

Alright, let's talk about proper p l r profits. And I think the most important word there is proper, because so many people out there do this incorrectly. And to master the use of private label rights products, p l r for short, you have to learn how to leverage the material from maximum online profitability. Most sellers barely scratch the surface of what you can actually do with P L R. And in this training, you're gonna discover the untapped potential of pre-made content. Trust me, there is a lot of things that you can do with plr, especially now in the age of ai. Yes, I said it. You're gonna be able to unlock new avenues for success if you do this correctly. And if you don't do it correctly and you just kind of shoot from the hip, you might find yourself in a heap of trouble.

So let's kick it off with understanding p l r basics. Yes. So we gotta start here because I don't know how much you know about P L R and P I R material. There's all kinds of it, right? And it can come with a varying degree of rights in the license. Generally speaking, private label rights material can be anything that the creator allows you to use and gives you certain rights to use. And what I mean by anything is it could be digital con, it could even be physical content. You ever gone to the grocery store and, and seen the store brand, read or the store brand item, right? That's a private label rights product that the store has basically license and is putting their name on. So there's all kinds of private label rights material. And in the online space in internet marketing, it can be from eBooks to videos, to software, anything digital, anything that can be, gitaly downloaded can come with a private label rights license.

And what exactly are the rights? What exactly does the license allow you to do? Well, it's gonna depend. There is no, it, it's not written in stone. There's no tablets that Moses gave us, telling us exactly how p l r rights have to be used. Some vendors might give you permission to do certain things while other vendors don't allow certain things. So there are PLR rights, there are resell rights, there are master resell rights, there's all kinds of names for all these different licenses that you can get. Ultimately, it comes down to you getting the content that you want, opening the license and reading what exactly what is allowed and what isn't allowed to be done with that product. With that material, rather, p l r material is very powerful. You save time with it. It's, it's time saving, it's cost effective, and it's flexible. There are so many things that you can do with it. We're gonna, we're gonna uncover a bunch of those for you right here in this training. But the key is that you don't get lazy. One of the biggest sources of failure to use PLR correctly is just laziness. You get the PLR material, you think, oh, I just needed something to sell, or I

Just needed something to give us a bonus or whatever. And he just give it out as is. And what happens, people that are attracted to that subject have probably seen a wide variety of products on that subject already. And there's a very good likelihood that you are not the only person on the planet that's bought this private label rights material. So this consumer may have already seen it from someone else, or maybe they've already seen it from the creator themselves. So you can't get lazy when you get private label rights material. You gotta use it smartly. Speaking of which, not all p r material is created

equally. The people that you get the p l R material from should be vetted and you should only work with reputable providers. There's a lot of different places on the internet that you could buy p l R material.

And in my experience, let me just explain what I've learned about p l material. I've learned that the majority of P L R that's out there, and when I talk about p l R for the internet marketing space, I'm primarily talking about eBooks text information content for products. And most of what I've seen, most, not all, but if I had to give it a percentage, I would say about 90% of the private label rights material products that I've seen in my, you know, years of doing this since 2007, they're all garbage. You know, 90% of them are just pure garbage. They don't even read well. It reads like it was written by someone in a third world country where English isn't their first language. A lot of it doesn't make sense. It all looks very dated very little, very little of it is usable as is.

And if you get lazy and, and you use it the way that it came, you're gonna get jammed up. You're gonna get the reputation for that guy that just, or that uses, you know, old rehash outdated stuff. So you gotta get stuff from reputable vendors. And, and, and what I've found is that the best type of p l r material is the material that was created by an expert on the subject. Unfortunately, there are PLR vendors out there that simply hire ghost writers. People that are not experts on this subject. These guys, these sellers, they hire these ghost writers and they say, Hey, listen, ghost writer, how much will you charge me to write? 50 articles about gardening. And they say, well, I'll charge you, you know, \$5 an article. So 250 bucks. Okay, excellent. They never asked the person, Hey, have you ever done any gardening?

How many things have you grown? Do you grow food? What kind of gardens have you run? They, that person is not an expert at all. That person is a professional writer, but they're not an expert on this subject matter. So what that person's gonna do is they're gonna go and do research and they're gonna try to create something that's valuable. So they're gonna do something like a book report, right? They're gonna go and they're gonna find the stuff, and then they're gonna, and nowadays, what those ghostwriters are doing, or a lot of these people are doing, especially if you're pinching, pinching the pennies and getting the cheapest person you can find is they're using AI to do it. So you don't even know if it's, you know, original material that from, from the creator, from the ghost rider. So, you know, I've found that the best p l r material is material where a vendor created a gardening product because they're a professional gardener.

