

Explode Your Monthly Income Through Monthly PLR Sites!



**Learn How To Monetize
PLR Content & Create
Multiple Streams
Of Income Today!**

Edited & Improvised By
S. Kumar, Learnhomebusiness.com

**How To Use Private Label
Rights Products To Quadruple
Your Profits- The Short Cut!**

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“Gain Exclusive Access To A Membership That Does **99.9% Of The Work For You! All You Need To Do Is Plug And Play!”**

E-books, Special Reports, Sales Letters, Landing Pages, Thank You Pages, Affiliate Promo Pages, E-mail Promo Ads, E-courses, Articles, ...

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Chapter 1: Introduction

Welcome!

This E-book reveals the **important strategies** on how best you can monetize Private Label Rights content that you receive through your membership subscription.

Everyone realizes that joining PLR sites are a **highly lucrative business model**. Many of these sites are really good at mass producing PLR content, but what about you - the **END USER?**

The key question to ask is, *Are you very good at monetizing this PLR content?*

Many of us are members of these sites but **just a few of us** actually have the **actual knowledge** to monetize them to the MAX!

In this E-book, we will take a closer look at PLR content that is available for use from these membership sites.

We will find out how to profit from:

- ▶ E-books
- ▶ Sales letters
- ▶ Landing Pages (or Squeeze pages)
- ▶ Articles
- ▶ Thank you pages
- ▶ E-courses
- ▶ Blog Posts
- ▶ Blog Themes
- ▶ Videos

So without further ado, let's jump into it right away!



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Chapter 2: Why Monthly/Weekly PLR?

Simple answer! Private Label Rights is the **short cut** to selling **your OWN products** without you doing any production or going through the hell in creating your own products.

Then why we are not joining private label rights sites?

Again the answer is simple. Most of the time, we are afraid of monthly commitments and are reluctant to join monthly PLR sites despite its obvious benefits.

Is this the right way to think? Not at all! Once you see the real benefits of private label rights...

- ✓ It's a **real cost effective solution** because monthly subscriptions are usually a lot cheaper than one time purchases.
- ✓ You get **consistent new content** every month or every week to make money from!
- ✓ You get to **monetize the LATEST, hottest, new niches!** With new content, you can be sure **you will not be using OLD**, outdated content.
- ✓ You get to **create multiple streams of incomes** when you really push yourselves to work hard every month.
- ✓ The privileges of **exclusivity**. **You do not compete with tons** of other Internet marketers (or niche marketers) who recycle the SAME, over and over again! The only people you are 'competing' with are the members themselves and there is **usually a membership cap** to a PLR site. *Even then, only 5% of the members effectively use this content!*
- ✓ You enjoy **first mover's advantage!** You will know exactly **when the content will be released** and you can start loading up the content on your sites as quickly as possible. After all, the early bird gets the worm, right?

Now that we are very clear why PLR memberships are one of the best investments one can make, we will have to choose the right membership site!

The next chapter will show you *how to choose the 'best' PLR site.*

Chapter 3: How to Choose A Good Monthly PLR Site

Let's be realistic here...

Not all PLR **membership sites are created equally** – some of their content is just BAD, while some are created with premium quality!

Therefore, it is very important that you **check out the credibility** of the founders of the PLR site.

Make sure they have:

- ➡ *A proven track record*
- ➡ *Are capable of producing EXCELLENT content (After all, content is king)*

Once you narrow down, look at the **kind of content** they are providing – whether they are suitable for your needs, is it too pricey, or will you be able to monetize it. Be sure as well if the niches you want are targeted, generic or too competitive.

