



The Quickest, Safest Way To Reach Your PLR Plateau

Lord of all you see, stretched out in front of you, kingdoms, empires, dust devils, and mirages – not a few. This is your guide to the quickest and safest way to create an empire all your own.

Don't skip a single sentence in this report. Study every word that you even suspect of having 2 or more applications.

The biggest, brightest and most appreciated value of this report lies in what it makes YOU think and dream of as you ponder over what you read. So take your time, and keep a pen and paper handy as you peer off into the sunset
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The publisher doesn't claim to know everything there is to know about this subject, nor does the author. Inside this book we have tried our best to be as helpful as possible in the suggestions we make, but in the final analysis your results are entirely up to you.

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THE Newbie PLR Profit Formula

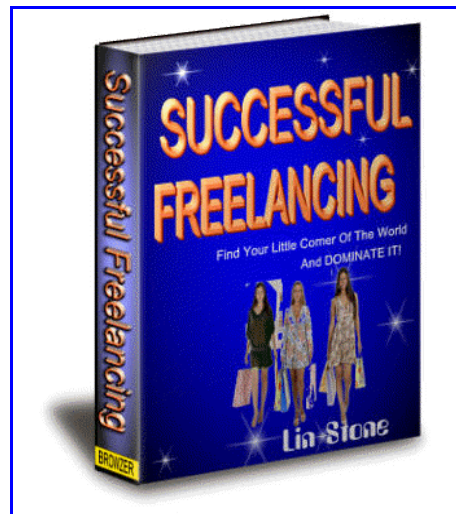
Creating original content for the purposes of selling it to another party is a hard proposition known as FREELANCING. Authors, writers, artists and illustrators have been freelancing for centuries, and like your lonely knight with a broken down steed and a rusty sword, most of them starved to death, froze to death, or drifted off into more lucrative vistas.

Mark Twain couldn't make it as an author, so he tried publishing for a short time. If there was anything worse than freelancing it was publishing. Poor Mark ended up with twain more debts than he could ever have repaid by ordinary means, and eventually paid off all his debts by becoming a gifted speaker and striking out on the world circuit with nothing but a case of cigars to embellish his acts. Will Rogers followed him a few years later, using a rope to snag the frivolous attention of the audience.

Mark Twain was famous for seizing technology by the bulled horns and was the first author to submit a full length novel using a newfangled typewriter.

Us freelancers of today must use similar strategies to make our mark on the world. My first book was the first one to be marketed entirely on the web. The publisher never saw a printed version of the book he was buying. The query letter went out on the web, the proposal was sent over the web. The contract was studied over the web and accepted. PayPal was not around back then so my check came in the mail, taking 5 (FIVE) whole days to travel just a few hundred miles. The publisher went out of business, a few years later, but my book kept selling (over the web) for 11 years.

You too can use technology, and there is a whole lot more of it now than there ever was before. With technology you can make products that walk and talk, that know the reader/viewer on a first name basis, pages that flip, links that make videos spring into view and changes that the viewers can make on their own.



You actually have it in your power to make a better movie than Star Gores, because all of that is already old hat, like yesterday's news.

But, let's make it clear where I am coming from.. the best thing you can do is keep it just as simple as possible. A thousand people per day make a flying leap onto the Internet with the dream sizzling in their eyes that they will get rich. Invariably, they go broke and they go home. If their old job is still open they offer to do everything they were doing, at half price and glad to get it.

We had the same thing going against us in the 50s, 60s and 70s. There was even a wonderful name for what we were doing.. INNER CIRCLE... kind of sounds like you're on the inside looking out, and using terminology that baffled the general public. It was better than speaking pig latin as far as inflating the ego went – and just as useless in its day as the secret language used by the Get-Rich crowd of today is... SEO, CPA, Meta Tags and such other stuff.

Let me hand you a few secrets here,

1. You have 10,217 chances to make a good First Impression. Don't worry about making mistakes. Worry about not recognizing them.
2. Sneak away from the Money-Making-Plans dealers ready to cut you a good deal if you want to make money on the web. The surest money

- is in helping others recognize their mistakes and get out of the mess their greed got them into.
3. Don't believe the marketers that say you have to stick your nose into some niche. Freelancers can make their way, ANYWHERE.

All right, this book is mainly about PLR. Let me tell you about 2 sources of FREE PLR that most people don't recognize and therefore can double and triple your take home pay.. These are [Publicity Releases](#) and [public domain](#).

Publicity Releases are information thrown out to the public in the hopes that somebody like you and me will use some of it, or all of it. You do not, not, not have to pay for this information in any way, shape, form or fashion. You don't even have to mention where you got the information unless you just flat out want to. However, grab that telephone number and give them a call if you need more information and especially if you want someone to quote. I want you to look at [this product](#) that came entirely from press releases.. Yes, pictures and all, and big, pretty quotes on the wall.

Okay, public domain... The first thing you want to know is that you CAN rewrite it, rearrange it, re

produce it, and put YOUR name on the new product. That should open your mind up for new possibilities.

Next, in the United States, Anything published before 1924 IS public domain. Anything published before 1954 MIGHT be public domain – and some of Louis L'Amour's early works fall into this latter category. At least one of Agatha Christie's mysteries fell into that category. Yes, there are some big names and pure gold in that last category.

Let me suggest that you look for material that has not and shall not lose its appeal for another century or two. *Wuthering Heights*, for example, will become more popular as time goes on. What can you do with it? Turn it into a radio broadcast.. Make it a book on tape, make it an e-book and change the names in it just for your customers. All of this is done without much change to the basic story. But, you can also go in there and make some major changes.. Maybe you can find a picture of the author and create a new setting for it.. You could add pictures of old castles, you could make the wind shriek mightily as the viewer moves the mouse pointer over it. You can also embroider the conversation.

One of the major complaints about old timey books is that the reader gets lost trying to figure out who is talking to whom. Can you straighten that out? YES! Yes, and you can add (or delete) whole pages if you wish to do so.

