PLR GODFATHER

Insider Tips To Be The "Don" Of PLR

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Foreword

'To bring in revenue, drive content and pick up subscribers utilizing PLR you need to take a step back from the gang, and get intelligent, while sustaining confidence 'Content makes cyberspace go round.....and if you are an net marketer that means you have to produce the material, or pay somebody else to produce it for you.

This is either (or frequently both) time depleting and expensive.

...and its likewise where PLR content comes in (although it's not always the paragon solution - read on to discover why)Private label rights products are digital products like articles, e-books and reports that are sold to you in a way that you are able to easily alter them.

*These days they commonly come with graphics, and sales pages supplied....although not all of the time.*

Depending upon the 'license' that's issued with the PLR product, you are able to utilize the material in assorted ways - sell them to others as 'end users'. Or sell them to others to sell on again (resell or MRR), or you are able to break them up and utilize the material is different ways.

PLR is like having material ghostwritten for you......except it's much less expensive as you have to share it with others, depending upon how many licenses are distributed. Which is the main issue with how most people utilize PLR.

To begin from the top over again, I stated 'Content makes cyberspace go round'. It does not - unequalled e-books makes the Earth go round. Here's how a PLR Godfather would do it.......

PLR Godfather

Insider Tips To Be The "Don" Of PLR.
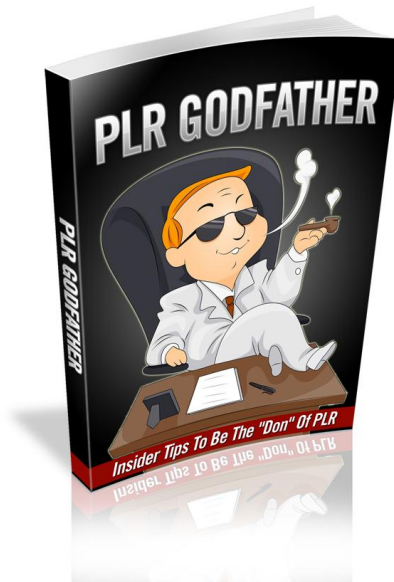
Chapter 1:

A Few Of The Deadly Kisses Of PLR

Synopsis

These are the things that prevent most marketers from earning a single cent from their PLR attempts.

These are the same guys you'll hear discussing how PLR 'doesn't work'. They're incorrect with a capital 'innnn.'

Avoid the matters in the next few chapters and you're midway to becoming a PLR Don.

Choose Wisely

Quit purchasing junk.

[Selling PLR](#) is a great way to make revenue. Which means that many low life marketers will throw bundles together just to make a fast buck. If you've purchased a lot of PLR in the past you will know exactly what I'm talking about. Hapless material, bad grammar, typographical errors, damn-near impossible to read and altogether pretty worthless. The only resolution is to bin the entire package. If you attempt to rewrite it you'll just get bogged down in the mud.

Get rid of it and put it down to experience. How come? Because you might be enticed to recoup your losses by reselling it. If you buy junk PLR, repackage it and sell it on to your buyers then look to ruin your rep. Even if you don't have a rep, you won't get any duplicate business from buyers who bought your product made from scrap PLR.

Reputation is everything in this business, do not lose it. And if you don't have any kind of reputation, then establish one for yourself by providing worth.

You are able to avoid purchasing crap by either utilizing only people who you are able to Google and see that they're accomplished PLR sellers, or by getting hold of unknown or fresh writers and asking for a sample.

You'll purchase some crap PLR at some time. It's a ritual of passage, but don't be scared of seeking samples or seeking testimonials from previous buyers. It's your revenue.

Don't be enticed by less expensive PLR unless it's from an entrusted source. You do get what you pay for where PLR is related.

Godfather hint - Give a greenhorn a break. Utilize little known writers (get samples first of all) to produce your PLR for you. You'll get good quality work at abject prices -at least till they realize their worth and ask for more revenue, but they'll thank you for giving them a break.

Purchasing PLR then leaving it idle.

Godfather hint - If you purchase it, utilize IT inside fourteen DAYS or it'll just get left behind, accumulating legendary 'cyber dust' and you'll never turn a profit from it.

Too many marketers buy PLR content on impulse and then they choose to not utilize it. Or they just totally forget. Before you buy PLR material, take a couple of minutes to decide if you really require it. If you do plow ahead with your purchase, save your PLR content to your desktop, so you're perpetually reminded to edit your PLR product.

Have a theme before you purchase what you're going to do with them. Resolve for instance prior to you purchasing, how you'll repackage it to sell.

