



# PLR VIDEO PROFITS

HARNESS THE POWER OF PRIVATE LABEL RIGHTS VIDEOS

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# What Are PLR Videos?

This is a common query being asked left and right by experienced and inexperienced business owners alike. To answer this question, it is first essential to define what PLR is. PLR (private label rights) is a form of product licensing that focuses on selling or the transferring the ownership rights to a product from one person to another.

After the transaction the buyer is then permitted to modify or make any changes to the product needed to the product to make it suit his or her tastes, needs and preferences. This includes branding the product with their own name, business information and/or marketing message. They can then sell the product to their own customers as their own product with no reference to the original product owner.

A private label video is no different than any other type of PLR product and with the popularity of online video and video sharing sites like Youtube it can be used to quickly spread your own marketing message across the Internet like wildfire!

PLR video websites are fast becoming more common as the demand from business owners for custom video increases. You can virtually find hundreds of PLR websites that feature these much sought after PLR video's. This is a hard fact that has made the world of online marketing easier, less expensive and more convenient than ever before!

As a matter of fact they are a much more affordable, especially when compared to the high cost of video production.

Once you purchase a PLR video you can make full use of it in order to increase your marketing reach and income opportunities on the internet, especially on social networking sites that allow you to post your video's for free. You can literally reach thousands of potential customers and then entice them to watch your PLR video's.

Depending on the topic of the PLR video's that you purchase the average running time is from about 3 minutes up to 10 minutes. Often they will come in a package that will contain a series of lessons allowing you to teach your customers about a specific topic of interest.

The beauty of PLR video's is that you can choose to edit a portion or several portions of the video's in order to promote your business, products and services from within the video itself. Providing you with a big opportunity to attract potential customers and close more sales of the product that you are promoting from within the video's.

You are therefore hitting two birds with one stone. Firstly, you get to promote your product to a larger number of people. The key here is to spread links of your website that contains the video's to other ads- based web URLs.

Secondly, you can slowly acquire a trusted brand name as time passes by. By using PLR video's, you can quickly achieve better results, not to mention more sales and profits. All you have to do is find the right PLR video's to suit your needs and you can get started right away.

# What Can PLR Do For Your Business?

If you have asked yourself this question, then you are not alone. In fact, you belong to a group of several thousand other individuals seeking the benefits and advantages of using private label video's in order to increase visibility and profits for their businesses.

If you want to get ahead of your competition in the market place, then it is essential that you learn how to harness the power of video for your business. As we discussed in your last lesson, PLR video's are perfect for this purpose because you can edit or change them to suit your needs.

All that you have to do is to pick the right PLR video in order to start using video to your advantage right away. Finding websites that offer PLR video's isn't very hard because there are new ones coming online everyday. On the other hand, picking the right PLR video to suit your needs can be a little bit harder task.

There are several factors to consider:

Firstly, the video must be strongly related to the product that you are selling. The video must contain content that is similar to that of your business for it to be effective. For instance a PLR video about quilting would not serve you well if you are promoting a product about fly fishing.

Secondly, you must be sure to conduct thorough research in order to ensure that you have legally bought the private label rights to the video in order to avoid future problems with copyright and trademark infringement. Always make sure that you read the license terms thoroughly.

Lastly, you want to make sure that the video come in a format that allows you to edit the video for your own purposes. The most common format is AVI (Audio Video Interleave). This way you will be able to make changes to the video including adding in references to your business, products and services.

There are of course many different types of software available to edit your PLR video and one of the most popular is Camtasia. It is basically a screen recording program and it can be used to produce HD quality videos for mobile devices and the web. Camtasia offers crisp and clear videos with no major technical skills required. It can easily be used to edit it to create polished videos. It even gives you the option of uploading the finished product directly to the site of your choice and also comes with a free trial version, so you can test it out before you buy it.

Once you have acquired the perfect PLR video, you can edit it, strategically placing links to your website inside it where ever you see fit. When this is done properly, you have the potential to reach thousands or even tens of thousands of visitors in a very short amount of time. This will attract a huge amount of traffic to your webpages.

Not only does this give you a nice boost in traffic it can go a long way towards helping your business acquire more customers as well as increased income and profits in the process.

# Use PLR Videos To Build Your Brand.

It used to be that creating a brand was only for the big companies like Pepsi and Nike, but now with video and the Internet it can be effectively accomplished by any size business, even a one person operation!

When it comes to doing business there is no doubt that reputation is very important. This is a hard fact that simply cannot be denied by any business owner. Veterans and newbie business owners alike know that a good reputation and brand will yield positive growth for their business and its assets, while a negative reputation can only bring a loss in capital as well as an increase in liability. This is another place where private label video's can come in and make a big impact on your business.

They can play a major role in boosting the reputation of your brand as well as your products and services, bringing you more potential customers and positive feedback from multiple fronts faster than any other methods of promotion.

As we have discussed before, the main objective in acquiring a PLR video is to acquire ownership over it. All of the rights that come from the person who originally owns it are passed onto you, the buyer, so that you can then alter it in order to make it compatible with the brand, product or service that you are selling.


This is done by adding in your own title clips, logos and links to the video's. This way everyone who views the video branded with your business information will be exposed to your company brand, information and links.