And then somewhere in the funnel, they offer you the rights to their gardening product. But that's their thing. They're gardeners. They're they're gardeners that took their passion and they made it a digital product. They turn their passion into digital product. The p l r material that turns to suck is the material material where the writer is not passionate about the subject, is not familiar with the subject at all, just does some research on it, and isn't even a native English speaker and is writing an English text paper where, you know, a lot of the stuff isn't gonna make sense. So not all PLR material

is created equally, and you should definitely vet your vendors. So let's talk about tailoring the P L R to your brand, right? Every single piece of P L R material should be customized. Every single piece. I'm gonna stick to my guns about that because it's horrible when I see people trying to pass off p r that hasn't been changed in the least bit.

You should never pass it off as is. You should always add your own voice, your own personality, your own flare. You shouldn't even use a robotic content spinner. That's what people used to do back in the day. There were these tools that you could copy paragraph by paragraph or sentence by sentence. You could paste the content into it, and then it would just basically replace certain adjectives and kind of rearrange certain sub subjects and predicates and sentences and paragraphs and, and just kinds of jar up the content. But the outcome of that, really, again, it's robotic. A lot of it, sometimes it doesn't make sense anymore because you put it through this software that does this. So, you know, you, you've gotta really get in there and change it around. So that means reading the content yourself, manipulating it, rephrasing, paraphrasing addings stuff, using the original content to trigger thoughts and, and research points for yourself to come back in and add in.

That's how you use private label rights material. But again, that requires effort. And a lot of people are just lazy, so they skip that part and they end up hurting their business in the process. The other thing you gotta do is you gotta create unique branding elements. So P L R usually comes with graphics, especially if you're getting a P I R book. It'll have cover graphics, it'll have a title, it'll have a logo depending on the material that you're buying it in, the seller that you're buying it from. You might have PSDs, Photoshop images that you can manipulate. Sometimes you can't. And essentially you gotta kind of add your own flair to this. Change the title, create a new logo, get new graphics for it, make it look different. Create a new design, a new modern look for it so that it doesn't remind anyone of the original product, even though you're gonna change the content the actual, the wording, the words you're gonna, you're gonna manipulate that stuff and add your own flare to it.

If you don't change the graphics, people are gonna still think, oh, I think I've seen this before. Right? And they may judge the book by the cover and not, not get it again, because it looks exactly like something that they already had. So, make it original. Avoid any kind of duplicate content. And, and, you know, you've gotta create something unique by maybe putting it through ai. You can actually use AI now like chat G p t. You can, you can take a paragraph of content, put it into chat G P T and say, Hey, chat gpt, I want you to reword this for me. I want you to take the material that I just, that I just typed here, and then just paste the content and then say, Hey, I want you to write me a new article or a new page. Based on this, you can give instructions to AI to completely rewrite that subject matter for you.

Now, this, in my opinion, is a much more effective use of AI for producing content than to just ask AI to write the content itself. Cuz what AI is gonna do is reach into, its its

database and it's gonna find stuff that was on the internet or that was uploaded to its database by someone, and it's written and possibly copywritten by someone else. So by you putting in material and saying, Hey, paragraph by paragraph, Hey, ai, this is what I want you to do. I want you to take this paragraph and I want you to make it longer, and I want you to rearrange it and I want you to do this, that, and the other thing. And then now it gets you a new paragraph and you copy that one. And then you do the same thing with the next paragraph. Or you do it page by page.

But you can use AI now to make it original, right? And, and this is a good way to avoid duplicate content. Now, how do you monetize it? How do you turn the p l r products into money? Well, you can use the p L R material to create new digital products of your own. Things like eBooks, things like courses, online courses. You can take a A A P L R ebook that you bought and break the chapters down into modules you can create to tutorials out of them. You could turn 'em into videos, you can put 'em in a membership site. There's dozens of things that you could do with P L R material by breaking it down into smaller pieces, rearranging it, changing it, rebranding it. You can even combine multiple PLR products together into one high ticket product, right? So instead of, you know, saying, well, I'm gonna have this \$27 ebook.

