

Simple **PLR** Solutions



I A N W H Y T E

Simple PLR Solutions

Making the Best Use of PLR

Ian Whyte

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Legal and Copyright

We all know that legal things are a bit of a nuisance – until you have need of help. So just to make sure we are on the same page in this regard here are a few things that need to be covered.

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A Simple Introduction

Hi there,

Thanks for taking the time and having the interest to invest in this eBook.

My name is Ian Whyte and I recently turned 78 (June 2022).

The first 10 years of my working life was a seagoing one. First as a deck apprentice on oil tankers and then as third and second mate on bulk ore carriers.

In my mid-20's it became apparent that I could do something better than spend the next 40 years sailing the world's oceans. So, in the late 1960's I dropped out for some additional study and on the way found computers.

Think punched cards, reel to reel tapes and large computer rooms. No such things as PC's, mobile phones, or the internet then.

For just under the next 30 years, I was able to combine ships and computers. First working for a shipping company on projects like planned maintenance, inventory systems and vessel performance.

Then for a coal mine implementing and managing the commercial systems that ran the mine.

During these 30 years computing changed significantly.

By the time I was considering moving out of the work force personal computing, mobile phones and the internet were everywhere.

About this time, I saw a TV interview with an entrepreneur. He talked about how easy it was to make an income using the internet.

His comments sparked my interest so over the past 8 -10 years I have been keenly involved with PC's and online activities.

This has given me a good insight and some understanding of the potential of the online world.

Some of things I have been involved with include building websites, affiliate marketing, selling physical products on Amazon and publishing on Kindle.

Selling your own information products is really where it is at. Creating them is often laborious and time consuming.



However good PLR products are something that can go a long way to really help solve that problem.

Let us take the journey to find out more together 😊

Ian Whyte

Purpose of this eBook

Simple PLR Solutions has been put together with the sole aim of introducing you to the concept and how to make best use of Private Label Rights (PLR) material.

By the time you finish reading this document you will have sufficient information and detail to successfully make proper use of any PLR products you have gathering digital dust on your hard disc.

Definition of PLR

Whenever PLR is mentioned, a common misconception is that it refers to a rather ordinary eBook in PDF format. While you may well have purchased such an item nothing could be further from the truth.

So, we should first get a better definition of the term PLR.

In internet marketing, **private label rights** is a license where the author sells most or all the intellectual property rights to their work. The license is defined by the author of the work and has no legal definition. Private label rights is derived from private labelling.

And an important point is that it covers a variety of content formats.

Private Label Content comes in many different formats, including PLR reports, eBooks, articles, graphics, templates, email newsletters and even videos.

This should dispel any misconception that PLR only applies to that mediocre eBook sitting on your hard disc. The one that left you feeling disillusioned about the whole PLR world once you saw what you had paid for.

Common Misconceptions

We have already touched on one of the misconceptions about PLR, that it is cheap and poorly put together. Make no mistake about this, there is plenty of rubbish PLR material out there. It needs to be avoided unless it can be properly re-purposed.

Another misconception is that it takes too long to edit or re-purpose, so is not worth the time. Without doubt you will have to put in some effort to

re-work any PLR product but, provided the initial purchase has been well selected, this should not be a major issue.

If the expectation is that you just do little or nothing with PLR, then it would be best to give away the idea before starting to use it.

Best outcomes are always dependant on re-configuring and improving the base product. And the base product should be of sufficient quality to make your efforts worthwhile. More on quality later.

Another common misconception is there is no longer value in using PLR. Because there is so much poor and mediocre PLR available its online reputation has been tarnished to the point where many people avoid using it.

Some marketplace sites have either banned it or downgraded it as a for sale item. Kindle is a prime example.

However, if you take the time to completely reconfigure it, and extend the content, it can work well. Generally, the secret lies in your initial choice of a product and having a planned approach to the issue. Using a Mind map for this will prove useful. [Freemind](#) is a useful tool for this.

One further misconception is that all PLR is written by people whose mother tongue is not English. Yes, there is a lot of PLR that is poorly written and is grammatically incorrect.

However, to say that all PLR is created by non-English speakers is well off the mark. Names that immediately come to mind for producing high quality PLR material include....