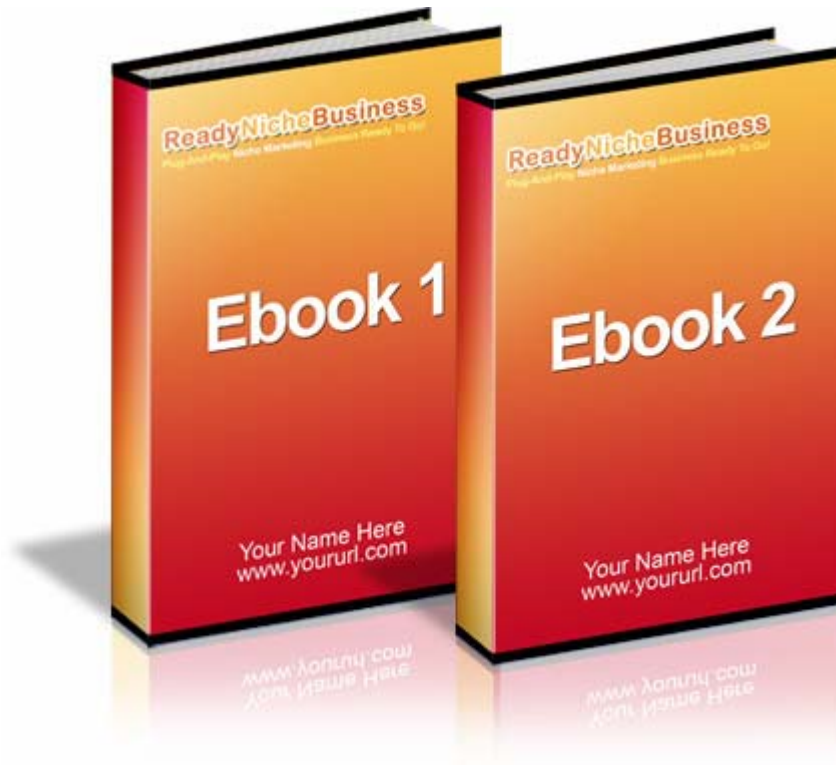
Here is a list of criteria to look for:

- **TOP Quality content** – It is the most important criteria of them all! (If you want to check out the quality of past issues, you can do a search on Google to see if anyone published the content on their website – this is a useful way to gauge the quality of the site without investing in it).
- **Powerful graphics** – If they are provided, you can greatly increase your conversion rates. And also, do they provide **Photoshop PSD** files that you can use to edit and rebrand it to yourself?
- **Monetization methods they cater for** – Do the content allow you to monetize many ways such as Google AdSense, Amazon affiliate, Clickbank, Chitika, Commission Junction or even publishing your own E-book?
- **Does it provide high converting sales letters and thank you pages?**
This is very important because you want everything to be set up for you!
- **Does it provide good quality audio and video products?**

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Chapter 4: How to Utilize PLR E-books



E-books are very important. Most PLR sites provide E-books as the **bread and butter** of the entire business model.

Here are some of the best strategies on how to utilize PLR E-books:

- ✔ **Lets you put your name on the products as the author** – This is the *most obvious benefit* of them all. Private Label Rights allow you to **claim authorship** to the E-book and you can use it to build your name/brand or sell it.
- ✔ **Lets you edit the contents** – You can change the titles, edit the product contents, insert your affiliate links, and/or paste your own advertisements into the products. These are just some ways to monetize in addition to the profits you are making from selling the E-book.
- ✔ **Re-arrange as articles** – You can take the content in the book and arrange them into *your very own articles* (more about monetizing articles in the subsequent chapters).

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- ✓ **Combine products and make them mega-pack** – On the other hand, you can also take a few PLR E-books and *combine them together* to create one HUGE mega E-book and sell them for profits.
 - ✓ **Turn them into short and meaty special reports** – You can shorten the E-book by *taking out the key points* and turn it into a special report that you can use either as a teaser to get people to buy your E-book or you can use it to capture leads.
 - ✓ **Give it away as a bonus** – Depending on the terms and conditions, you can use this book and *give it away as a bonus to products* you are already selling.
 - ✓ **Offer additional rights to your customers** – You can also offer additional rights to your E-book that will *enhance the perceive value* (e.g. basic resell rights, master resell rights or even re-branding rights).

These are just some examples that you can use to profit from PLR E-books. Use your imagination further, come out with a lot more profitable ideas and market yourself with PLR E-books.