So I, I basically bought some PLR material for 10 bucks. I changed it around a little bit. I put new graphics on it, I'm gonna sell it for 27. Well, instead of selling it for 27, why don't you sell it for 197? Why don't you take that PLR ebook and two other PPL R eBooks that are similar to it. Combine them in in Google, DRI in you know, like a Google Doc. Change them around, modify them, pull out the repetitious stuff. Take the things that that, that, that you like the most. Combine them into a way that it makes one giant product. Break it down by chapter. Turn each chapter into a module. Create some PowerPoints for it. See where I'm going with this? I'm turning these two or three pieces of PLR content, these, these eBooks, essentially into a product that I can put into a member's area.

I can deliver in a member's area with videos, with text files, with downloads. And now I can justify a \$97 price tag, \$197 price tag. Don't ever be afraid to charge for a course, because let me tell you something. Taking a one day course in a college, I, I've, I've, I've gone to multiple single day seminars a weekend, you know, single day lectures or weekend seminars where I've paid hundreds of dollars, and literally the seminar was three or four presentations. Each day you go and there's a speaker and, and they do a three or four presents, that's a total of eight presentations, and I might have paid a \$500 to attend that, right? And why can't you make that digital and charge \$197? The creators of those events and those workshops and those, those live training sessions, they do it.

So you can create entire courses and charge high ticket money. Simply buy combining multiple P I R products into a high ticket products. You can also create a membership site and, you know, use the p L R content to drip in new material every single month. Not

necessarily the p l R itself. Meaning, I'm not suggesting that you create a website that sells plr material to people that need P L R. I'm saying that if you have a source for gardening, p l r and you've got an abundance, you've got a hundred different gardening p l r books, well, one of the things that you can do is create a membership site for gardening enthusiasts and maybe take the content from one or two of the books and turn that into one course, and then next month unlock another course. And every month you spend a couple of days creating a new one, and then you drip 'em in every single month you drip in a new one, and they're paying you monthly.

So you can have a membership site that, you know, offers the content as it relates to that p l r that, that, that subject matter that the users are interested in. You can also use your new customized P L R because you're customizing all of your p r as a bonus in your affiliate marketing efforts, right? You can earn more commissions when you create bonuses for something that you're promoting. So if there is a gardening product that you're promoting through your affiliate link, maybe you could create a nice bonus page that offers three or four p r products, but you're not calling them p r products, you're just calling them products because you got the p l r, you, you bought the product, you got the p r rights, you then modified it, you got new graphics for it, you gave it a new name, and now that's one of the products that you're giving out as a bonus if people buy the main thing you're promoting through your link. So you're an affiliate marketer now using p r

As bonuses, right? So there's a lot of different ways that you can use p r as your own material, as membership site material, as high ticket stuff. And even in affiliate marketing, you can do that as well. You can also use it for content marketing. And, and if you're wondering, well, what do you mean content marketing? The heck am I doing well, content marketing is the way you build audiences. It's the way that you attract people into your business. You gotta put content out there because content is what attracts them to you so that they can, you know, free content is what attracts them to you so that they can then become interested in your paid content, right? So that's basically internet marketing in a nutshell. And what you can do with P L R material is create things like blog posts and articles.

You basically just get that plr ebook and repurpose it. Each chapter could become an article. Maybe half a chapter is an article. And then the other article, article, you know, the other half of it can be the continuation. But essentially you're generating valuable content for your blogs. You can also break the material down into smaller posts, right? For social media, maybe Facebook, we call this micro content. So imagine you create little micro content out of a chapter which becomes an article in a blog post, and you use the micro content on Facebook to link to the article that's on your blog. And then at the bottom of the blog, you have a link to a sales page that maybe sells the course that you've created with all the different PLR material, right? So you can literally assemble a funnel, right? Literally you can use the pl material from, you know, micro content to macro content and actually monetize it that way.

You can also use the material for crafting newsletters. So what's a newsletter? Well, basically a fancy way of saying an email, right? A swipe email where you're basically emailing your subscribers material that you brought out of that p l r content that you created a funnel with. So you can maybe take some of it and, and do a little bit of teaching inside of an email. And that email might link to the blog post, just like the micro content on social media was linking to the blog post where you basically just used an article that you created out of the p r material. All of this stuff is linking together now, and you're creating what is the spider web or the funnel of your, the interconnected funnel of your business, right? SEO. Now, this isn't something that a lot of people talk about, but you can use p r for search engine visibility.