- Arun Chandran – [Flaming Hot PLR](#)
- Aurelius Tjin – [Unstoppable PLR](#)
- Barry Rodgers – [Complete PLR Mastery](#)
- Jason Oickle – [PLRDealer](#)
- JR Lang – [Internet Slayers PLR](#)
- Kevin Fahey – [Download PLR Products](#)
- Steven Alvey – [Warlord Entrepreneur](#)
- Tiffany Dow – [Pro PLR Packs](#)

This list is just a sample. It should give you the confidence that there is a good number of reputable marketers operating in the PLR niche.

Licensing

One area that creates a lot of confusion in the PLR niche is that of Licensing. If you recall the Wikipedia definition of PLR, we can perhaps see why. Wikipedia states:

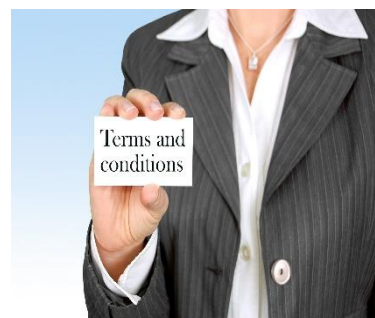
'The license is defined by the author of the work and has no legal definition'.

And herein lies the confusion – there is no legal structure for the license so whatever the author chooses to permit for his product defines the license. It is as simple and confusing as that.

Always Read the License

So, you have purchased your first selection of PLR and are keen to make use of it. It looks to have great potential and you cannot wait to get started.

BUT WAIT – Before you do ANYTHING read the license. It might give you the rights that you want to use but then again it might not. The ONLY way you will find out is by reading the License document supplied with the PLR product.



Usually, it is easily identified and normally comes as a separate text or pdf document when the product bundle is unpacked from the zip file. Sometimes it is named ReadMe or ReadMeFirst but more often it is just named License.

Occasionally the license is a more like a certificate or diploma specifically designed for the task. Some of these are quite impressive but they serve the same purpose as the plainer ones.

Don't be overawed - ALWAYS READ THE LICENSE FIRST.

Types of License

Seeing that the provider of a PLR product can determine how it may be used there is, in theory, a multiplicity of license types. In practical terms however, they can be grouped into six broad categories as follows:

- PLR – Private Label Rights
- RR - Reseller Rights
- MRR – Master Reseller Rights
- PU – Personal Use
- CU – Commercial Use
- White Label Rights

Private Label Rights

This is the best of all the licenses available to you. While not every product will have these rights, it is certainly the one you should look out for and obtain whenever you can.

PLR gives you, the user, the greatest level of freedom to do almost anything you wish with the product. You can edit the text, change the content around, name yourself as the author and sell it for your own nominated price.

Sometimes there may be constraints nominated in a PLR license. It's important to comply with them. Typically, these cover things such as a minimum selling price, cannot be given away free, must not use certain names e.g., the original author's name, their website, or their company.

Resell Rights

This license is more restrictive and means you have the right to sell the product on to others as your customer. There is no limit on the number of sales you can make, and you can keep all the profits.

When you have Resell Rights, you will probably not have the right to change the product. And generally, you do not have the right to pass these rights on to your customer. You will only be able to give your customer Personal Use Rights to the product.

As with Private Label Rights there may be some constraints like a minimum selling price or not using it on a free membership site.

Master Resell Rights

Master Resell Rights are somewhat better than plain Resell Rights. With MRR you can pass Resell Rights to your customer and they, in turn, can resell the product too.

As the one with the MRR you have more product value which you can capitalise on by charging a higher price.

In some instances, the MRR license may also permit you to pass on the Master Resell Rights to your customer which in turn increases the value of the product for you.

As always read the license before you do anything because in simple terms not all Master Resell Rights are equal.

Personal Use

This license, as the name implies, only allows you to use the product personally. You have no rights to sell, giveaway or change the product in any manner. It is strictly for your own use.

You can use the information you obtain as knowledge that you can build on and apply to your situation, but you cannot pass the product on in any shape or form.

Having said that, in some specific instances the license may permit you to pass it on unaltered but, as always, Read the License first.

Commercial Use

As the name implies this license permits you to sell and distribute the product in a commercial manner. It is important however, to ensure that you understand exactly how this can be achieved. For instance, you may receive Master Resell Rights with the product which impose certain conditions on how you can use or distribute the product.

Again, as with all the others, make sure you Read the License.

White Label Rights

This license is generally applied to software and videos. Essentially it is the same as Private Label Rights in the software arena for things like plugins, web themes and other templates.

