

This Is A Special Report From: *John Taylor*

How To Use Private Label Rights To Build An Online Business

By John Taylor

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This Is A Special Report From: *John Taylor*

This Is A Completely FREE Report and you can do whatever you like with it!

Give it away, sell it, read it, use the information to make money..
Just be sure to DO SOMETHING!

Here's exactly what you should do..

Step One: [Grab This Great Value Package Of PLR Material](#) *

Step Two: Pick At Least One Of The Eleven Strategies From The Following Pages.

Step Three: Take Action!

* If The Firesale Has Ended Or If You're Looking For Even More Great Value Products,
Then [Check Out My Secret Weapon!](#)

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Create A Site And Sell It!

The first thing that I suggest you do is to review all the PLR products that you have downloaded onto your hard drive and sort them into categories.

For example you might first sort them into general categories such as Business, Self Development, Leisure, Entertainment, etc.

Then you can organise them into sub-categories.

Once you've sorted them out you may find, like I did recently, that you have more than one PLR product on a particular topic... you may have the rights to an ebook together with a few articles.

So, step one is to choose a topic and then review all the materials and use them to create a finished ebook. I usually import everything into OpenOffice and then convert the finished document into a PDF file.

Choose a name for your product and then register a matching domain.

Once you have a product and a domain name, have new graphics including a header, footer, book cover, background and order button made. This will probably cost you between \$50-\$150.

Then write some copy and use your graphics to set up the sales page and download page for your product.

You are now ready to sell the site. You can sell your sites on Ebay (although not the best place to get a top price), and several webmaster forums such as Sitepoint.com

When you're writing your description to sell your site, remember that you are selling the benefits of ownership. Far too many people talk about all the features and functions... concentrate on selling the dream!

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Build A Targeted List

We've all heard that the "Money Is In The List" from many of the experts.

I can tell you from my own personal experience that having a list of loyal subscribers means that you have a very valuable business asset.

So, what's that got to do with private Label Rights?

Well, it's simple really, take another look at all those PLR Products on your hard drive and pick out a specific niche market.

Choose a product and then break it down into a series of articles that you can deliver through an autoresponder sequence.

Register a suitable domain name and set up your hosting account.

Find products where the merchant has an affiliate programme and weave one affiliate link into each of the articles and then upload the articles to your autoresponder (I recommend [Email Aces](#))

Create a squeeze page and offer your new "e-course" free for everyone who joins your specialist ezine.

Now you can promote your new site using article marketing, Pay Per Click, Co-Registration or any of your other favourite techniques.

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Create A Physical Product To Sell On eBay

If you've been online for even just a short period of time, you've probably visited eBay the well know online auction site.

Well, you certainly won't have been alone... eBay enjoys literally millions of visitors and the majority of people who visit eBay are looking to buy something.

So, with all those people looking to spend money, it makes a lot of sense to offer them a low cost product.

Yes, you're learning!

Strategy Three is about pinpointing a hot category on eBay where you have a PLR product.

You simply create a high quality report based on something for which you have Private Label Rights and you sell it on eBay.

Now you have two choices...

1. You can sell the product to generate income or even better...
2. You can sell the product at a low cost and build a list of **customers**.

Once you have built your list of customers, you can offer them new products, you can build a relationship with them and you can earn affiliate income by recommending other peoples products.

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Do Something!

You know this isn't rocket science, there are no real secrets, it simply boils down to one thing...

1. Search the [Clickbank Marketplace](#) using the general keyword/topic of a PLR Product that you have and check out the competition.
2. Look for Clickbank products with a reasonably high value \$40 and above and a generous affiliate commission... 50% and above. Your objective is to generate over \$20 per sale.
3. You should now have a shortlist of suitable products. Review their sales pages and choose a product to promote. I usually buy a copy of the product or I occasionally ask the publisher for a review copy. That's up to you!
4. Re-write your PLR product ready to offer as a free report (Or as a \$7 report) include your affiliate link to the product that you selected from the Clickbank Marketplace.
5. Set up a squeeze page on your site to give the report away for free or set up a [suitable system](#) to sell it.
6. Drive traffic to your site and look forward to your cheques from Clickbank.