You can actually do keyword research and then in incorporate targeted keywords into the p PLR material, right? Think about that. Think about maybe now you've, you've got an article and it's about gardening and there's a particular type of gardening that you want to talk about. Maybe it's green bean garden. You're specifically looking to, to grow or teach people how to grow a specific type of green bean. And now you can drop that particular key phrase all over that article, and you could use that now to increase your search engine visibility. You can also build back links using p l

R content and use it for guest posting on other people's blogs. Again, it's really, really important, especially when you're using PLR material for blogging and for social media content blogging in particular, you gotta make sure that it's unique and original. That same exact content cannot exist anywhere else on the, on the internet, because what'll happen is, as the search engine spiders crawl your website to index it, they're reading the content. And if that content, they identify as duplicate, meaning they've already read it somewhere else, your site is not gonna benefit at all from the keywords and from the material. And in actuality, it's actually, it, it's going to actually hurt your website because the search engine is gonna penalize you for having duplicate content. So you wanna make sure that you remember to make it all original. You can also build sales funnels with P L R, who would've thunk it.

You can create enticing freebies using PLR material and then use them as the lead magnets, right? If you can create a, a bonus offer with it of surely you can create a, a, a product that would be appealing on a squeeze page or on a landing page, and you can use it as a lead magnet. You drop that in front of somebody that's interested in the subject, and now they're willing to give you their name and email in exchange for that lead magnet. And you didn't have to spend hours and hours and hours trying to create the material from scratch. You bought some P l r material that gave you the license to, to modify it, chop it up and claim authorship. And now you take that material, you use AI to modify it, to change it, to make it unique, make it original, you order some graphicsand, and now you put together something that looks brand new, it didn't take you a lot of work.

And, and you can now use it to attract leads. You can put that in front of an audience, you can put it on a squeeze page, put the link to that squeeze page in front of an audience, and they're gonna gobble it up and you're gonna build your list with it. You can actually use it as bonus material on your sales pages. So if you've got a product that maybe hasn't been selling that well, you can make a bonus and put it on the sales page. I think this is something that a lot of people don't realize they can do. If you're a vendor, you can actually treat your product like an affiliate product, meaning create a bonus offer for your own product that only your people that buy through you will get. So actually promote that bonus offer and then link from that bonus offer directly to your sales page.

So you're using plr content here to create lead magnets, to engage people, to get them attracted to your offer, and then to actually put 'em on a sales page to incentivize them to buy the product. You can really, really, you can even create upsells and down sells. You can expand your entire funnel by using P L R for adding all the different p pieces to it. The different upsells cross sells down sells to increase revenue and, and of course to attract affiliates, because the more money that a funnel makes, the more interested affiliates will be to promote it. Here's a big, big, big one, creating audio and video content. You should do this with every single piece of P L R material that you get. If you get a PPL R ebook, you should right away, whenever I get a p r ebook, the first thing I'm thinking is, okay, I gotta turn this into a course.

So if I bought an ebook that's 50 pages about, you know, a a gardening, for example, that's just the, the example we've been talking about. I'm gonna say how many chapters are there? Okay? There's 10 chart chapters in it. Alright, five pages per chapter. Great. Well guess what? That just became 10 modules. It's gonna be a video for each one. So I'm gonna take the content, I'm gonna create bullet points, I'm gonna make a slide presentation, and I'm gonna record myself talking about it. So now I've got the ebook, I've got the I turned the ebook into a slide presentation. Then what I'll do is after I record it, I'll transcribe that. So I'll transcribe the recording and I'll make that the new book. So the original book has been completely changed. There's new modules, there's videos that go with the modules.

Obviously there's an audio because I recorded my voice as I was doing the presentation, and you've got an entire course now from a piece of private label rights material that you purchased. So you can, you can do this. And look, I, I don't wanna scare you thinking like, oh my god, that sounds like so much work. It, it, it really isn't a lot of work. As long as you have a system. Like for example, you can create bullet points from the PLR material, like by simply going through it you know, highlighting certain sentences, copying them and pasting them into a doc. Boom. This is a great point. Boom. This is a great point. Boom. This is another great point. Put 'em into a doc. Then now you can take those bullet points, put 'em into chat, g pt, say chat gpt. I want you to expand on each of these bullet points for me so that I can create a slide presentation.

