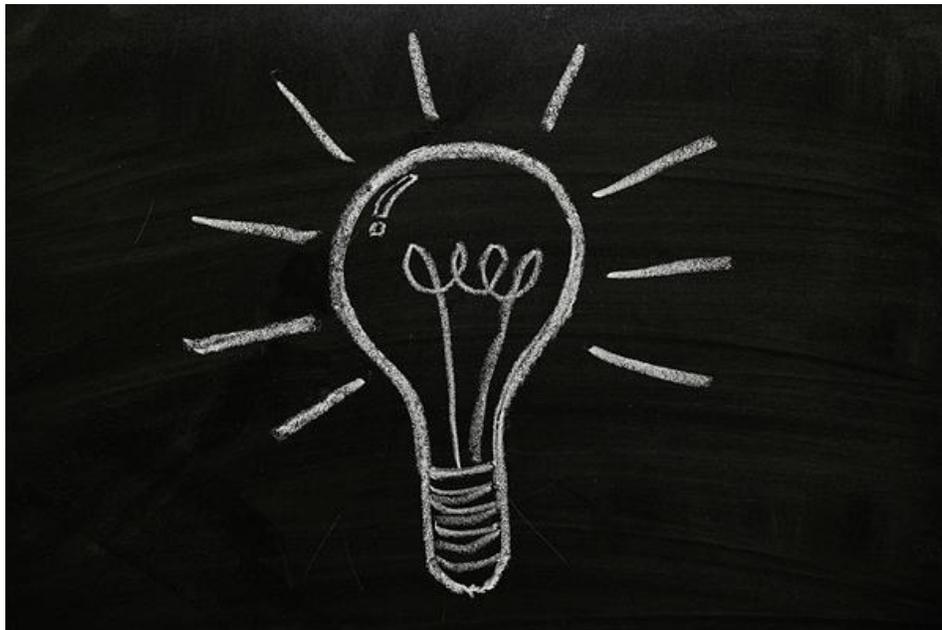
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## Foreword

The Internet Marketing world has come a long way. To start an online business and compete in a pool of sharks requires wit, technical advantages and the ability to create and innovate. Thus, marketers are constantly coming up with more and more ways to stay on top of the trends and to dominate their marketplace.

To quote Richard Koch in his book – *The Star Principles*©, to build a truly profitable business, your business must have two traits. One, is must be in a fast growing niche. Two, you must be the market leader in your given niche. The same applies for the internet marketing world. We're going to see some big shifts in marketing and this book will show you how you can dominate your niche using PLR.



Are you excited yet? You should be.

Enter the world of **Private Label Rights (PLR)**.

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## **Chapter 1:** *What the heck is PLR??*

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### **Synopsis**

PLR stands for Private Label Rights. For simplicity's sake we shall refer to it as PLR from now on.

In the online business world, a product (usually an e-book, audio or video course) with Private label right means you can take the product, edit the contents and brand yourself as the author.

Which means – you literally OWN the product. You can do almost everything you want with it (subject to the rules set by the person who sold the PLR in the first place). But most of the time, you can do many things with PLR content to build and grow your online business.

**Want to know more? Then head on to the next chapter!**

## **Chapter 2:** *Origins of PLR*

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## **Synopsis**

Ok, here's a boring history lesson. In 1954, during the World War...

Just kidding ☺

But seriously now. Picture this scenario – Ever wonder how did all the big chain supermarkets in the world all have their own line of cereal, washing detergent, soap etc.?

## **The Truth**

Well the fact is, most of them get theirs from a big main supplier. Once they get their hands on the goods, they then modify the products by adding perfume, coloring, labels and packaging and *voila!*

Even back in the day, people knew how to create quality products in the shortest amount of time and make tons of money selling these products.

This one revolution created a completely new market involving wholesale producers and vendors who sell their products. In the next chapter, we're going to see how this revolution has evolved and entered the world of online marketing.



*“Branded Brushes”*

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## **Chapter 3:** ***PLR – Enter Internet Marketing***

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### **Synopsis**

No, I'm not talking about selling soap online (although you could!) But what if you could do the same as the warehouse soap, but instead with quality content which could be used in websites, blogs or added to your sales arsenal?



## **A New Weapon Of Mass Destruction**

Currently, online business owners and marketers put strong focus on drawing traffic, crafting high converting sales pages and building targeted email lists. We see all sorts of “traffic gurus” or “marketing experts” teaching all these methods above.