Have you seen all those Fire Sales, Give Away events and List Building Joint Ventures?

This strategy's easy to do, costs you virtually nothing and can help you to build a huge subscriber list. This works best in the Internet Marketing Niche, but I've also had good success in the self development market too.

Again, review your PLR Products and pick out a product which is relevant to the Give Away. Give your product your own title, add your name as author and include an "About The Author" page with links to your own sites.

You may also want to sprinkle a limited number of affiliate links in your report where it's appropriate to recommend resources. Don't overdo it! When you're happy with your finished ebook, convert it to PDF.

If you can afford to, get a nice set of graphics created including a header, a footer and an ebook cover. Set up a "Registration Page" with an opt-in form and redirect confirmed opt-ins to the download page so that they can claim their free gift.

OK, now you're ready to submit your product to the give away event. The more exposure your free gift gets... the more subscribers you get.

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The Added Value Strategy.

Take a really good look through your PLR Products and pick out a category where you have two or more documents on the same topic.

Your objective is to edit the two documents together to create one large book.

You should aim to create an attractive front cover for your book.

Now, you have two choices...

1. Save the finished document to a disk and then take it to your local printers or copy shop and ask them to print out around 5 to 10 hard copies. Preferably with a coloured front title page and maybe with a clear plastic front cover and back cover.
2. Save the finished book as a PDF File and then burn it to a CD. It's worth making sure you have an attractive label on your CD and package it in a good quality crystal case with a nice sleeve.

Once you've decided on the format of your product, create a suitable auction description and offer it for sale on eBay.

Make sure you package your product in a strong Jiffy Bag or other type of padded envelope.

You can then use the profit from your initial auctions to pay for more inventory.

You might be surprised to discover just how much more people are willing to pay for real products rather than digital downloads.

It's well worth testing out alternative prices for your products... just make sure you charge enough to cover all of your costs and to make a profit!

Start A Community

You may have guessed by now that I prefer to operate in niche markets where there is a large audience with money to spend.

The real money isn't made in the over-saturated Internet Marketing niche, it's made in niche markets where people are fanatical about a hobby, a sport or another interest.

Talk to people who are enthusiastic about something and you've found a hot niche market!

Gardening, photography, antique collecting, and many other niche markets are acrying out for information.

Now, strategy seven may cost you a bit more to set up, but I can tell you... it's very much worth the investment when you get it right!

So...

1. Choose a niche where you have a lot of PLR Products and ideally where you know you can source even more. If there isn't enough available then think about outsourcing it, but bear in mind the additional cost.
2. Bite the bullet and purchase a script to run a membership site. By far the best is Robert Puddy's "[Launch Formula Marketing](#)". Set up your site with attractive graphics and a well written sales letter that emphasises the benefits of membership.
3. Add your first batch of content to your site using your PLR products as your main source. Be sure to edit it into good quality articles, special guides, work sheets and tips. When editing PLR it is best to put your own style on it, include examples and anecdotes and make it personal.
4. Set your monthly fee at maybe \$9.97 and offer your members/affiliates a 35% commission.
5. Advertise your site where your target audience hang out, post in relevant forums, advertise in suitable ezines and newsletters. Look for opportunities to submit your site to other sites and especially directories, blogs and portals.
6. Maintain interest in your membership by regularly adding fresh content. Provide members and affiliates with lots of resources that they can use to promote the site and build the membership for you!

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Blogging For Fun And Profit

You've probably already heard that the search engines like blogs. They seem to like the structure and they are very keen on blogs that are regularly updated.

I don't see much point in setting up a blog unless it can be monetized in some way, but I've discovered that it's best to set up a blog with maybe 5 articles before adding any formal advertising.

The key to this strategy is to have a plan.

Pick a niche where you have a PLR product with at least 50 pages and break it down into small blog posts of around 300 to 400 words.

Set up your blog on its own domain using Wordpress and post one article each day for the first five or six days. I've discovered from my own testing that it's best to post your articles at around the same time each day.

Then post one article per week for a full year (that gives you 12 months to find more articles)

You can add AdSense blocks to your blog and earn a share in the revenue from Google. Better still, look out for suitable affiliate programmes and include product reviews within your blog posts.