[The Last Days of Marie Antoinette](#)... Marie, the hated little Princess from Austria, was a fierce fighter. She fought for her husband, his honor and his life. She fought for her children, and most determined of all was her fight for France. Nowhere was her strength and determination, her pure loyalty, more obvious than in those last, trying days before she faced a royal death without a quiver of cowardice or fear. There came a day, 10 April, 1814, that France admitted that a great wrong had been done. Then cannons roared acclamation, and the world straightway forgot it had ever happened.

* [THE THREE MUSKETEERS](#)

* [The Man In The Iron Mask](#)

* [The Count of Monte Cristo](#)

All of these and many more I have modernized for my tens of thousands of readers. Do you really think the story of Marie Antoinette will ever fade entirely from the public's insatiable appetite? The Three Musketeers, The Man In The Iron Mask? Ah no.

Then there are other subjects that have not changed that much in the past century,,, like birds and their

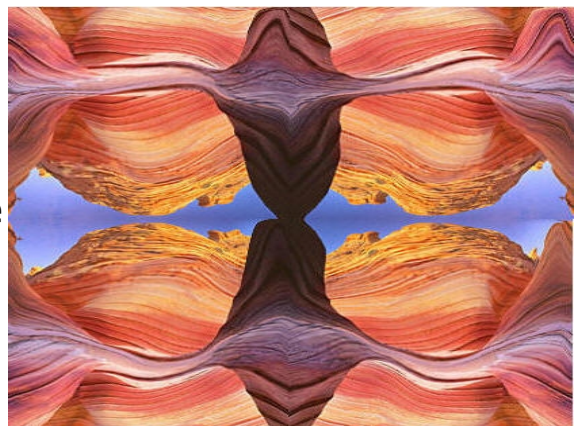
habits. Subjects like this are so easy to modernize and update.

Magazines no longer feed the public's desire for short stories. But you can sift back through history and seize thousands of titles and create your own magazine products.

Anywhere you can be of service to your fellow man you can make money, in one way or another. We'll get into that later.

How about letting technology help you modernize some of this work? I have a list of English words that are spelled wrong when they cross the ocean to America. Control F and Control H and Poof, my novel is now written in American English. A little tinkering here and a little tinkering there and I have a completely new format for this work. This book, for example, has the distance between the lines set precisely where I want them, and then the type has been expanded between each letter in every word.

That makes it a whole lot easier to read. Then, I have a very heavy, very unique set of graphics that I can tear into for virtually any subject that interests me.



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With affiliate marketers scrambling to earn their little commissions off dime-a-dozen products – and your software enthusiasts looking to earn a quick buck with content programs, the whole new tribe of green [webpreneurs](#) have turned towards creating rock solid, **original content** to jumpstart their money making campaigns. Creating a product from scratch, whether it is an e-book, a small software program, or an item, is not the easiest way to earn income. Private Label Articles allow you to take shortcuts and claim complete ownership of a product, meaning 100% of profits go to you.

The Nuances of Product Creation

Product creation is a booming business on the Internet. Webpreneurs scramble to hire freelance writers to write articles and software programmers to create that hot, new karaoke program. The problem is – creating your own content requires lots of time,

money, and energy. Misinformed webpreneurs may settle with AdSense dollars on 20 articles at \$10 each to see profit in six months on a generic niche site. Plus, hiring web content writers and developers means setting deadlines, monitoring progress, and the fear of unfinished work.

When it comes to product creation, there are a lot of moving parts. When one is ignored, it could ruin the whole process.

The Alternative? – Other People’s Products!

Using private label rights means selling someone else’s products. A product can come complete with fresh graphics, original articles, lead generation forms, autoresponder series, and more. The kicker is – with Private Label rights, you can modify, add, and delete content to original, copyrighted content in any way and add your name on top (like a cherry.)

With Private Label Rights, you could –

- Buy 50 articles on home furniture design, modify its contents (even just one word, although it isn’t recommended), and re-distribute them for sale without breaking copyright laws.

- Add twists to your Private Label Rights content to meet your individual style (i.e. corporate logos, industry jargon to articles) and pass it off as your own groundbreaking product.
- Combine PLR articles into reports
- Use them as part of an email autoresponder series to lure more visitors and subscribers to your pages.
- Submit them to article directories for maximum exposure and links back to your page
- You are the sole author of the work. No credit is given to its original author!
- Pay less money for content

Digging a Little Deeper –

Private label rights create new products out of original sources. Different markets could be tapped into. It creates a brand and an image, where you have free reign over content, logos, structure of the work (i.e. turning a bland Private Label Rights e-book into dozens of articles for distribution), etc.

PRIVATE LABEL RIGHTS

The JARGON in a NUTSHELL

There are Resell Rights and Private Label Rights, and it's important to know the differences. Basically, resell rights allow you to resell a product as is to earn money. In contrast, private label rights allow you to edit, change, and rebrand products to make them your own and create new products out of them. Let's take a closer look:

- 1) ***Unrestricted Private Label Rights*** – the most flexible of all rights and therefore most valuable. You can do nearly anything with these products including renaming, branding and selling as your own, editing, and bundling with other products in a package. You can also give them away, and you can sell or giveaway rights for others to resell, master resell, or private label. The danger with giving these rights is nothing prevents buyers from turning around and selling them the same day at ½ price and “stealing” your sales.

2) **Private Label Rights** – similar to unrestricted in that you can rewrite, edit, and call products your own. But usually they have some limitations like only sell above a certain price and cannot give for free.

3) **Master Resell Rights** – Resell Rights, vs. Private Label Rights allow you to resell products but not edit them in any way. You cannot call them your own, you cannot add or edit the content. With Master Resell Rights, you can also give away the resell rights to others, and often you can give away the Master Resell Rights, allowing others to resell the resell rights.

4) **Resell Rights** – these are the weakest of all rights and therefore least valuable. You can only resell the product. You cannot change it in any way and you cannot giveaway or sell resell rights.

Normal content vs. PLR Content

What's the Difference?

Normal content are the 15 500-word articles you hire Elance or Getacoder.com copywriters to do.

Sometimes, you may write them yourself. PLR content is content created by one webpreneur for sale to other webpreneurs where you can do whatever you want with it based on whether it has rebranding rights, resell rights, or master rights.

What's the magical number in paying for PLR content?