But beneath all this, comes a huge growing and unstoppable force. One that will take the internet marketing world by storm.

*Enter Private Label Rights (PLR).*

Similar to how “soaps” were sold to supermarkets, quality online content can now be sold to marketers. Online marketers can now leverage on PLR content to grow and build their business at a rate faster like never before. Best part is, it works hand in hand with other Internet marketing techniques out there.

In the next chapter, we’ll look at the benefits of PLR and how it can help your business succeed.

## **Chapter 4:** ***PLR Benefits***

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### **Synopsis**

When you use PLR, you get to tap into a powerful force, which offers many advantages for the savvy marketer and author.

#### **Benefits**

##### 1) Save money

- If you were to hire a standard ghost writer to write an e-book for you (after you've spent hours brainstorming topics), it can cost you an average of \$500-\$1000 per e-book.
- If you want to write it yourself, you waste a lot of time which could be used more efficiently by marketing your products instead.
- PLR products come ready made for you at affordable prices and you get to save up to 90% of production costs.

##### 2) Save time

- If you plan to go solo – the process of coming up with creative ideas, doing research, writing, and designing your product can take up to months.
- With PLR, you can achieve disproportionate results in a short amount of time. It only takes you a few shorts hours to get a PLR books out into the market and rake in profits for you

### 3) Reduces effort

- The smart marketer works smart instead of working hard. By having PLR products hot from the oven, you don't need to crack your head to think up and research niches as all the research and keyword finding has been done for you.
- Sit back, relax and let the power of PLR do its work. Quality PLR content has been created by a team of researchers, writers and designers to help you focus on what you do best – marketing the products.



### 4) Tap into hot, lucrative niches

- You no longer have to struggle like fish in the sea with the whales anymore.
- PLR content gives you the ability to dominate well researched, obscure niches which have the potential to rake in huge profits for your business.

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## Chapter 5: *Rules Of PLR*

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### Synopsis

Before we go on to make tons of money through PLR, there are a few minor details you must know about. There are many things you can do with PLR to grow your business but there are some things which are strictly forbidden.

Depending on the source of your PLR, there may be different rules. It is important that you take note of the PLR rules of each source so that you don't market PLR products unethically.

That being said, here's a general guideline to the **Do's** and **Don'ts** of PLR products

#### **Do's**

- ✓ You can put your own name on the article.
- ✓ You can change (edit/enhance/rewrite) the articles as you wish.
- ✓ You can use these articles on your website or blog.
- ✓ You can use these articles in your newsletter.
- ✓ You can use these articles in your autoresponder.
- ✓ You can use these articles in your membership site.
- ✓ You can use them as a free gift (E-book, E-course)
- ✓ You can use them as a paid product.
- ✓ You can use them as competition prizes

## **Don'ts**

- Use them as a package in another PLR product
- Resell them as PLR products
- Sell the unedited PLR product at dirt cheap prices
- Use them for PLR membership sites

PLR providers have worked hard and come up with lots of money to give us the best PLR products in the market and the least we can do as ethical marketers is not to take their products and sell them away with Private Label Rights.

They want us to make the best of the tools and content provided, leverage on them and build ourselves a sustainable, profitable and ethical business.

## **Chapter 6:**

### ***How To Use PLR***

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### **Synopsis**

Perhaps the most important question of all is, “How Do I Use PLR To Grow My Business”?

The goal of PLR is to help you save time, money and effort by having ready to use content at your disposal. Let’s say you got your hand on some PLR e-books. Here are some things you can do with the e-book.

- You can edit the contents and brand yourself as the author of the book.
- You can use it as a paid product.
- You can use it as an opt-in gift for build your subscriber list.
- You can break down the e-book into individual articles and use them for blog posts or content for your website.
- You can submit the articles to article directories to draw traffic to your website
- You can use the articles as guest posts on other people’s websites to draw traffic to your website
- You can use the e-book as a viral marketing report and share it with your subscribers
- You can use it as content for your membership site (except PLR membership sites)
- You can load the articles as content into your email autoresponder
- You can turn the book into an e-course or newsletter

- You can change the e-book into audio mp3 format or video format
- You can create viral videos using the content and post them on video sharing websites
- By leveraging on PLR, you get to create products, market your products and draw traffic to your website with ease. You end up saving tons of time, effort and money on brainstorming and creating products all by yourself. Most importantly, you get to achieve more by doing less.