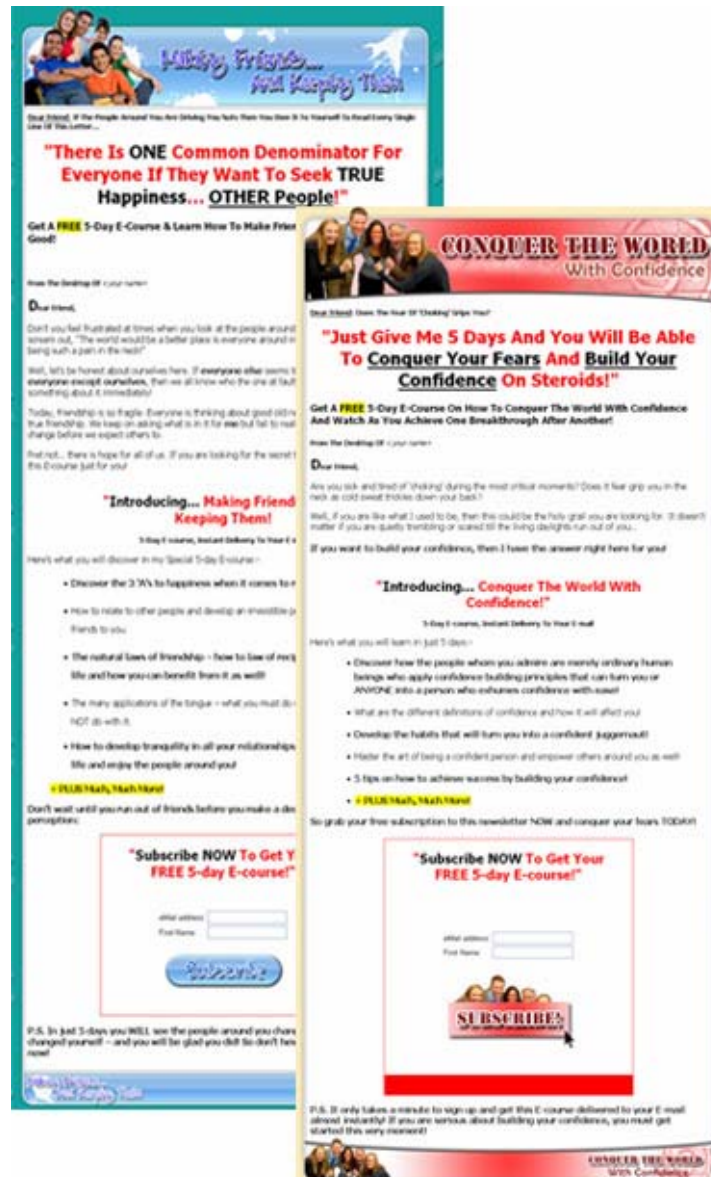
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Chapter 5: How to Utilize PLR Sales Letters And Landing Pages



Sales Letters and landing pages are one of the **most important components** you must utilize when you are setting up your profit funnels.

Here are the best ways you can utilize them:

- ➡ You can **save a tremendous amount of time and money** by filling in your name, plug-in your payment processor and upload them immediately.

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- ➔ You can even add **your own bonus products** by editing the ready made sales letter and offer bonuses to entice buyers to make a purchase.
 - ➔ Use the sales letters as **swipe files for new sales letters** that you plan to write for yourself – this is very useful when you are a budding copywriter and you want to learn from the best!
 - ➔ Landing pages will **effectively help you capture leads** and build your list quickly.
 - ➔ Combine your landing pages with **special reports** (See chapter above) and [autoresponder E-courses](#), you will be able to create a sales funnel that will turn the casual prospect into a paying customer.
 - ➔ Use landing pages to **lead your prospects to thank you pages** that you can use to monetize additional affiliate sales (More on how to utilize thank you pages in the next chapter).
 - ➔ You can also use the landing page to **direct your prospects immediately** to your sales letter (Use them hand in hand).



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Chapter 6: How to Utilize PLR Articles

Here are a few ways to utilize them besides selling them for money:

- ☑ Use the PLR articles **to design** your own physical or digital newsletter. A good example of a free [digital newsletter](#) can be found here.
- ☑ Build massive traffic to your Website through Article Directories. Submit your articles to **high page rank directories** like [Ezinearticles.com](#) and have your article appear in various niches. You can insert your own name as the author in your own bio box and drive visitors to your home page.
- ☑ Become an expert in your field by **branding yourself** with high quality articles.
- ☑ Keep your **mailing list alive** by keeping in touch with them! Give them quality articles that feeds their need to read something new everyday or once in a while.
- ☑ You can also use **PLR articles to get Google to rank** your site as quickly as possible! Remember, Google takes a while to rank your site. So make sure you send articles regularly and the Google spiders will index your site more and more frequently. Here's [good PLR articles resource](#) that is NOT expensive.
- ☑ Increase your [AdSense](#) earnings with your articles. You can also monetize your articles using [kontera.com](#).
- ☑ You can also **compile many articles together** to create your own E-book or special report!
- ☑ You can even use articles for **viral marketing!**