If you have enough PLR material you can even create short special reports and offer them to your readers!

Again, be sure to submit your blog to relevant directories, add a link to your signature file and post to forums and other blogs which are on similar themes.

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Think Locally Sell Globally

My sincere thanks to [Paul Myers](#) for this awesome strategy.

It's very easy to get stuck in our own comfort zones, just try writing the first line of your address with your non-dominant hand to see how it feels.

There's nothing more comfortable than using our own language, it took me quite a while to get used to the local dialect here in Langholm when I moved here just over two years ago. That's why this strategy is so powerful...

Many people will warn you that using duplicate content can cause problems with the search engines, especially Google.

So how can you leverage your existing PLR products and reach huge new markets at very little cost?

It's so simple and yet so obvious!

Simply get your PLR products translated into new languages such as Spanish, Chinese, Portugese and your content will suddenly appeal to a whole new audience!

Do you have any idea just how many languages there are?

Check out this [List of languages](#) and you may be surprised!

Think about what you could do with people all over the world working as your partners, in markets that are starving for good information. Information that might be sitting on your hard drive right now, doing nothing but gathering cyber-dust.

Yes, it's very comfortable to always do what we've always done and relate to people who speak the same language... reach out to a new audience before your competitors and you have the potential to **dominate** that market.

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Multimedia Makes Money

A lot of people get locked into specific patterns of behaviour.

What do I mean?

Well when most people think about using Private Label Rights they usually think about re-writing the original document, or breaking it up into articles or blog posts.

Why do you have to limit yourself to the written word?

Why not use your PLR Products as a script for an audio recording or podcast?

You can distribute podcasts to drive traffic, use the MP3 file as a free gift or product or add your podcast to your blog for your readers.

Why now use a PLR How To Product as the basis for an instructional video?

You can use your content to create a Powerpoint presentation and then convert that video into a video. Sell the video, add it to your blog, use it as an ethical bribe in exchange for an email address, upload it to the top video sites to drive traffic to your blogs and websites.

I hope as you read this series of strategies, I'm encouraging you to move outside of your usual thinking patterns?

Generate Advertising Revenue From Private Label Rights

1. Choose a topic where you have a PLR products and then find and register a relevant expired domain. The expired domain should preferably (but not essentially) contain your primary keyword, or keyword phrase, and have a Page Rank of 4 or above. You can get a great software application that allows you to quickly and easily locate expired domains from [Domain Name Seek](#)
2. Sign up for a low cost hosting package (preferably with cpanel) and install Wordpress in the root (/public_html/) folder using fantastic.
3. Use you Private Label Rights content to immediately make between 5 and 10 posts to your blog. You might want to backdate some of them to make it look like the blog has been established for a while.
4. Sign up for the [Text Link Ads Publisher Program](#) and install the text-link-ads plugin on your blog and then list your blog URL in the Text link Ads marketplace.
5. Make regular weekly posts to your blog using your PLR content to provide up-to-date content for your visitors and to keep your text link advertisers happy.

The better the Page Rank of your blog the more you are likely to get from your Text link Advertisers. So it's well worth investing some time in boosing your link popularity through directory submissions and by using some of your PLR content to write and distribute unique articles with links back to your blog.

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About The Author

John Taylor is a writer, a publisher and a marketing consultant. He lives in a cottage on the banks of the River Esk in Langholm in South West Scotland

John's career has embraced a broad range of job functions across a number of industries. His early career focused on engineering and production and he later moved into general management. Although UK based, John has spent time working in North America, Europe, Africa and the Far East.

Before moving to working full time online, John has worked as a consultant advising clients such as Cadbury, Coca Cola, GE Capital, Glaxo SmithKline, Lion Foods, Quest International and Sellotape.

Over the past few years his work has become much more online focused and he has set up a number of internet based businesses.

John's first best selling product is "[Testing & Tracking](#)" a special report that provides insight into which parts of your sales process should be tested including precise details on how to test over twenty individual variables.

Please do check out: [John Taylor's Blog](#) where he publishes Internet Marketing News, Gossip, Scandal and other information.

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