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**TIPS, TRICKS AND TONICS FOR
HOW TO RE-PURPOSE, IMPROVE
AND SELL YOUR PLR PRODUCTS FOR PROFIT.**

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INTRODUCTION TO PRIVATE LABEL RIGHTS

Private Label Rights is just one of the three "basic rights" that are embodied in the concept of resell rights marketing. Among the three, Private Label Rights are considered as the most moneymaking and rewarding.

Private Label Rights are represented in a certificate or authorization that is attached with an "information item." The basics of Private Label Rights is to permit people to transform, reorganize, change, or improve the elements of the said merchandise to go well with the buyer's personal desires and yearnings.

For example, if you have a Private Label Rights, you can easily segregate the contents of an E-Book, and persuade somebody to buy the contents as sequence of pieces of writing.

One of the best things about Private Label Rights is that you can actually do the same thing inversely. For instance, if you were able to buy a set of information products like a collection of articles embodied with Private Label Rights, you can easily bring them together without the risk of some law-related predicaments. Hence, you can collect different articles from different owners. With a common thought, you can come up with a creative masterpiece.

In addition, with Private Label Rights, you can simply append some information on the said product to make it more meaningful and creative, thus, creating an impression of having a product of your own.

Best of all, you can even put your name as the author of the said work. This is the most gainful aspect of having Private Label Rights. In this way, you do not have to acknowledge the primary author of the work.

4 TRICKS TO HELP YOU IMPROVE YOUR PLR RESELLING BUSINESS

Selling PLR products is one of the very simplest businesses there is to get started with. You are simply buying a product and then selling it on to a large audience and best of all is that a lot of the marketing material you'll use is already made for you! This is a 'copy and paste' business model and it's almost fool proof!

But while that's true, it's also true that there are lots of things you can do to make your business more successful and to increase sales. In this guide, we'll look at four powerful methods you can use to do that and to start selling more items.



1. Sell a Physical Copy

Did you know that sites like LuLu and Amazon's Self Publishing platform allow you to turn digital books into real hard-copy books? These sites use something called 'PoD' which stands for 'Print On Demand'. That means that copies are made only when books are ordered, in turn meaning you won't cost yourself anything if you don't make sales. But being able to offer a physical version of your book will help it appeal to more people and it will be useful for your marketing.

2. Make a Video

You can sell your books through a sales page or through email marketing, but why not take it one step further by making a video? Videos are fantastic for conveying emotion as well as for grabbing attention and if you add a video that autoplays at the top of your sales page, then you'll find that a lot more people stick around for longer.

3. Add a Special Offer

Special offers are great for encouraging more sales and especially for convincing people who otherwise might have missed the boat to change their mind and make a purchase. Consider offering a two-for-one package, or giving money off for a limited time only.



4. Offer a Money Back Guarantee

One of the biggest challenges you'll have when getting your visitors to turn into customers is getting them to take the leap to buy for the first time. To do this, you need to overcome their fear of risk among other things. One way to do that is to offer a money-back guarantee. You might be worried that everyone will start returning their products as a result but don't worry – people don't tend to take advantage of these offers and anyway, you won't lose anything if they do!

5 WAYS TO CUSTOMIZE A PRIVATE LABEL EBOOK TO MAKE IT YOUR OWN

One of the best things about a PLR ebook is the way that it allows you to make changes and edits to your heart's content. To all extents and purposes, this is now your creation and it's up to you what you want to do with it.

So, the only question that remains is... what do you want to do with it?

1. Give it a New Title

Changing the title of your ebook is a good way to prevent people from seeing the same product being marketed over and over again on different sites. At the same time, changing the title of an ebook can subtly change the way that readers will interpret the content within. You can that way slightly alter the target demographic, or subtle alter the way that readers will interpret the book.

2. Reword the Content

Changing the title will change the way that people interpret your content slightly. Changing the content itself though will of course have a much bigger impact. This way you can change the voice to better suit your own, you can add or remove sections, you can alter conclusions... you could even throw in a few affiliate links or plugs for your other products.

3. Add More Content

A simple way to add more value to an ebook you're selling is simply to write a few more pages, or even to add more content from another PLR product you own. Why not combine several into one 'mega' book?



4. Get the Cover Redesigned

One step further than changing the title of your ebook is to change the cover entirely. You should find this is relatively simple to do, as most PLR product sellers will include Photoshop files for you to edit as you please. Otherwise, you could always outsource this process to someone from Fiverr and have it redesigned from the ground up.

5. Add Your Branding

One big reason to redesign the cover in the first place, is so that you can create better synergy with the rest of your branding. The aim here is to create a single cohesive design and message that will run through all of your different products and services. This helps people to better understand what your brand is all about and will build the kind of trust you need to make sure they want to buy subsequent products that you sell as well. It's always important to think about the long game!

10 WAYS TO RE-PURPOSE PRIVATE LABEL CONTENT

Private Label Rights refers to a type of license that you can purchase along with a product that will give you the right to sell a product with no limitations.

This often refers to digital products and allows you to buy something like an ebook or an online course and then sell it on to others.

But that's not even the best part.

The best part is that you can also edit a PLR product to your heart's content, thereby helping it to better fit your branding and your message, or altering it to add value.