Two Good Free Article Reports For You To Download:

1. 20 Invisible Benefits Of Writing Articles That Leads To A Visible Income! [Download it here.](#)
2. Article Marketing Game... The Unknown Realms Revealed! [Download it here.](#)

Chapter 7: How to Make Money Using Thank You Pages



'Thank you' pages are one of the **most overlooked strategies**. Most people think that they are just there as a courtesy to thank the customer, *but there is more to it than meets the eye!*

You can use a '**Johnson Box**' on your 'thank you page' to get the reader's attention to make another sale.

A Johnson box is **simply a contrasting box** on your web page to create a table. Inside the box, **you add a description or short message** about a point of the product you want to emphasize.

You can use a 'Johnson Box' in your 'thank you page' for:

- **Promote** an affiliate program
- **Recruit affiliates** for programs that pay on two-tiers.
- You can also **direct traffic** to your own site and recruit affiliates
- Sell **your own** products.

Chapter 8: How to Make Money Using Autoresponder E-Courses

You can set up your own newsletters, E-zines and E-courses as well with your [**focused PLR newsletter**](#) content!

Here are some suggestions:

- ✓ Quickly upload your [**PLR E-zines**](#) to your [**autoresponder**](#) and use it to build a relationship with your list.
- ✓ Create your own physical or digital newsletter and *sell your own (or your affiliate)* products within
- ✓ **Charge clients money** to include their products in your E-zine.
- ✓ Create multiple E-zines and **build many different lists** (In different niches) very quickly!
- ✓ Once again, just plugging your **PLR newsletter helps you to be in touch** with your lists. This is a good way to make sure that they don't forget you! Now, even If they unsubscribe from your list as a result of you sending them E-mails from your E-zine, then it is a good as you will know WHO is reading your E-zines and who isn't!
- ✓ You can also quickly upload your **E-courses to pre-sell** your list on your E-books!
- ✓ You can modify them and **post them** to your blog.



[**Click Here To Sign Up!**](#)

Sign up today and save 50%!

Chapter 9: How to Make Money Using PLR Blog Posts & Themes



PLR Blog themes and blog posts are also a very unique way to diversify your income streams.

What you can do is you can quickly change the header title for your blog.

Then you can install Wordpress on your hosting account and upload the blog themes onto your hosting. Here are about [111+ cost effective WP videos](#) that reveals to you everything comprehensively.

You can break down your PLR ebooks, PLR articles, PLR newsletter into compact blog posts.

You use blog posts provided for you to jumpstart your blog by uploading one blog post at every interval (Everyday or every 3 days, it is up to you how frequently you want to keep in touch with your readers).

There are many ways you can monetize PLR blog posts and themes – create multiple blogs quickly, make money with [adsense](#), [Kontera](#), [PayPerPost](#), [Review me](#), [Text-link-ads](#) and many more!

Chapter 10: How to Make Money Using PLR Video



Ladies and gentlemen, this is the **most important** chapter in this report.

Videos are one of the **most profitable ways** to take your business to the next level! (*Without being an expert interviewer or camera man!*).

Why? Human beings are highly visual. *Sad but true, most people would rather watch television or a video than read a book.* And here in lies your opportunity.

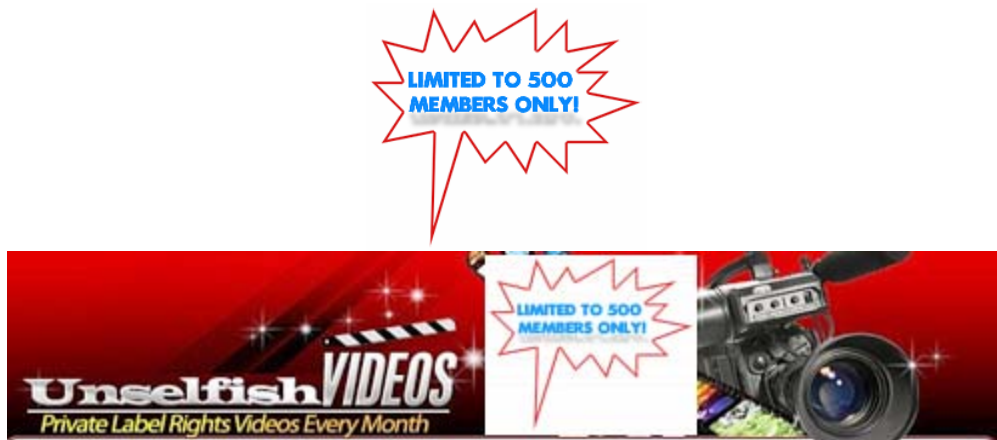
The demand for videos is **increasing by leaps and bounds**. People are literally **going crazy to watch videos** on the subjects they are interested compared to any other medium!