It is mentioned here for completeness so there is no confusion when you come across it. Just think of it as PLR for a software product.

As always if you decide to use such a product Read the License first.

Quality is Supreme

We have already touched upon the common perception that most PLR material is of poor or dubious quality. And, as detailed earlier, much of it is precisely that.

However, there remains a great selection of top-class PLR out there. The key is to find it and make effective use of it.

Always Purchase Quality PLR

It goes without saying that you should only purchase quality PLR products. Sometimes this is easier said than done.

The sales page may look great but when you get into the text and the editable files the gloss disappears. You are left with the distinct feeling that the only real solution is to completely rewrite it.

The problem here, of course, is that you have just lost one of the major advantages of using PLR namely, having good pre-written content as the template with which to work.

And if you are not careful you will set out to re-write it all. You have spent good money to get it so it cannot be let go to waste!

It is about here that you need to forget the financial loss and remind yourself of the old saying '*You cannot make a silk purse from a sow's ear.*'

Sometimes it's possible to resurrect or re-purpose poor-quality PLR. In most cases it is better just to cut your losses, let it go and look for something better.

The time and effort needed to improve the PLR with additional research and then re-writing it is just not worth it.

Another thing to remember is the risk of having your brand associated with poor quality PLR. No matter how well you try to re-purpose poor quality PLR the result will rarely compare favourably with the best written material.

How to Evaluate Quality

So, what is PLR quality and how do you evaluate it?

Essentially there are two key factors which you need to note.

One is the quality of the PLR product being offered.

The other is the 'quality' or reputation of the person writing and producing the PLR material.

These two factors really go hand in hand, a bit *'like love and marriage'* that go together like a *'horse and carriage.'*

You *'can't have one without the other.'*

That being said there are things to focus on that will help ensure that you only pick up quality PLR.

- Make sure your PLR content is written by people with English as their first language. The writer should then have a good vocabulary and good comprehension of the English language, its structure, and its usage.
- Writers need to be knowledgeable professionals in the niche that they are writing about.
- Content should be full of valuable information. Poor quality PLR is often padded out with fluff and wordage.
- Look for content that can be re-purposed in multiple ways like an eBook, a blog post, an audio recording, and a video.
- Consider how widely distributed the PLR is likely to be. Good PLR is often found on membership sites which caps the number of copies distributed. Uncapped product needs to be avoided.
- Ensure that there is support for the PLR product. Good support and guidance can make all the difference if you run into a problem.
- High quality PLR can still be affordable. Price is not necessarily a measure of quality. Avoid free and cheap PLR even with a limited budget.

- Finally, there should good, positive feedback in a verifiable format for both the PLR and the author.
- Check testimonials on the PLR purchase website. Also check for comments from other reputable players in the PLR space.

This list is not exhaustive, but it will give you an appreciation of the sorts of things to look for when selecting and purchasing PLR products.

How to Improve the Quality of PLR

If you have followed the recommendations in the previous section, you should have some quality PLR already. Therefore, the suggestion to further improve its quality may seem to be a misnomer.

A better suggestion is to alter or modify the PLR, so the product is rebranded as your own. But even this does not cover all the points involved.

Many folk think that the need to re-brand the whole product is to avoid the dreaded 'duplicate content' penalty from Google.

While it could be a factor evidence suggests that on its own duplicate content is not the major issue.

This is not a lesson on duplicate content but if you want to understand more detail take a [look here](#)

These snippets will help those who just want to continue reading.

- *Google Says - Duplicate content generally refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar. Mostly, this is not deceptive in origin.*
- *Others Say - People mistake duplicate content for a penalty because of how Google handles it. Really, the duplicates are just being filtered in the search results.*
- *Duplicate content does not cause your site to be penalized.*
- *Duplicate content is not grounds for action unless its intent is to manipulate search results.*

Why Change Anything Then?

You could be forgiven then, for thinking that the need to change your PLR is all a bit confusing. Well, Yes and No.

The fundamental reason for editing your PLR product is to distinguish your 'work' from that of others who have purchased the same PLR.

In other words, you must make your PLR product unique to you and your brand. Hopefully, this is all now beginning to make more sense.

You see 90% of those who purchase PLR do little to change its format. Many never get further than the purchase.

Those that do something with their PLR purchase frequently just load it to the internet unaltered.

If you do the same, then you are another clone and the chances of you ranking become even smaller. Remember the line above on how Google handles duplicates!