****Use the Newbie PLR Profit Formula****

Article quality + Number of people sold

Typically, PLR content with a 1000 person membership is grounds for concern. The more copies of PLR content sold, the more it will be used.

However, keep in mind that the majority of buyers will NOT take action and publish these articles to their sites. Estimate that 70 to 80 percent of members (based on the ever changing webpreneur climate and those collecting articles for other purposes) will not follow through with their content.

But, you might be thinking...

"I have 100 PLR articles that I'd like rewritten into an e-book on healthcare and I'd also like these rewritten individually as well. I really, really, really cannot write. With all the hiring I have to do, PLR content doesn't seem cheap!"

It really is. Many professional writers will rewrite content for as little as \$1 per 400 words. Don't believe it? A project description by service provider 'Prince Projects' on Elance.com that read:

Hello all -

I'm looking for a writer to rewrite approximately 500 400-500 word articles at \$1 a piece to start. If everything goes well, I plan on awarding more articles. Subjects include real estate, internet marketing, health, finance, and more. Articles can be paid for on an ad-hoc basis if you wish (paid as you receive them through Paypal, Elance, etc.). My main concern is securing a writer I can work with in the long term.

generated this response from 2 writers:

Bidder Comments: *Hi. I am experienced in writing articles, proofreading and re-writing pieces. I have written a number of articles and other copywriting material. I can turn around the articles quickly, whilst still providing a high level of work. I would normally charge between \$2-5 an article but I am willing to offer my services for \$0.95 an article to yourselves.*

Bidder Comments: *Hi, I'm ----, heading a multidisciplinary writing group with perfect feedbacks so far. Kindly spend a minute reading our profile and feedbacks. We are constantly doing article rewrites for some months now. Although we usually charge US \$2-3 for rewriting an article of 500 words, we are willing to do this at your price in the hope that it will be increased in our subsequent projects, if awarded.*

As you can see, the first writer actually LOWERED his price from \$1 to 0.95 per article on a 100 rewrite project!

****Many writers are known to lower their bids on Elance.com if subsequent work seems likely. Use this to your advantage.****

Since PLR articles have large portions of them which may be the same from article to article, how does that affect its placement into article directories?

To start, article directory sites are known to hate duplicate content. "If you submitted it there, don't submit it here!" PLR articles are generally a total no-no for them. The majority of PLR content people do not bother to rewrite their articles. If they do, they rewrite small portions or rewrite the entire first paragraph at most. As a general rule, rewriting 50% to 60% of the article will have your content passed into the directories. But think about this for a moment.. You are submitting your articles to these directories so that PUBLISHERS will PUBLISH those articles on THEIR web sites, and if that isn't duplicate content you can strike me down as a liar. Then there's this silly idea that Search Engines will penalize your site for having duplicate content. Well the duplicate part of that statement is "**DUPLICATED CONTENT ON YOUR WEB SITE,**" 2 in place of 1.

How come this latest PLR site rejected me for membership?

Poorly rewritten content can get you banned from many article directory sites. As a general rule, PLR vendors want as few people having access to their PLR articles as possible and still make money. Learn to lean with the ratios.

****Avoid PLR membership sites with unlimited access slots at all costs****

A site that awards 200 articles to 2000 members is probably not going to affect you. Most members do nothing with their content. They buy it, and they forget it. Then they buy some more, and more.

Next Lesson For Real Life,, NOT ALL PLR PRODUCTS ARE CREATED EQUAL! GASP!

PLR products are popping up all across the Internet like scions. Expert authors are offering alternatives to article directories by promoting articles that are keyword optimized, searched, and articles that have enough flexibility to change dramatically. Their sales pitch is always the same:

- ***1000 original articles across 20 different niches written by professionals!***
- ***Articles targeted with a magical keyword density to beat the search engines!***
- ***A batch of 1000 fresh articles every month!***
- ***Limited membership!***

To begin, private label rights articles are one of the most popular ways of adding search engine friendly content to your websites. When hiring an Elance.com or Guru.com writer means dropping \$600 on 60 500-word articles, webpreneurs may turn to these membership sites that claim hundreds of PLR articles for as little as 10 cents each.

****Fact: Many PLR article sites are OVEREXPOSED with POOR CONTENT.***

Many private label rights membership websites have a cap on the amount of people who can have access to its articles. For instance, a cap of 1,500 members is intended to limit the amount of exposure its members' articles receiving, keeping search engine triggers inactivated. The problem is: many PLR enthusiasts are not **rebranding** and

reconfiguring these articles to create an entirely new concept! At most, many switch the first few words of each paragraph to resemble something else.

The same “high quality article package” touting unlimited access to unlimited niche topics in hundreds of categories is *worthless* if you don’t do one thing: *REBRAND*

The PLR Profit Formula for Rebranding PLR Content Articles:

· **Create a new character** – “The Rich Jerk” character is a purple shade wearing, slick haired businessman in a buttoned down blue collar shirt, a white blazer, and white pants. Reinvent your main idea of the “author” behind the articles. At the very least claim **expertise** status.



· **Rewrite, rewrite, rewrite!** – 50% to 60% of solid rewriting is a good idea. Many may rewrite PLR articles completely. Articles in list form (i.e. 30 Ways to Pick Up a Woman) may be converted to e-book or article format to resemble a new idea. Articles can be summarized, elongated to add new information, or combined into two and three at a time as part of a mini-series.

At the very least –

- **Change the article's title.** “The Last Days of Marie Antoinette” used to have a title about 30 words long, and sold few copies. I changed the title and ZOOM, the sales mounted immediately.

Pay attention to optimizing by adding the keyword to the title. Make it creative! “The Battle of Two Titans: Credit Cards vs. Debit Cards” sounds better than “Credit and Debit Cards Explained.”

- Rewrite the first paragraph.

Brand IT – A singular idea or concept that you own inside the mind of the prospect. Make it seem like you are the ONLY person in that niche.

STEP BY STEP PLAN FOR MARKETING OR PROMOTING PLRS

A set of private label rights, whether it's an e-book or a set of articles, has unlimited untapped potential. There are many creative ways to approach it. Generally, the more creative you become, the stronger your brand will be.

