



The PLR Profit Report

**Discover How You Can Make Hundreds Online With
Private Label Rights Content**



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<http://www.plrnicheclub.com>



Introduction:

Private label rights has been all the rage lately, and for good reason too! With PLR content you can easily brand yourself as an expert in a niche without all the dreaded research and writing. PLR allows you to create products for your niche, without being an expert in the field. In short, a marketer's dream! In this report we will examine 5 different ways you can begin making money with PLR immediately. PLR is a great means to an end, but with all great things a little leg work is needed on your part. Don't worry though, this "leg" work does not have to be challenging, and it may even be fun. So without further ado let's get started :)

Note: Feel free to give this report away to your list, friends, family, etc. If you are reading this report, you are now entitled to **Master Resell Rights**. This means as long as you keep the report in its original format, you can sell it, give it away or simply keep it for yourself. Enjoy :)



Build Your List:

Private Label Content is a great way to build and maintain your list. Lets say for example you've purchased a PLR eBook on how to lose weight. You can easily edit the eBook and include the 1st chapter for a free download as an incentive to build your list. This will help you in two ways

- 1) Interested prospects will get a "sample" of your product before they buy it so if they like what they see a conversion will be easier
- 2) You are building a list in a specific niche that you can market new product and services to in the future, so even if you don't make the sale now, you may make many more down the road.

The great thing about PLR content is that it makes you seem like an expert when in reality you might know next to nothing on the specific market. Of course, it's good to research on any niche before you decide to market on it, but time is short, and researching and writing takes a long time so PLR content can shorten your learning curve as well.

Once you have a subscriber on your list, it's important to pre-sell them on the product you are selling, in this case an eBook on how to lose weight. How do you do this? Offer them "snippets" of information, but remind them if they want to learn the insider information that they will have to purchase your content.

Your subscriber will value the free information that you give them, but they will also be more inclined to check out your product, especially if the information actually helps them. Here is a sample e-mail that you may use if



you were in the lose weight niche.

SUBJECT: {firstname}, **URGENT:** Lose That Stomach Fat Fast!

BODY: {firstname}, if you are like millions of other Americans you probably have a pot belly down there. Don't be ashamed, I use to have one too. The difference between you and me is that I learned the true secrets of getting 6 pack abs. I use to see infomercials all the time with fitness celebrities raving about the new "ab-monisher" or "ab-on-wheels" machine, and like hundreds of other people, I fell for the bait. After many failed attempts of using these machines for hours on end, I finally learned the ugly truth.

The fitness celebrities you see in these infomercials don't even use the damn products that they advertise about to get their killer lean physiques!

To say I was shock would be an understatement...

See the truth about 6 pack abs is not how many crunches or sit ups you can do, it's about having a low body fat. Everybody has abs, it's just covered with undesirable amounts of fat. The key to getting your abs to show, is to get your fat to hide.

Advertisements would never admit to this though because the idea of actually having to work out doesn't appeal to the mass public.

I hope you are different though {firstname}, because I can show you how to get a low body fat, and how it doesn't have to be long grueling hours on a treadmill.

More on this later ;)



Your Name
To Earning Your Future Six Pack
www.yourwebsite.com

As you see this e-mail is effective for a few reasons

- 1) You try to put yourself in the prospects shoes by saying you are aware of ab machines that failed to work for you (as it probably have failed to work for them)
- 2) You share with them honest, well-intentioned advice, you do not directly sell your product yet, but you hint on it in the signature and leave the prospect wanting more by saying you will e-mail them back tomorrow

One of the bad things about many PLR websites is that they leave to you the marketing on your own. You don't get any presell e-mails to use so it's up to you to write them yourself (which will be quite difficult if you are clueless on your niche)

With PLRNicheClub.com we give you the materials you need to easily market your high-quality PLR material

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Article Marketing

Everyone knows one of the best ways to build backlinks and traffic to your website is through the use of article marketing. Everyone also knows that writing good articles is a time consuming process, lets not forget tedious and just down-right boring. Purchasing PLR content can help you with your article marketing endeavors. You can mix-and-match relevant PLR content together to make an article without writing much of it yourself. You can also use PLR content as a "spring-board" and use it as the research material needed to easily write up a new article. Regardless of what option you want to take, PLR content will help you in your article marketing efforts.