If you have access to a **good video PLR site**, then you can almost be sure that money is there to be made. Virtually guaranteed!

Now, this is what you can do with your PLR videos:

- ➡ Resell The Videos As Your Own For **100% Profits**. Use the professional Sales Letters, Thank you Pages, Graphics and Promotional Videos. All you have to do is paste your name and order link on them, upload to your server, and you're in business in minutes!
- ➡ If you have a monthly paid membership site or planning on one, these video will be an **excellent addition** to it! Moreover, you can give NEW video products every month to your members.

-
- ➡ Enhance your product's value by **offering video** as a bonus to the main E-book or another video!
 - ➡ Use Them For Affiliate Promotions. Offer these videos as **special bonuses** to achieve better sales conversion while promoting other affiliate paid products!
 - ➡ Bait people to come to your site or **upload video clips** on YouTube and watch as the traffic SWARM to your website!
 - ➡ Split The Videos Into Multiple Ones. You can **break the videos** into many parts and present them as different videos.
 - ➡ Cater to more markets by targeting **those who prefer to watch** rather than reading an E-book being read or the visual type. Here is a [free tool to download](#) that *converts your PLR articles into talking, moving videos.*
 - ➡ Start **Your Own Training SITES**. Include your PLR videos by creating your own website that educates people on **how to master** specific methods in your selected niche.
 - ➡ Videos are very **Effective For Upsells and OTO's**. You can easily put up your PLR videos as upsells or One Time Offers to your customers.
 - ➡ Videos are much easier **to sell online for a higher profit margin** because of the *perceived value of videos.*



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Chapter 11: Summary



After reading this book, I'm sure **you will take away** a couple of ideas that will give you a **clear understanding** why being a member of PLR membership sites will give you a **distinct advantage** over the rest of the Internet marketing crowd.

The most important thing you must remember is this – **speed is the key!**

One of the **most important selling points of PLR** is to *help people save time, money and effort!* But most of the time, you will find people who buy PLR products but they let the products virtually ROT in their hard drive or *gather digital dust*.

Don't be like most people.

Make sure you take action and get started immediately and get ready to EXPLODE your monthly income!



Courteously – S. Kumar
www.learnhomebusiness.com



Recommended PLR Resources

WeeklyPLR.com: Here is a new private label rights membership that gives you **exclusive** (not rehashed) ebooks with audio files. Every Thursday, you get a brand **new eBook with source** that you can edit, sales pages, graphics, audio, **1-click upsell page** (Amazon like) **3 different delivery pages** plus a built-in backend offer **earning YOU \$39.27 every month** for the life of your customer. [More information here...](#)

UnselfishVideos.com: This is a **new site, exclusive and caters ONLY to PLR videos**. You get a minimum *6+ Internet marketing related videos* that are **highly sellable** in the market. You also get sales pages, graphics and PSD's and a promo video to sell the videos. All the videos are provided in editable format (AVI) so that you can make them into your own. [More information here...](#)

UnrestrictedPLRArticles.com: As a part o of this membership, you'll receive **200 sizzling hot and professionally crafted articles** every single month. These are a series of potent and articulate articles, keyword optimized for some of the **hottest niches** being searched today, ready to load to your sites and start raking in the traffic, immediately. [More information here...](#)

PLRNewsletters.com: This is an excellent resource to **easily build multiple responsive opt-in lists** that can make you money month after month. You get 12 completely **customizable niche 'newsletter style' auto-responder messages** every month that you can simply plug-in to your Autoresponder as a series effortlessly. Plus mix and match content that you can use to create your own unique articles. The pack also comes with 4 hot selling ClickBank product promo's, 12 sponsor ads, and squeeze pages for your opt-in form. A great time saver! [More information here...](#)

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