

Maximum Profits From Private Label Rights

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“Content Is King”

If you have been in internet marketing for any amount of time you have probably heard this expression numerous times. The power of great content is huge. Great content will attract visitors, search engine spiders and ultimately potential customers.

Depending on your business model (i.e. the specifics of how you translate visitors to your website in to cash) the content could be in any of the following formats:

- Articles
- RSS Feeds
- Blog Posts
- EMail Newsletters
- Free Reports
- Paid eBooks
- PodCasts
- Videos

The Content Challenge

While great content is obviously an essential component to your online business, it is one of the many things that you, as a successful online entrepreneur, need to do. For many people, especially those starting out, the sheer size of these to-do lists are often daunting and the constant need for quality content increases the pressure even more!

A website or blog needs a continuous supply of fresh articles to keep both the Search Engine spiders and Human Visitors happy. If you are selling eBooks or other forms of packaged content then it stands to reason that you can make more money if you have more than one product on sale.

However, all is not lost as there is an effective short cut available: Private Label Rights material.

Private Label Rights Material

The easiest way to describe Private Label Rights (or PLR) material is to think of it as an “unbranded” product. PLR material is sold so that you can add your brand (your name or your pen-name) and claim rights as the author or creator of the material in question.

PLR materials come in a wide range of formats from raw text articles to complete websites including a product to sell. In between these two extremes you can buy PLR video and audio content as well as PLR ebooks and content you can preload in to a membership site.

Primary Benefits of Private Label Rights

There are many excellent reasons for investing in PLR material but probably the biggest advantages are speed & cost savings. Purchasing a well researched and well put together PLR product is the fastest way to create a product: the hard work of research and content creation has been done for you. Equally, buying a limited edition PLR product is far cheaper than hiring a freelancer to create an outsourced product for you.

How To Buy Private Label Rights Material

While buying PLR material is a great time saver there are a few things to take into consideration. The first is the type of licence offered by the PLR vendor. Ideally you want to find a vendor that sells a restricted number of copies of any given material and that the PLR material is sold with “Non-Transferable” or “Private Use” rights.

This means that the purchaser can use the material and brand it as their own but cannot turn around and simply resell the material with PLR rights. Both of these stipulations

serve to limit the total number of copies of the content you are purchasing.

While there is a lot of confusion and conflicting theories and opinions about Google's alleged "Duplicate Content Penalty" it makes sense that the fewer copies of the material in circulation the less chance your customers will have of seeing exactly the same content with someone else's name on it!

The next issue big issue is the quality of the content being purchased. Ideally you want to ensure that the content is recent (this is especially important in niches that are either fast moving such as the Internet Marketing niche), that it has been reliably and accurately researched and that it is well written and grammatically correct - after all this material will be carrying your name and brand and you don't want to have a reputation for low quality content do you?

PLR To Avoid

Taking on board the points already raised there are two good guidelines to adhere to when purchasing PLR material. The first is that generally you get what you pay for, so avoid those "10 Billion PLR Articles For 99c" special offers you may occasionally see on ebay and other cheap outlets.

Equally PLR is best bought when it is new and fresh. This means you can normally get recent PLR material in active and vibrant market places (check out the Warrior Special Offers section on the WarriorForum.com) but you should be cautious when signing up to a site that boasts a vault with 1000s of PLR products as these will most likely have been accrued over time and thus have a diminished value to you.

PLRSHOP

Free sample - end of preview

7 Simple Steps to PLR Profits

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