Using the same example of a weight loss eBook, if we really wanted to be lazy, we could copy direct portions of the eBook and use it for articles. A lot of marketers overlook the fact that PLR content can be used for articles, so when they get their eBooks they simply re-upload it and hope to make an easy sale. Let their short-sightedness be your gain! Because a lot of marketers don't realize that they can use the eBook for article content, this is one way in which your PLR content will usually almost appear unique, in the article directories! When using PLR content for article marketing purposes, I always like to check for originality.

Two ways you can do this

- 1) Using Copyscape's Premium Service (**Paid**)
- 2) DupeFree Pro (**Free Content Checker Software**)

This also may seem like old news, but a lot of people don't know the power of



articles and how different article directories can benefit you in different ways.

Article Directories like

- 1) Ezine Articles
- 2) GoArticles
- 3) iSnare

Are High-PR ranking article directories. The articles you submit to these directories should be as unique and high quality as possible. These article directories are directories you submit to when you want to rank for easy keyword terms in the SERP for traffic, and in order to get a high quality backlink to your website.

There are a few other article marketing directories with HIGH PR, but besides the 3 above that I mentioned, and some other specific article directories, the only other benefit you will get from article directories are backlinks.

Important Note On Backlinks: When submitting your articles to directories for the purpose of building backlinks, ALWAYS include the keyword you are trying to rank for in Anchor Text.

If you are looking for high quality PLR articles in addition to profit-pulling products, PLR Niche Club offers both in one place.

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Auto-Blogging

A lot of people are turning to the power of blogs because of it's CMS (content management system) capabilities. One of the most powerful blogging platforms that a lot of marketers use is Wordpress. PLR Content is great to use to set up an auto-blog.

Many people are not familiar with the term "auto-blog" so I will explain it below.

An auto-blog is a blog that you set up once and then forget about it. You simply "feed" posts into wordpress that you want to appear on your blog, and the blog will display the posts in set intervals. Your visitors will think that you are writing periodic updates for them, but in reality everything is pre-written out, it's just being "drip-feed" so to speak.

Auto-blogs are best used for niche markets. Why? Because niche markets are topics that are generally not covered in-depth via blogging so there will always be a demand. Also, depending on the competition of the niche market, you may be able to easily dominate the search terms through the search engine.

The actual set up of an auto-blog is beyond the scope of this eBook. If you are looking for great content to use on an autoblog however you need to check out PLRNicheClub.com

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Firesales and Bonuses

The great thing about PLR content is that you are never restricted to one form of how they can be used. Instead of selling your PLR product as a stand-alone, why don't you use it to compliment an existing product or service? PLR Products can be used as high-quality bonuses if you already have a product out in a certain niche market. Giving away PLR content as a bonus will leave your customer more happy on the back-end and more likely to buy from you in the future.

PLR Firesales can also be very profitable – especially if your package is exclusive and never seen before. After a few months of profiting from your PLR content, you can profit more by putting all your PLR content into a “Firesale”. What’s a firesale? It’s a huge collection of eBooks, softwares, scripts and more. Usually the visitor can’t pass up the opportunity because he knows if he does he won’t ever get a chance at it again. That is why firesales have to be limited to create a sense of urgency. If you offer 2.5 gigabytes of content for \$47.00, a person would have to be a fool for not wanting to buy it.

Quick Tips For Firesale Success: Marketers are smart, and these are the people who usually will be buying firesales. Don't package your firesale with cheap PLR that's been thrown around on eBay and free download sites for years. Sometimes less is more with firesales especially if the product is of high-caliber quality. If you want to throw in firesales for niche markets, you need to make sure all the material you are giving away is related to that specific market. The easiest way to earn money with a firesale is to make the offer truly high value, and for an very affordable price. This is why I generally use firesales as a one time offer.



More on one time offers: If you are giving a firesale up as a one time offer for a niche market, you need to make sure all the products you are giving away is relevant to the buyer.

For example: If you just sold a report on "how to quit smoking in 48 hours or less" all your firesale "bonuses" need to supplement the original product. Perhaps having audio, videos, and interviews will be perfect for such a product. Be creative, but do not undervalue your content by giving too much for too cheap, this is essentially the equivalent of shooting yourself in the foot.