What this also means is that you're free to re-use the content in other ways too. For example:



1. Make a Video

You can create a slideshow using the content from an ebook, or you can read it out and thereby 'perform' said content.

2. Make a Podcast

Likewise, you can perform the content without any visuals to accompany it and that way make an audio book or a series of podcast episodes.

3. Make a Larger Book/Package

Want to offer even more value than you already are? Then how about combining content from multiple Ebooks into an ultimate package of some sort. This way, you can give someone a truly comprehensive experience that will be worth more than the asking price of each book individually.

4. Make Multiple Shorter Ebooks

A clever way to charge more for your ebooks is potentially to separate them into multiple shorter books. This way you can create a series, with each one encouraging your visitors to read the rest.

5. Make a Short Report

A report is normally a short PDF that provides information on a particular topic or subject matter. If you can take a single chapter from your book or a forward, then this can be used as an incentive to collect more downloads.

6. Make a Member's Site

Or why not take your ebook entirely apart and seal it behind a pay-wall? This way, you can sell access to a repository of information.

7. Make a Real Book

Using Lulu or Amazon, you can self-publish your ebook and start selling it as a real, hard-copy tome!

8. Make a Kindle Book

Or how about uploading it to Kindle and selling it through the Kindle store?

9. Make Emails

Email marketing is an incredibly powerful form of marketing and by breaking your ebook down into chapters, it will lend itself perfectly to becoming an ezine.

10. Make an App

If you're feeling really ambitious, then you could even turn your ebook into an app!

HOW TO OVERCOME THE BARRIER TO SALE TO SELL MORE PLR PRODUCTS

Your job if you are selling PLR products is to convince people who land on your website to make a purchase. You already have the product and you may even have purchased marketing materials along with it to convince people to visit your page. From here, it is up to you to 'seal the deal' by getting people to buy and that means you need a page that converts.

Partly this is down to the sales script but on top of that, it is also down to the way that you have presented the sales page and what it conveys. Most importantly, it's down to your ability to overcome the 'barriers to sale' – the points of resistance that we all meet when considering making any purchase. Here are some tips that can help you to break through those barriers in your customers' minds.

Trust

One of the big challenges you face as a seller is getting your buyer to trust you. They need to believe that when they make a purchase from you, they will get their product and you won't just run off into the sunset with their money. Likewise, they need to trust that the product is good and that the checkout system you are using works.

This starts with the legwork you do long before you try to secure a sale. Having a high quality blog and building a relationship with your audience will allow you to gain their trust and demonstrate the kind of value you can offer.

Another important tip is to use a recognized payment processor. The one we most often recommend for this is PayPal, which is something that everyone has at least heard of.

Finally, always make sure you are offering a full money-back guarantee if they don't like it. By removing the risk this way, you'll find more people buy from you. Only very few will actually use the guarantee but the money you gain will far outweigh the money you lose.

Ease

Another consideration is the ease with which your visitors can buy. Most people buy based on an impulse rather than a logical consideration and if they have to spend a lot of time fiddling with payment details, then you may lose that advantage.

This is another reason to use a simple payment method like PayPal. Better yet? Sell them something cheap and small first before you push bigger items. This will help you to demonstrate you're trustworthy and save their payment details for later!



HOW TO WRITE A KILLER SALES PAGE TO MOVE PLR PRODUCTS

Once you've chosen a PLR product and you have the rights to start editing it and selling it, the next thing you need to do is to consider how you're going to promote it and convince people to part with their cash.

There are many potential answers to this but one of the most important things to consider is the sales page. The sales page is the page on which you'll be trying to convince visitors to part with their cash and with the right design and phrasing, you can get people who were maybe on the fence to change their minds. Here are some tips to help you do that with the perfect sales script...

Grab Attention

The first thing to realize is that people are in a hurry most of the time. Chances are that they landed on your site by accident and probably want to leave quickly so they can get on with their daily activities. Your job is to convince them to stick around just a bit longer and the best way to do that, is to grab their attention with a strong opening.

One of the best options here is to use a narrative structure. Make it a story because people naturally want to listen to stories through to the end and because stories are great for inspiring emotion.

Make it Skimmable

People are intimidated by large blocks of text and especially because – as we just saw – they tend to be in a hurry. It's your job then to make sure your content is easily skimmable with lots of headings and lots of nicely spaced out paragraphs.

Focus on the Value Proposition

Most important of all is to ensure that you are focussing on the 'value proposition'. This is the way in which your product can provide value and this should involve some kind of tangible improvement to the customer's life. For example, maybe your product is going to make them more confident, help them to feel better in the morning when they wake up and potentially have more success with the ladies/men. If you're selling an ebook on fitness, then that is what you want to focus your text on, not the number of pages you're offering!

Make Them Buy

Finally, make sure that your customers aren't going to leave to 'think on'. Chances are that they're not going to come back. Instead, introduce a limited time offer or make up something about limited stock. Doing this will add 'time pressure' and that will make them want to act quickly.

THANK YOU

Recommended Resource:

PLR Instructional Videos and Tools – [PLR Money Powerhouse](#)

PLR Books and Video Source – [PLR Mega Pack](#)



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