### **Become the next guru**

You get to establish your name as an expert in your niche and get the edge over your competitors by using the PLR content in your arsenal. Your competitors will be baffled by how you get to churn tons and tons of quality content on your website in ridiculous time frames. Everyone will see you as an expert and you will have get a lion's share of the profit.

In summary, here's what PLR can do for your business:

- Create tons of free and paid products
- Draw massive traffic to your website
- Create tons of useful value and content for your followers
- Brand yourself as an expert in your niche
- Help you make tons of profit in a short amount of time

## **Chapter 7:** ***Power Of Leverage***

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### **Synopsis**

Leverage is the most powerful force in the universe (for productivity that is). We all have 24 hours in a day. By leveraging, we can do 10-15 times more than we can do ourselves in a normal day.

Big companies leverage on their staff to create huge turnovers. For the smaller home entrepreneur, you can either hire staff (ghost writers, virtual assistants) or you could go the easy way, which is to leverage on PLR products.

As mentioned in the earlier chapters, PLR products jump start your business by giving you ready to edit and use paid products, marketing content and bulky articles to establish your business.

### **Example of Leverage**

Here's an example, as a business owner, you can use PLR packages to build your own ready to go membership site. Let's say you have some debt reduction niche PLR and want to start a debt reduction membership site. You can allow basic membership to the site for free and give away a few e-books to entice customers to join. You use the PLR articles for weekly content and also give customers and option to "upgrade" their membership to a paid version and give them access to an "exclusive debt reduction video course". You can also give viral debt reduction e-books to your members so that they can invite more customers to your membership site.

Now, all these seem like a monumental task. But if you use PLR, you can do all of that in a fraction of the time and build yourself a sustainable, profitable membership site business.

It's as easy as A-B-C!



Time, is your most important asset. The more time you create for yourself, the more results and hence, profit you can generate. PLR gives you the power to create more time for yourself and your loved ones. Use this power!

## **Chapter 8:** ***Common Mistakes Of PLR Buyers***

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### **Synopsis**

When used correctly, PLR has the potential to help your business soar to new heights regardless of whether you are a beginner or an expert. In this chapter, we will look into some of the common mistakes of people who buy PLR and how can we avoid them.

### **Shopper's Syndrome**

The first and most common mistake is shopper's syndrome. I'm sure almost everyone has had this experience before. You get "sold" onto the next big "shiny object" thinking that it will be the solution to your financial woes. However, once you get your hand on the products, it ends up collecting dust in the hard drive.

The biggest mistake among PLR buyers is not taking action after acquiring PLR products. There's logically no reason why you shouldn't take use these products and build yourself a hefty income since there's so much benefits with PLR. You can have the best products in the world but if you don't take action, you won't have anything to show for.

### **Not Editing The Products**

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Another huge mistake people often make is not editing the PLR products. You see, when you don't edit the PLR and use it as it is, you miss out the opportunity on adding your own personal flair to the content, which is one thing followers look for. Internet marketing guru Frank Kern has his own personal "flair" to his marketing and since you already have products at your disposal, you should add your own style and personality to it.

In addition, if you use the raw articles as content for your blogs and website without editing it, Google will sometimes pick up **duplicate content** through the search engine and this will affect your search engine ranking. Always make it a point to rephrase your content, add your personal style and *voila!* You will have a solid, high quality articles.

### **Doubt The Quality Of PLR**

You may think that PLR products are of lesser quality than paid products because it has been produced for the masses. Well, let me ask you, does this stop you from using big chain supermarket shampoos and detergent? Guess not.

The truth is, PLR products were created by a team of professional niche researchers, designers and writers to provide you with good quality niche content. The quality of the PLR products are as good as any e-book you see on the net. The question is rather, what do you **choose** to do with the PLR now that you have it?

## Wrapping Up

PLR products provide a brand new way to build a successful business by helping you leverage on its content to achieve more in less amount of time. With PLR products at your disposal, you can now take on the giants of Internet Marketing or any other niche and become the market leader in your niche.

PLR has opened up many new avenues for innovation and creation in the field of marketing. The challenge would be to see who will use this new power to create an unstoppable marketing force which will take the world by storm.

This guide provided an overview of how PLR works and how can it benefit you, as an entrepreneur. Last but not least, it is not how much products you purchase which determines your success, but **what you do with it** which counts.



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Professionally 100% Setup For  
You In **72 Hours** Or Less!

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