Finding high quality products and bonuses can be a real diamond hunt. That's why PLRNicheClub.com offers a PLR Directory filled with hundreds of PLR/MRR/RR content available for download. It is separated by niche as well so your search for high quality bonuses and downloads is just a simple category click away.

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Niche Market Products

The number one, top way, to profit from PLR content (in my opinion) is through the creation of niche market products. I believe being a product owner in general is one of the easiest ways to make money online, but the reason why niche markets in specific is smart to target is because they are easier to dominate.

Now, there is a small *negative* that I want to mention here. If the PLR content you purchase is distributed world-wide, it will be sold dirt cheap on auction sites and resell right directories. That is why you have to make sure that the PLR content you purchase in your niche marketing endeavors are limited.

2nd, a customized PLR product will ALWAYS sell better then it's stand-alone counterpart. At the very basic, I would recommend doing a graphic re-design in order to make your product stand unique in the market of hungry buyers.

A basic minisite design can be done for as cheap as \$49.00 and after your first set of sales you'd be happy you paid for the re-design.

Another benefit on Niche Marketing is that you can set up an affiliate program. In addition to your own marketing efforts, having affiliates promote your product for you will bring in dozens of new sales that you may have missed otherwise. The power of Niche Marketing lies on the power of being your own product owner in markets where people are looking up to eat the products you are offering.



A Quick Word On Niche Marketing: In popular parlance, a Hot Niche is a niche such as Yeast Infection or Hypermiling that are receiving a lot of user-attention of late, making it easy to spot it as a trend. The searches for these categories thus may be seen to be registering a noteworthy increase, attesting to the fact that hordes of people are looking for relevant information and products, thus making these hot-niches, prompting niche affiliate marketers to take up the opportunities presented. So you want to be careful as regards to what you chase, and take the time to think before jumping into one of these “HOT” openings you might spot. Instead of chasing after the niches with the highest popularity rankings, it would be way more productive to find hot niches that have buyers looking for product-solutions but no substantial supply as yet. It is here then, that you may effectively create a space for your products and obtain high user traffic, through the various methods already mentioned. Make sure to optimize your web pages through linking yourself to popular search „keywords“ or search criteria as entered into various search engines, what is otherwise referred to as organic traffic volume. This will also help you attain good rankings for these keywords, establishing a continuous chain of visibility. At the same time, never lose sight of your audience, since it is this that directly determines your success/failure. For instance, people requiring home solutions or medical help will be more willing to pay for products online, as will enthusiastic gamers, collectors and hobbyists, while people flocking to websites that advertise solutions to debt, or those promising money-making opportunities will probably be less willing to spend. Ultimately, it will remain up to you to constantly monitor your potential audience and decide to work on a particular niche, as also to determine how you want to generate your income.

If you are looking for high-quality, in-demand, niche products monthly then



you need to check out PLRNicheClub.com Each month members will receive 2 custom written niche products complete with product design, salesletter, and marketing material. Having your very own "business-in-a-box" never been so affordable. We do the research and the hard work, all you have to do is some tweaking and reuploading of files. If you really want to earn a massive profit for 2009-2010 then you better hop on niche marketing before your competitors do.

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Conclusion

This short report documented some of the ways you can make money with PLR products and content but it is in no way comprehensive. The power of PLR is that it can be shaped and molded to fit your business model and needs. Content will always be in demand, because people are always looking for information. The internet thrives year after year simply because people always can, and will learn. If there is content, there is PLR to make your job easier.

The one thing you have to be careful about when purchasing PLR is to make sure the PLR is actually quality material. A lot of time you will find PLR with factual errors, child like spelling and grammar, and worse, plagiarized content. That \$17.00 PLR eBook may cost you \$1700 in legal fees if the owner used copyrighted content.

PLRNicheClub.com offers it's member premium high-octane PLR.

Each month you will find

- * 2 Custom Written eBooks on Researched Niche Topics
- * 2 High Quality Minisite Designs For Each Niche Topic
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- * 10 Articles Written Specifically To Optimize Niche Topic
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