Basically, duplicates are being filtered out of the search results. They are not being penalised as duplicate content.

The chances that your 'duplicate' content is picked as the definitive link for the product are *'as good as a snowballs chance in hell.'*

How to Best Use PLR

We have touched on some of the factors in the previous section, but parts are worthy of repeating.

Know How You Are Going Use It

This may be stating the obvious.

But there are thousands out there (me included) who have unused PLR sitting on their hard drive with no real plans for using it.

A fundamental question you should *always* ask before purchasing any PLR is 'Why am I buying this PLR.'

You must have a purpose for the content before purchasing it. Otherwise, you are likely just wasting your money.

Make sure it fits in with your overall marketing plan. And if you haven't got a marketing plan then now would be a good time to give the topic some thought.

If you're in the weight loss niche, don't buy make money online PLR on a whim. Just because it's an excellent offer that you can 'use in the future'. Most times, 'that future never comes around.'

The mention of niches should remind you of the need to have a clear idea of the niche you are targeting.

This is a fundamental key to successfully using PLR.

For best results only focus on one or two niches at a time until your PLR is making you money.

Buy PLR content that serves your immediate needs and put the content to use as soon as you can. Get new PLR for new niches when you're ready.

Never Use it Straight Out of the Box

It is a vital to ensure this.

Not because of duplicate content but because you need to make sure your published product is unique. Avoid being one of those others who use their PLR unchanged.

The changes need not always be radical, but they should definitely make it different.

It depends where you are going to use the PLR. Will it be a blog post, sold as your own original product or used as a lead magnet for an email address.

We will talk in more detail later about making important and sometimes subtle changes that give you an edge over the competition.

Avoid Direct Copying

In the same vein as not using PLR straight out of the box (which is really a copy) it is also important that you do not just insert directly copied text and information from the work of others.

While 'imitation' may be the sincerest form of 'flattery' plagiarism is not. It could also get you into a spot of bother if the material is copyrighted.

This particularly applies to images. It is too easy to cut and paste an enticing image from the web and put it on your site only to have some legal body come 'knocking at your door.'

Make sure you source images from free sites like [Pexels](#), [Pixabay](#) or [UnSplash](#).

Also make sure you have PLR rights to any images that are provided with a PLR product.

Make Your PLR Unique

An important recommendation is to always make your PLR unique. Again, as mentioned earlier, the changes do not need to be radical.

However, it's important to understand the difference between rebranding and repurposing.

Changing the title and the eBook cover are rebranding. As is, to some extent, cut and paste and adding content.

Whereas repurposing is taking your PRL content and altering so that it loses its original identity. This is by far the preferred solution.

Things to consider in this section include:

- Change the title.
- Change the eBook cover.
- Cut and Paste
- Add Content
- Repurposing

Change the Title

This is pretty much self-explanatory if you just consider changing the wording. The first advantage of this is it starts to make the book or document unique.

But there is more to this than meets the eye. By changing the title, you can also change both the tone and the target audience.

For example, if your PLR eBook is about bicycle maintenance you could use 'Bike Maintenance for Handy Dads' to catch the attention of those dads who like to help their children at weekends.

Then for the lycra clad weekend road runners it could be called 'Maintenance Tips for the Serious Cyclist.'

Use your imagination and the possibilities will grow. A simple way to get a start here is to do a title search on Kindle related to the eBook you have. See what you find then combine words from a few of the titles to create a new and unique title for your eBook.

Change the Graphics

This is another way to change a PLR product.

The first and obvious graphics change to make is the eBook cover. New colour and images are a great way to make it look unique.

You can change both the tone and the audience appeal of the product with alternative cover images.

However, only changing the title and the cover graphic comes with a caveat. Unless you are planning to just use the PLR as a free lead magnet or a giveaway you must do more.

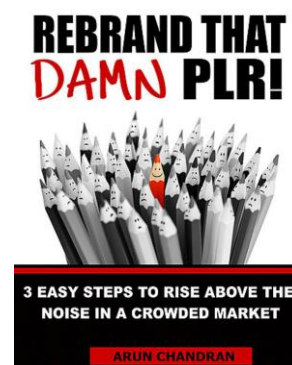
And more means change ALL the graphics.

Arun Chandran has an excellent free eBook guide on this exact topic and more - [Rebrand That Damn PLR!](#)

I strongly recommend that you take a look. It makes an invaluable read.