Next thing you know, you've got a brand new you know, pl a piece of material content that was sourced from P L R but is completely unique. You can use this to create even interactive learning experiences for webinars, right? So you can now take the, the material that you turned into a presentation. You can do a live webinar with it. You do that same slide deck, right? And you can take bullets from it, put 'em on the screen, interact with an audience. You can run a live webinar, answer questions that people might have using the PLR material as your bullets. And now you've got a whole different experience. Get this. You can even use PLR material for offline businesses. You can create printable stuff, workbooks imagine everything that I just talked about doing. Redesigning an ebook, for example, a new cover reworking the, the text and, and now taking that and printing it, taking the, the PDF file.

You could take that over to, to Kinko's or office Max or whatever kind of stationary store you have near you. And you could get that printed up into a physical book. Now you can actually give that physical book out at events that you go to. You can do all kinds of stuff. And there's actually fulfillment companies out there now that will actually do you know, in bulk. Like you could get print on demand. Basically you, you upload your, your document, right? Your, your book, your pdf and they'll print a book for you as it's ordered or as it's purchased. So you don't have to go and, and buy a hundred of them and, and have a, a warehouse full of books, right? You can actually print them on demand and you can actually start making money on your website selling a physical book, which by the way is awesome cuz that opens up new avenues for avenues for you.

You can go to Amazon now and, and you could sell on there, you could sell a physical book. So there's a lot of stuff that you can do offline training sessions, we talked about this before. At events, you can go to an event and actually use the p r material, the bullet points that you took from a p l r ebook. Use those bullet points to create slides. Now you're on stage doing a live presentation with a clicker. And you, you basically just source the material from plr. You can run workshops this way. You can use the information to create local marketing materials, flyers, brochures, promotional content, all of this kinda stuff. For example, if you have a client, let's say that you're, you go into a a dry cleaner and the, you, you strike up a conversation with your dry cleaner and you realize he doesn't have a website and you say, Hey, you know, that's what I do.

I kind of, I build websites and I think you should have a website. And he says, yeah, hey, I, I'll pay you to build my website. Well now you can create content and for the website you can go buy PLR material about dry cleaning. I'm sure it's out there. And, and now you can create content for that website about dry cleaning. And then you could take some of that stuff and generate flyers and brochures and promotional content that you could get physically printed at the stationary store and bring to your client and even have yet something else that you make money off of. So all of this is possible using PLR material and you probably didn't even know that. So look, now that you've learned this new stuff, it's time to take action and start moving forward. We have a lot more stuff to talk about.

And remember, it's not a race, it's a marathon, right? You wanna start small and gradually scale up your P L R game. You're probably not gonna do all the things that we've talked about in this training today. You're not gonna start doing them all this week, but maybe you could pick one or two and you could focus on those and then next week focus on another two and so on and so forth. Continuously update and improve your P L R content. You're gonna get better and better and faster and faster at customizing the PLR material. Remember, you wanna start with good stuff because if you start with garbage, you're gonna end up modifying garbage and your final product is likely gonna be garbage. And in order to turn garbage into diamonds, it's gonna take a lot of work and a lot of time, right? So don't do that. Start with good material from good, trusted, vetted vendors and just keep improving network with other people that are in P L R. You know, there's Facebook groups for other P L R vendors. There are Skype groups for other PLR vendors. You can meet other PLR vendors at live events. And once you start networking and forming a click with these people, you'll be able to share material

Cuz you'll find people in your niche that specialize in P L R and you'll have access to more like is professional expert quality p L r, because you network, then you met people that are in the industry. P L R is your path to online prosperity because it's the way that you can create content quickly, effectively, without banging your head against the wall or staring at a blank sheet of paper thinking, what am I gonna write next? Now you understand the wide variety of things that you can do to drive profits with PLR material. We talked about a lot of 'em here, right? Right in this training, and there's a lot more that we're gonna talk about. Now you can apply the principles, strategies and actionable steps that you've learned here to harness the power of p L R for profit in your business. And I look forward to seeing you in the rest of the training.