The branding of the video can be done yourself with one of the many software options available like, Camtasia Studio as I mentioned in your last lesson or if you don't feel comfortable doing the work yourself you can hire someone from a site like eLance.com or oDesk.com to do the job for you quickly and inexpensively.

Since the video is officially your product you can feel free to add in any amount of content that you like discussing the benefits and advantages of your product or service.

As you begin the process of using your new PLR video to build your brand, your main focus should be to concentrate on identifying your core message and objectives. After you have decided on the main goal you can then create a 5 or 6 slide presentation to illustrate your message and then use Camtasia to turn it into a clip that can be added to your PLR video to create the finished product.

Here is a basic plan that you can follow to help get you started. First create a title slide to introduce yourself. Next, create 3 or 4 slides that for the main ideas that you want to describe in your video. Try thinking in terms of 3 to 4 tips, steps, recommendations, or strategies that will best describe what you can do for the viewer.



Finish by creating a closing slide that you can add to the end of the video that includes a call to action, so once the viewer has finished watching the video they will know exactly what they should do next. This can be a link to more information, a subscription offer or salespage so that your viewers can be enticed to subscribe or make a purchase.

With the power of video you no longer need to spend decades just building your brand. All you need to do is put the right PLR video together with the right marketing strategy and you can quickly be on your way to getting the positive brand that your business needs to become successful and profitable. The best part is that building your brand and reputation this way could only take a few weeks or months and not years.

## Use PLR Videos To Effectively Market Your Business.

Marketing is no doubt one of the most time daunting tasks faced by business owners. It often requires a lot of time, effort and money in order to be successful.


This hard fact has been observed by small and large businesses alike over the last few decades. Most large companies are usually comprised of different departments, and one of those departments is the marketing department. The fact that it takes a whole department to do this job just goes to show how difficult and time consuming it can be.

Fortunately, with the emergence of technological advancements in the past decade alone, especially the onset of video and other rich media marketing tools the task of marketing a business can be much easier. This allows any size business, big or small the opportunity to build a positive brand, good reputation as well as increase profits faster than ever before.

As we discussed in your last lesson, PLR video can be personalized in several different ways. This will allow you to personalize the video in order and turn it into a perfect marketing tool for your business, products and services.

All you need to do is to add in the right mix of information and advertising to quickly achieve results. Some of the key points that you will want to focus on are the product details, benefits and the advantages of using it. The video will then become an effective marketing tool that you can use to, build your brand, attract consumers and increase sales.

Proper distribution of the finished video should be at the top of your to do list. Distributing your video on the most effective channels is a very important part of the marketing process, because if no one sees it then all of your hard work and planning will be for nothing.



To accomplish this you need to find websites where you can host your video. Lucky for you there are hundreds of options available for this step of the process. You can use popular sites such as Youtube and Vimeo. You can also take advantage of social networking sites Facebook, Myspace and Twitter.

With sites like these all you have to do is create an account, upload your video's and start letting people know about them. Another nice thing about using these site is that if people like what they see they will share it with their friends, then they will share it with their friends, creating a viral effect that can literally bring you thousands of prospective customers in a very short amount of time.


As a matter of fact, video marketing is probably the easiest and most cost effective method of marketing your marketing your business there is and when you use PLR videos to your advantage it makes it even better.

## **Using PLR Videos To Increase Your Profits.**

It is no secret that making a profit is the primary goal of any business. Whether the business is new or old, big or small, the main goal of the owner of business is to make money and steadily increase profits.

The days of small companies, with small advertising budgets getting swallowed by larger companies is over. With the use of video, small businesses and sole proprietors can advertise and increase profits without having a huge amounts of capital to invest. With the right strategy they can build there brand and compete with any size business and with private label video the process much easier than before.





As we have discussed over the last few days private label video can be used in many different ways to increase your profit margin. It is one of the most effective preselling tools that you can use.

It can be used to attract new customers, increase traffic, build brand and credibility. Using video is fast becoming the top most used method of promotion. With video and web 2.0 marketing businesses can easily interact with customers on a whole new level. This is the reason that YouTube quickly skyrocketed to being the 4 most popular site on the internet.

Did you know that YouTube receives in the millions of visitors every day and being able to leverage that traffic will drastically increase your profit. It's just like striving for a top listing on Google except you're using video and video sharing sites like YouTube and Vimeo.

The way you get your video listed is the same as with any other search engine. It's according to the key word density and the popularity of the video.

By using the right keywords in your description the higher your video will rank on the site and the more popular it will become. YouTube also has a handy keyword tool that you can use to find out what people are looking for, making it easier for you to get more exposure for your videos.

By taking the time to properly optimize your video submissions you will have an edge over your competition which will also allow you profit more quickly. But it doesn't stop there, after you have placed your video on YouTube be sure to post that same video on other websites to gain maximum exposure.

By repeating this process with every private label video that you brand your profits will drastically increase. As you continue on your journey of video marketing you will discover that there are many other profitable ways to make money using private label videos, your job is to understand and develop a formula that works for your business and then take action.





Recommend Resources:

[PLR Money Powerhouse](#)

[PLR Mega Pack Download](#)