For example, one client of mine purchased e-books in bulk and hired a writer to create synopsis' of these 80-90 page e-books into 30 minute audio format tapes.

Marketing PLR with Multimedia – CD/DVD/MP3s

Recording your private label e-book and repackaging them into audio tutorials, courses, and transcripts is branding genius. Suppose you have a PLR e-book on '30 Ways to Seduce Women" written by scientific researchers of pheromones and psychologists.

With this, you could *repackage* and *rebrand* the e-book to produce a series of audio tutorials on "The Love Boss (you): Picking Up the Love of your Life," complete with a fictional character (see Rich Jerk series, one of the best selling e-books ever) and a new voice. Burning your recorded files onto CDs/DVDs and MP3s is easy with cheap equipment and packaging with software case levels is easy through an office store. A cover could include the front cover of your online e-book complement with a fresh logo. To jumpstart your multimedia campaign, you could introduce a sign up page on your website and offer a free recording with it to build a consistent list of opt-in subscribers.

Ever notice how many sales letter sites have recordings by the site's owner explaining the new product? You can do it too by adding either 1) an audio sales pitch, 2) an audio version of your PLR content, or 3) a combination of both to your site. For this, you'll need an MP3 Audio Mixer (available at <http://www.acoustica.com/mp3-audio-mixer/>) where you could edit your voice during long recordings. If you're a poor public speaker, there are many freelancers at elance.com that can do the job but the cost may be high.

The screenshot shows a Mozilla Firefox browser window displaying the Acoustica MP3 Audio Mixer website. The browser's address bar shows the URL <http://www.acoustica.com/mp3-audio-mixer/>. The website features a blue header with the Acoustica logo and a banner for "SPIN IT AGAIN" software. Below the header, there is a navigation menu with links for products, downloads, support, buy, partners, affiliates, newsletter, and contact us. The main content area is titled "Acoustica MP3 Audio Mixer" and includes a description of the software's capabilities. A sidebar on the right contains a "BUY NOW" button for \$24.95, a "SUBSCRIBE!" section, and a "User Showcase" section. The bottom of the page lists various support and community links.

Acoustica MP3 Audio Mixer - Mix music, sound effects, and even your own voice! It's your soup! Mix it well! - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

<http://www.acoustica.com/mp3-audio-mixer/>

Google Search PageRank ABC Check AutoLink AutoFill Subscribe Options

ACOUSTICA
software should be easy to use!

SPIN IT AGAIN
Convert your LPs and tapes to CD

products downloads support buy partners affiliates newsletter contact us

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◆ Cut and paste sounds (MP3s, WMAs, WAVs) quickly and easy!
◆ Mix, record or overdub as many simultaneous WAV and WMA & MP3 files as you want

There is an alternative. For pure audio creation I stoutly prefer Audacity. It is A Free Digital Audio Editor, thanks to SourceForge.net. Audacity is

available for Windows 98 and newer, Mac OS X, Linux, and other Unix-like operating systems. Older versions of Audacity are available for Mac OS 9.

<http://audacity.sourceforge.net/>

****Audio recordings create the illusion that your PLR content is booming!****

Hook, Line, and Thinker – the ‘Hook’ and ‘Follow Up’ Explained

(Tying it to our "Picking Up the Love of Your Life" example)

Capturing the imagination of potential buyers means hooking them from the very first minute they access your page. A sales letter may do an exceptional job of hyping your PLR product, but might not ‘reel’ them in as much as you would like. Like perfume sprayers at the department store, you have to give potential buyers a taste of your product. *Use a portion of your private label ebook content to lure readers into subscribing to an opt-in list or ezine.*

The best way to do this is to offer a free .PDF file download of the first ten pages of your PLR product on your main page. Add a ‘Table of Contents’ page with a powerful introduction and stop where it gets “interesting.” When the last sentence of your last

page urges readers to pass on to the next “How Pheromones can Attract Women” chapter available in the full-version, you’ve “reeled” them in.

You can create .pdf files from almost anything you can type or take a picture of by using [Open Office](#). Yes, your links will work inside the book.

“The Follow Up”

Creating a series of 3 follow up emails to market your PLR product and mail to your list 2 days apart with each email focusing on a different value/benefit of the product is one way to market. Instead of asking subscribers to sign up to a weekly ezine, offer a snippet or news on “Love Boss” spread out through 3 emails. One sample email may look like this:

Love Boss Newsletter #2: The Mirroring Technique Explained

LOVE BOSS NEWSLETTER, #2, 1/1/2008

A Loveboss.com Publication for the Romeos

Love advice, dating advice, and advice for men of all ages.

Welcome to this week’s Love Boss Issue.

In this issue:

- 1) Special deal on full version e-book**
- 2) The Mirror Technique Explained**
- 3) Ask the Love Boss – 3 Questions**
- 4) Love Boss now released on DVD**

1) Special Deal on Full Version E-Book

In today's issue, we will provide a brief overview of the "Mirroring Technique" discussed in the "Love Boss" e-book (valued at \$97, yours for only \$29.99 as an opt-in list subscriber.)

Releasing the power of your subconscious mind requires ... (followed by a small "hook" on what to expect from your Love Boss e-book, with not many important details given out.)

2) The Mirror Technique Explained

3) Here, you can list frequently asked questions by love-challenged men and answer them "Love Boss" style. Remember, at this point, you've taken that ancient PLR product "30 Ways to Seduce Women" and turned it into the "Love Boss" brand equipped with its own lovable

character, logo, packaging, content, formatting styles, and more. "30 Ways to Seduce Women" is unrecognizable at this point with its main idea forever rebranded.

4) Offer a free DVD (or reduced price) with the purchase of an e-book, combine it as a package, or sell it individually.

****Like screenplays and novels, Hollywood and webpreneurs loves a packaged script for maximum marketability and exposure.****

FOLLOW UP EMAILS and AUTORESPONDERS

A series of three follow up emails are great for any PLR content where you can

- 1) Provide a "message of the day"
- 2) Promote your PLR product

Where do you get autoresponders? The best place is from [your web host](#). If you already have a host then you probably already have an autoresponder. Here is a list of *Free* Autoresponders to check out:

Easyresponders.com – provides an unlimited number of auto responder messages for PLR

enthusiasts. It has customization features, a mailing list feature, and works great for e-mail newsletters. When your potentials request information, here is an automatic response to keep them on their heels.