If somehow, your business plan changes or you choose to go in a different direction, then at any rate get some use from your PLR material by adding it to a free blog or something- only when you're allowed, of course.
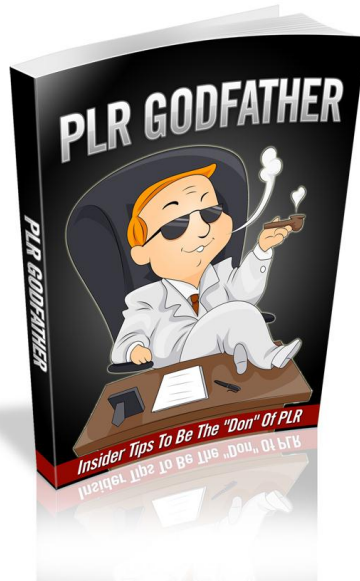
Chapter 2:

Graphics and Your Stamp

Synopsis

You have to make sure that you put your personal touch on the material and use correct nice looking graphics.

Do It Right

You have to put your 'stamp' on it!

PLR material ought to be a 'rough blueprint' for an original product- Your product. If you can't author the material get a freelancer to add or take off content to make it unparalleled. The very least you ought to do is to re-title it - if you Google the PLR you've purchased you'll see a truckload of submissions for it. If you re-title it then make a few minor changes to material and graphics...

Wala!

You've an original product.

You are able to contend by not being as work-shy as your rivals who will just leave the package as it is, upload it and attempt to distribute it.

Godfather hint - Whatever else you do, make certain you at the least re-title it, preferably alter the images and do a rewrite or partial rewrite also!

Getting the images severely wrong.

Let's look at the facts here... no one in their correct mind wants to see badly created images, it's exceedingly unprofessional. When I say badly produced images, I don't mean plain and easy graphics, occasionally they may work well.

I mean images that are low quality due to incorrect file formats. Images that look like they've been produced by a five year old are not satisfactory either (so do not do 'em yourself unless you're great with Photoshop).

Even if the PLR proprietor did supply you with the best looking graphics on the planet, then you'd still need to get your own images for your own unequalled product, or at the least edit the PSD files.
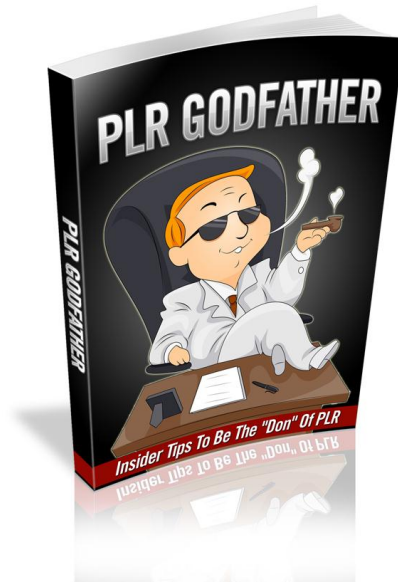
Chapter 3:

Bonuses Prices and What To Do Next

Synopsis

The next steps in the PLR process in not any less important than the rest... You have to pay attention to these steps.

Presentation

Supplying junk bonuses.

I seldom give bonuses with my products. This gives my product the feeling of being a high-grade, stand-alone package. You might take issue - that's cool. However if you DO furnish [bonus products](#), make certain they reflect the caliber of the main package. Buyers can spot a 'chunked on without thinking' incentive a mile away and it'll reflect on the caliber of your primary package.

Deciding cost.
Only amateurs vie on price. Period. If you abide by the instructions in this book you should not need to vie on price at any rate for you'll have built up your own unequalled PLR product.

If you purchase a PLR bundle then discover that it's all over the net (sold as an end-user e-book) ranging from forty-seven down to seven dollars you'd be loony to try to sell it at six dollars. As an alternative re-title it, rewrite it, get some fresh images made and come at the market with a spick-and-span unequalled product.

Not only will you be able to distribute this at a much higher price, but no one will be able to undersell you unless you decide to sell the PLR license to your fresh, unique product (which naturally you could do, for a big profit).

Understand what you're going to do with your PLR.

There's little riskier when it comes to PLR than purchasing a nice fresh lustrous [PLR package](#) about dog training or hair loss then finding that you have no knowledge of the issue, even less interest and the niche is concentrated beyond belief. Before you purchase, make certain you've a glimmer of where you are able to sell your PLR. If you've a list in the self-help niche then a nice PLR package on time management or relaxation strategies may fit very well beside your existing products.

If all the same you have a list of individuals interested in weight loss products you may not get very far with a PLR package entitled chocolate recipes.