Freeautobot.com – A customized service known for its interval feature where you preset your emails to be released at a certain time or day of the week. Plus, it has no pesky advertisements like other autoresponder series.

Autoresponder Direction

Autoresponder readers may get a kick out of “10 Ways to Make Her Say Yes” theories and philosophies but real news is the key. Your private label product, once a mind numbing e-book retransformed into article series, CDs, and eye catching e-covers, has to generate the buzz needed to keep it afloat. One trick of the trade is to send your autoresponder subscribers to a blog. Blogs are the latest craze and spreading like wildfire. There are multimillion dollar blogs in operation, including Jossip, X17online, and other celebrity hunter sites with a passion. Although we’re not paparazzi reporters, we can attract the same number of visitors.

The Power of Social Networking

Social networking sites are nothing new, but suddenly the public that stoutly refused to play around with AOL have just jumped all over the network sites. It doesn't make sense, but there it is.

Social sites serve a dual role: to keep friends connected and to market, market, market. With today's top selling artists creating Myspace pages to keep in touch with fans, they use it as a tool to promote albums, airplay, and expand their networks. A Myspace.com page can direct people to your private label product. Plus, these sites have high Google page ranks which mean your own site rank can propel to the top of the search engines. Be careful: spamming and spreading your links all over

the place will have your message ignored.

The screenshot shows a Mozilla Firefox browser window displaying the Myspace profile of Warren Whitlock. The browser's address bar shows the URL: <http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=134903136>. The search bar contains the text "myspace.com marketing".

The profile header reads "Warren Whitlock, Book Marketing Strategist". To the left is a profile picture of a man in a suit. To the right of the picture, the text reads: "Book Marketing Strategist Warren Whitlock", "Male", "100 years old", "LAS VEGAS, NEVADA", "United States", and "Last Login: 3/3/2007". Below the picture are links for "View My: Pics | Videos".

A navigation box titled "Contacting Warren Whitlock, Book Marketing Strategist" contains the following options: "Send Message", "Add to Friends", "Instant Message", "Add to Group", "Forward to Friend", "Add to Favorites", "Block User", and "Rank User".

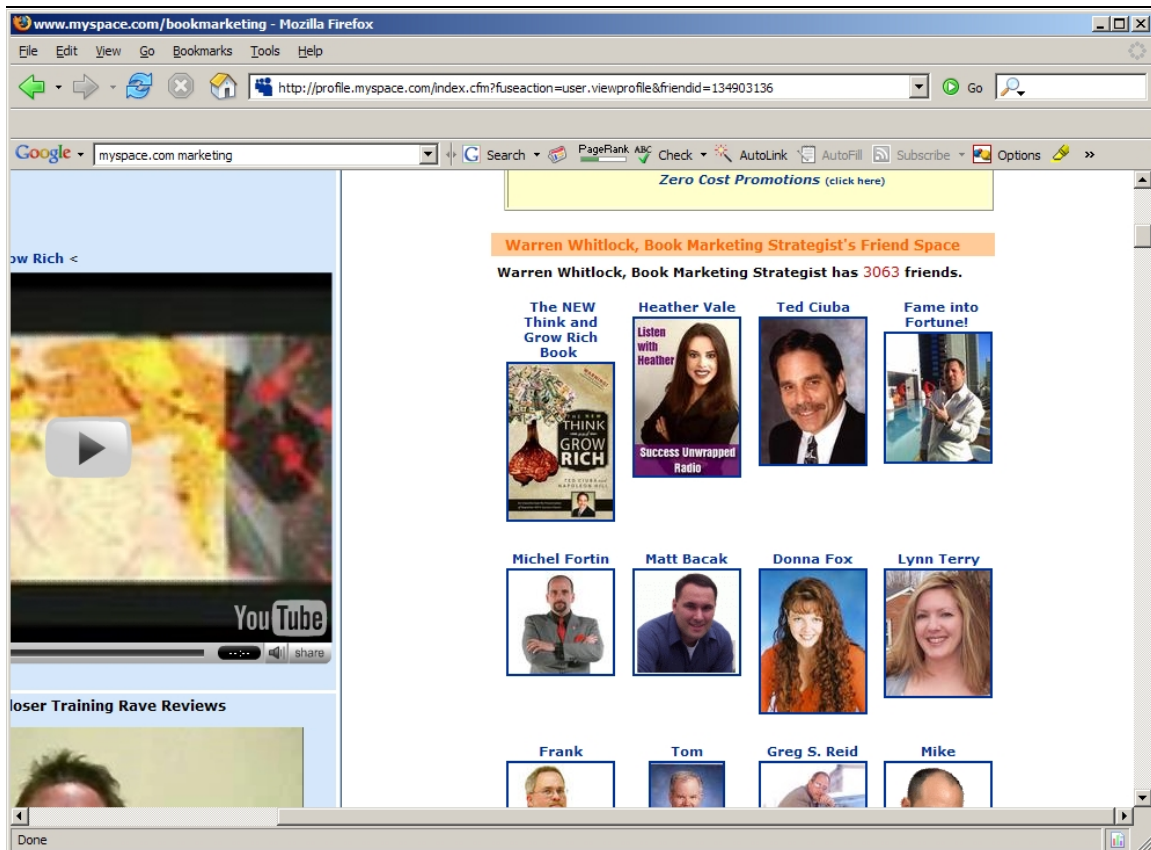
The "MySpace URL:" field shows <http://www.myspace.com/bookmarketing>.

The "Warren Whitlock, Book Marketing Strategist's Interests" section shows a small image of a book cover.

The main content area features a box titled "Warren Whitlock, Book Marketing Strategist is in your extended network". Below this, there is a section for "Warren Whitlock, Book Marketing Strategist's Latest Blog Entry [Subscribe to this Blog]". This section includes several promotional links: "Check out this video: PyroMarketing by Greg Stielstra (view more)", "Are you ready to make money as an author? (view more)", "Are you ready to make money as an author? (view more)", "Interview with Ben Mack (view more)", and "Read BLOGS and profit (view more)". There is also a link for "[View All Blog Entries]".

Below the blog section is a "Warren Whitlock, Book Marketing Strategist's Blurbs" section. It includes an "About me:" section where he describes himself as a marketing expert, an "Are you making money with your book?" section where he promotes his "Best Seller Authors Site", and a "Who I'd like to meet:" section where he lists "Authors, Online and offline promoters."

Here is an example of a Myspace.com page selling a product by Warren Whitlock, Book Marketing Strategist. Look how many friends he has below! What a way to promote!



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Upsells in a Nutshell

Another bona fide trick of the trade is a technique not many PLR marketers are familiar with. This trick is an upsell. Upsells are a marketing strategy that means producing a lightweight, condensed, or shortened version of your e-book or article package product where you sell it at a lower price. When this flies off the cyber shelves, you can upsell these same

products to the complete version after they buy it. Now, you have to be careful not to give to good a bargain, like [NoteTabLight](#) did. This product is so good I would be frightened to buy the whole thing.

Show Me How!

Access your 'Love Boss' e-book under Word, click 'Save As' in the File menu, and give it a different name. Make sure you have a copy of the original, complete file somewhere in your C drive. Have two copies: the original and this new shortened version. Since you'll be removing content, you don't want to touch the original. Once you've 'Saved As' remove about 1/3 to 1/2 of the e-books content and change the table of contents. You'll want to remove more important pieces of information. For example, your Table of Contents might be something like this:

Chapter 1: Intro (Change Your Mindset)

Chapter 2: Picking the Right Woman

Chapter 3: Take Care of Her by Taking Care of Yourself

Chapter 4: Pheromones (Attract Her with Testosterone!)

Chapter 5: The Mirroring Technique

Chapter 6: Arab Mating Techniques

Chapter 7: Icelandic Romance

Although your new version will have lesser content, you want it to have enough to entice the reader into considering the upsell. Stopping at Chapter 5 with a powerful introduction and themed chapters should be enough to lure.

Shorter versions of your PLR content can lead to cheaper but steadier sales.

WORK YOUR SALES LETTER TO REFLECT THE SHORTER VERSION & CREATE AN UPSELL SALES LETTER that will be delivered with the first product, or mailed out to the customer later.

Like the shorter version, remove important bulleted points in your sales letter and only add information that is in the shorter version.

**A new upsell sales letter works best on auction sites on Ebay where you auction off your shortened PLR content version for \$14.95 and give the option of buying the full e-book for 5 dollars more. Throw down a \$34.99 figure as the cost of a 'full version' to make customers believe they are getting a bargain.*

LAUNCH THOSE SALES WITH VIRAL MARKETING

Word-of-mouth is the only kind of advertising I have ever used and after 12 years in business it is still delivering 1.4 million visitors per year. It continues to be one of the most genuine marketing tactics on the Internet today. Like clients who recommend their hairstylists to friends, that hairstylist develops a clientele list worth dying for. What will drive customers back you again and again? Quality PLR content! UNIQUE quality PLR content.

Viral marketing is the online version of word of mouth advertising. Every person "in the loop" with your clients becomes a potential customer. Soon, those loose words will penetrate the Internet scene like a friendly poison. How do we go launching an effective viral marketing campaign? Here are some top suggestions:

Purchase 6000 PLR articles for only \$6. These deals are being widely circulated throughout the Internet. On top of it, you get 33,000 e-books and a vast library of templates all in one zip file. Using these PLR products, pick out some neat information, organize topic documents, and turn them into a short e-book. Saturate it throughout the 'Net through

discussion board signatures, autoresponders, and submit your rewritten PLR content to article directories to boost your name in the search engines and as a credible expert. Little by little, the PLR community will recognize you and you'll be better prepared to launch another PLR product in the future to much success.

Submit to Article Directories

Article directories are the bread & butter of the Internet. These extensive content libraries hold articles written by thousands and thousands of niche marketers and article writers looking for exposure to their websites. Through a simple "by-line" on the bottom of each article submitting to directory giants such as ezinearticles.com and directorygold.com, readers can be linked to your page after impressing them with your content. What content should you use for submission to the directories? Three words ...

PLR CONTENT REWRITES

With a 1000, 2000, or 5000 PLR article package, you can rewrite (remember the 50-60% golden formula of rewriting) as many articles as you'd like on the subject your PLR product is revolved around. PLR

content files are divided into numerous categories from internet marketing to cooking Jamaican food. Pick and choose your most relevant articles, rewrite, and submit it to article directories with your by-line on the bottom. Here are a few of the most popular article directories on the 'Net today:

Articledashboard.com

Kokkada.com

Ezinearticles.com

[For more, try our poster page..](#)

QUESTION: Hold on a second ... to maximize my PLR content website's exposure, it's important for me to submit to the most article directories right?

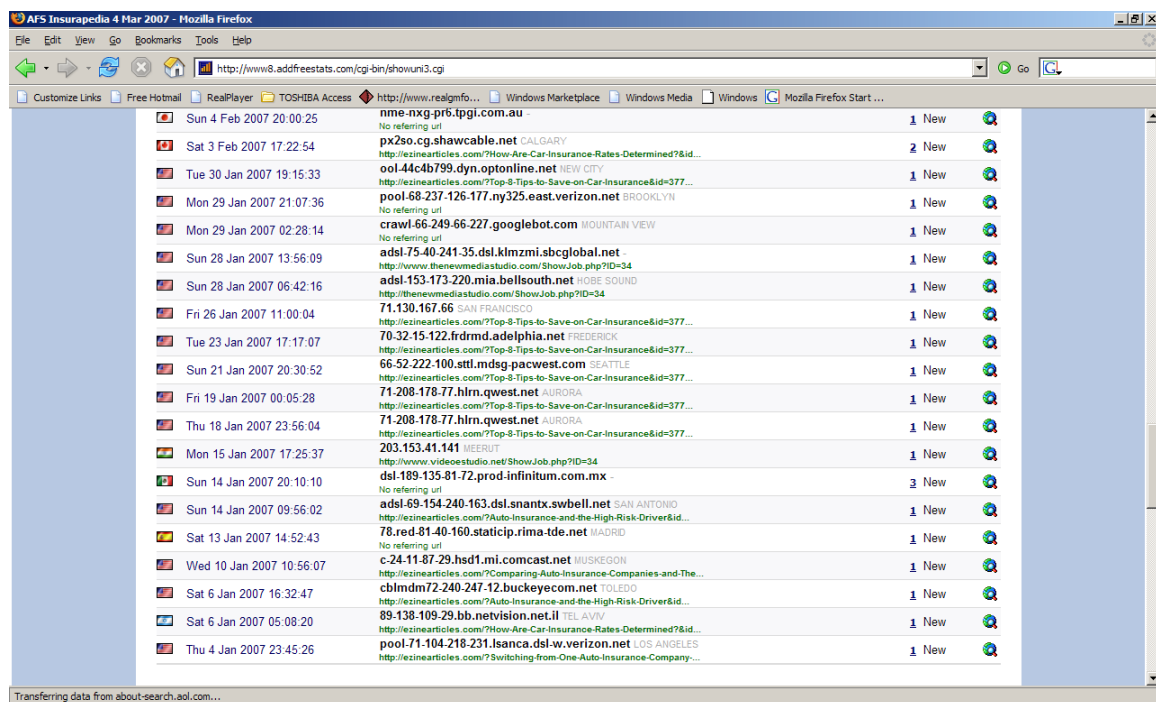
Well, no; it isn't. The fact is, very few article directories enjoy success. Most article directories are launched by unscrupulous "wannabe webpreneurs" who hire freelancers to use recycled codes to create directory sites for the purpose of AdSense and ad earnings. Although this is legit, it takes thousands and thousands of articles to join the high ranks.

Now, [one place that I submit articles](#) to will put me into up to 50 REAL newsletter-type blogs.. and that

means instant Google exposure 50X. I receive 2 links back to my web page from each exposure so I feel like I'm getting a good introduction.

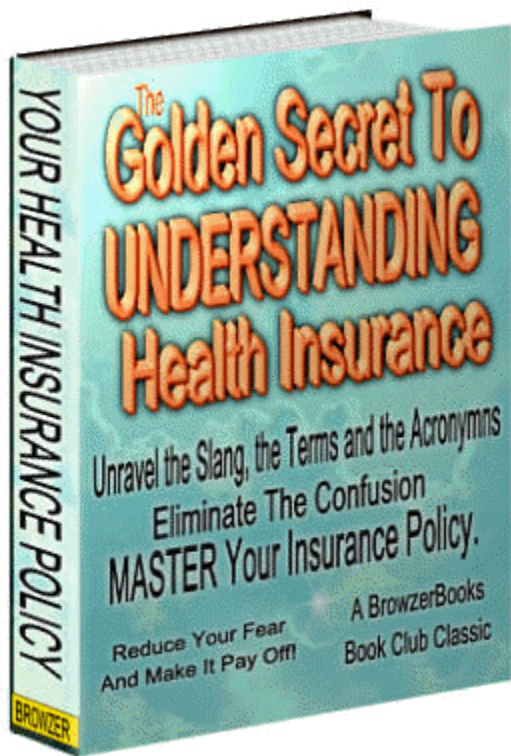
Go with a reputable article directory like ezinearticles.com which attracts over 1 million visitors a month.

Check out the following screenshot of Insurapedia.com's stats page to see how many inbound links from ezinearticles.com



As you can see, ezinearticles.com is the life of this website at its early stages. Submitting to 10-20 directories with article submitters takes time. I've never used article submission software so don't get me started on that subject. It is known to take forever, so be leery.

Business Cards



Cheap business sites are all over the Internet today. From overnightprints.com business cards for \$9.95 to 250 business cards for \$3.99 from vistaprint.com, business cards are an excellent way to earn your PLR product fame. One trick is to customize your business card to match your e-cover, add a small

description, along with your contact and website information. If you live in a major city, you can simply distribute your business cards in a pouched envelope on bulletin boards from building to building, letting you avoid passing them out yourself.

[Reduce Your Pile Of Debt](#) * [Be Your Own Banker](#) * [Modern economic terms](#) * [Bargains for Budding Millionaires](#) * [5 Reasons to Check Your Own Credit Report](#) * [Bargains in auto insurance](#) * [Build Your Own Web Site and Make Money From It](#) * [Birds](#) * [Beaches](#) * [Essays About War](#) * [allergies](#) * [World Travel](#) * [Diabetes](#) * [Fishing](#) * [family](#) * [Health Builders](#) * [The X-Files](#) * [The Gardening Angel](#) * [Working From Home](#) * [Humor Is Funny Medicine](#) * [Inspirational Essays](#) * [Putting the Skinny on Pain](#) * [State and National Parks](#) [Preparing For The Worst](#) [Puts a Lid on it](#) * [Presidential Quotes and MORE!](#)

Change the E-Cover of your E-Book to Create a New Product with NO Competition

Leaving the same original cover for your e-book is grounds for marketing suicide. An entirely new makeover with a fresh logo, fresh text, and a fresh layout will work wonders for your sales. Cheap, homemade e-book covers are unprofessional. Who wants to trust the Love Boss' advice when his e-book has a cheesy heart with a picture of Cupid next to it. According to Derek Arnold of <http://www.master-resale-rights.com> .8% to 7.2% since adding a cover on the sign up and index pages."

****Invest in a freelancer to design your e-book cover from scratch or hire a professional. Avoid e-book cover software that creates generic prints and fuzzy graphics. The extra cost for quality is worth it.****

MONETIZE YOUR PLR CONTENT BY SELLING PRODUCTS AND *IMPLEMENTING GOOGLE ADSENSE*

PLR content are profit generators in every sense of the word. In addition to using them for e-book and content creation, you can turn every individual

article from a PLR package into a breadwinner. One way to do this is *by creating a Google AdSense* website. After registering at adsense.google.com, research all keywords associated with your PLR content. For example, if you're selling an E-book on "How to Achieve a Perfect 700 Credit Score", use a keyword research tool to learn the words your target articles should revolve around for better performance in the search engines.

Tool of the Trade: <http://www.digitalpoint.com/tools/suggestion>

Based on results for "credit score" through the Digitalpoint Keyword Suggestion website –

Wordtracker	Overture	Search Volume
credit score	credit score	5,502.2 /day
free credit score	free credit score	1,810.2 /day
credit report score	credit report score	589.4 /day
free credit score online	free credit score online	291.5 /day
good credit score	good credit score	268.9 /day
free credit report and score	free credit report and score	266.8 /day
improve credit score	improve credit score	194.2 /day
average credit score	average credit score	166.7 /day
credit score rating	credit score rating	112.9 /day
credit score range	credit score range	110.2 /day
raise credit score	raise credit score	83.4 /day
credit score scale	credit score scale	72.4 /day
check credit score	check credit score	60.0 /day
online credit score	online credit score	55.2 /day
fix credit score	fix credit score	54.2 /day
increase credit score	increase credit score	53.9 /day
repair credit score	repair credit score	53.9 /day
fico credit score	fico credit score	53.1 /day
improving credit score	improving credit score	45.6 /day
get free credit score	get free credit score	38.9 /day
get credit score	get credit score	32.4 /day
trans union credit score	trans union credit score	30.8 /day
free credit score check	free credit score check	30.4 /day
get credit score online for free	get credit score online for free	29.6 /day
credit score meaning	credit score meaning	28.8 /day
average us credit score	average us credit score	27.0 /day
check credit score online for free	check credit score online for free	26.7 /day
equifax credit score	equifax credit score	25.0 /day
3 credit score	3 credit score	24.6 /day
whats a good credit score	whats a good credit score	21.0 /day
credit score chart	credit score chart	20.7 /day
find my credit score	find my credit score	20.6 /day
credit score rating scale	credit score rating scale	19.8 /day

Based on the results above, crafting articles on 'credit score', 'free credit score', credit report score, free credit score online' and other derivatives of the root word need to be done. Don't write about topics those 20.6 people a day is searching. Aim for the top words for the best results.

Browse through your 6000 PLR article package, which almost certainly would contain useful articles on credit scores. Articles may include such subjects as 'How to Improve Your Credit Score', 'How Experian Determines Your Credit Score', and more. From then, **monetize your PLR articles** by rewriting them to standard and adding them to your site. Although your 'How to Achieve a Perfect 700 Credit Score' package may include "insider information", your articles will direct visitors to your offer. Building an AdSense website will also help you generate a secondary income with a lucrative, high paying keywords

****MANY PLR PACKAGES INCLUDE HUNDREDS OF ADSENSE TEMPLATES****

FLIP YOUR REWRITTEN PLR CONTENT and add Affiliate and Resell Rights

With your powerful, rewritten PLR content, you can “flip it” and sell it with rights just like you bought the original PLR content the first time.

Affiliate Rights – you can let affiliate marketers earn a commission for selling your ‘Love Boss’ product by signing up to clickbank.com and inviting webpreneurs to enlist through your website where they’ll be provided with a unique affiliate ID. If your e-book sells for \$39.99, a typical commission could be \$5. Typically, you would want to provide your marketers with your revamped PLR package, provide a small website with logos and icons, an order button, an end ‘Thank You’ page and a sales letter.

Resale Rights – The purpose of offering resale rights to customers is to make a profit – plain and simple. Remember, your customer will be able to modify your content only if you offer PLR, and resell it through his website. More customers are compelled to purchase an ebook if it held PLR rights, like yours may have (with resale rights.) Be sure to package your ebook with a relevant sales letter and graphics.

****MANY PLR CONTENT PACKAGES HAVE THOUSANDS OF TEMPLATES AND GRAPHICS TO USE****

BREAKTHROUGH KILLER TECHNIQUE FOR GETTING BOTH VIRAL MARKETING & BIG TIME SALES FOR VIRTUALLY NO COST!

There is a great way to absolutely skyrocket the sales of your PLR product, AND spread it virally at the same time...

Use the ***Viral Friend Generator*** Tool, and set it up in a specific way. If you don't know what it is— simply the ***Viral Friend Generator*** allows visitors to download your product free, but only AFTER they have referred a certain number of others (you specify) and with a TWIST.

Most Tell-a-Friend type products can fail because visitors can just supply fake names and emails and grab your product—Viral Friend Generator can be set to REQUIRE those referrals be verified first, and if some are not it will tell the referrer they must refer more until they reach the number you've set.

Here's the exciting part:

You giveaway a basic version for free using this tool, and when members proceed to download it, you make an upsell on the download page to give them private label rights to it or an audio version, or something else that's tied to the product they can purchase.

Do you see the value? You'll get fewer sales, but each one can make you more money and tons more people will see your offer than if you simply promote because each one needs to refer a few others in order to get it—you'll get tons of free promotion that YOU can cash in on!

The ways you can use and profit from Private Label Rights are truly limitless. The important thing to remember is to make your products unique and think outside the box for different ways to do that.

Recommended Resources:

Resale Enterprises – <http://www.master-resale-rights.com> Hundreds of PLR and Resale Products to choose from. Get great PLR products and completely rebrand them with your own name.

Master Resale Central – <http://www.masterresalecentral.com>

Grab tons of free web graphics for your sales pages, use the forums for great advice on successful selling, and use the many other free tools they offer for online businesses/

Resale Cart – <http://www.resalecart.com>

Get yourself a complete turnkey reselling storefront ready to go within just a few days. You can even have it stocked with up to 600 PLR and Resale Products. This is the fast track to making money selling ebooks and software.

ACCIDENTS! If you don't do something About Them, They Just Seem To HAPPEN!

Everybody knows how hard a mule works.

Work hard, be a success; a simple rule, really. So I worked hard, and soon I had everything in life that I ever wanted, except for insurance.

I knew how important insurance was, but I just didn't get it.

Now I'm back to working like a mule again.

Don't wait for a 2 X 4 to get your attention -- Click **HERE** and be a REAL success in life!



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The End