Arun has a unique writing style and is a first-class PLR product creator. [PLR on PLR](#) is just one of his many products.

The final recommendation here is don't try and change or create your own graphics unless you have the skills required.



It's important that you find and use someone with the skills to do the job properly. One graphics site I have used and would [recommend is GFX-1](#).

Should you choose to ignore this advice you will need an editing tool to perform the task. You can [download Paint.net HERE](#) a versatile free image editing tool.

Make sure to use copyright free images.

Cut and Paste

This looks like a straightforward thing to do. It certainly is, we all know how to cut and paste. But there are a few extras that you might want to take on board that will add value to the process.



First read through the main content at a high level so you understand what your PLR is about and how the topic is being dealt with.

This gives you the opportunity to highlight areas of text that you want to edit or change out. And you can also identify places where you might need an image to break up the flow.

As well as all this cut and paste allows you to combine two or more PLR documents that are relevant to your main theme. This is another way to make your product different and give more value to the reader.

Obviously, combined documents must have some relevance to the topic and the customer.

Finally, another option that is used is to take a set of smaller individual PLR documents and turn each one into a chapter in a larger eBook.

This can be done very quickly and with minimal change to the body text. Put a cover on the front, create a title, add some links and references. Then promote a link to your site for a free eBook.

Done well cut and paste has great potential.

Add Content

Adding content is a good way to make your PLR differ from the initial files you receive with your purchase. There are several ways that you can achieve this.

- Add Text – The original text document can be expanded with the addition of new text. You can either write it yourself or get it from another source.

The other source will often be another PLR text. There is no reason why you cannot combine individual PLR documents into one larger one. Whichever way you achieve this the result needs to be a coherent whole and must not look like it has been 'cobbled together.'

- Add Images – Images always add value to a text only document. Large blocks of text are off putting for many people and they will just click away when they see them. The days of serious reading have, in many ways, been replaced by short grabs, images and videos instead. Relevant images will break up the text and make it more readable.
- Add Video_– Adding videos does the same thing for your PRL that images do, only better. Inserting a short relevant video into your webpage adds significantly to value of that article. Best not to use YouTube They insert advertisements into videos.

Repurposing

When the word PLR is mentioned, many people immediately think of the generic eBook and little else.

But an eBook is only one of several forms that PLR comes in. Others include video, audio, images, and infographics to mention a few.

When you think about it there is no reason why one form of PLR cannot be turned into another with a little enterprise and effort.

That is what repurposing is all about. Taking the one product you have and converting or re formatting into something new that you can either sell for a profit or giveaway as value.

Repurposing often gives the new product a higher perceived value too.

Repurposing examples that work well include:

- Make a set of audio recordings by reading aloud the eBook sections or chapters. If your narrating voice sounds a bit like a crow hire a voiceover artist from Fiverr or Upwork to create an audio file.

- Take the key points from an eBook to make a set of slides. Add narration to explain each point.
- Have some PLR on how to install WordPress on a site. Make an infographic to illustrate the installation process. Add extra information on installing themes and plugins.
- Make a video recording showing how to edit and prepare an eBook. Show how to convert it into a PDF.
- Make a series of themed blog posts on your blog using good PLR on a specific topic.
- Got some good PLR on website security. Turn it into a video or slide training course and put it up on your membership site.
- Got some good images with PLR rights. Find suitable quotes for each image and turn them into a meme. Use them as pins on Pinterest.

These suggestions should give you some initial ideas for repurposing your PLR.

Use your imagination to generate even more ideas on how to use the content you have in different ways.

It doesn't matter what it is. If you create something new with the PLR you already have, you have repurposed it.

Don't Think Linearly

This may seem like a rather odd term to use but it does express the issue rather well. Linear, in a straight line, or step after step is what we are talking about here.

Not thinking linearly is a difficult concept to grasp, especially if you are not creative. Personally, I suffer from this approach when performing tasks. For example, if you have a job to complete do step one first, then step two and then the final step.



It's a bit like having blinkers on when considering how best to use your PLR. If it's an eBook text that you have then, if you think linearly, it can only result in another eBook.

This restricts your potential uses to a single purpose which is very limiting.

Thinking outside the square is a good way to remedy this issue. And it ties in with repurposing as well. Keep an open mind on all the potential uses for your PLR.

Don't Think it is Complete.

When you purchase a PLR product there is a tendency to consider what you receive is a complete package. In one sense this is true. It is complete as far as the seller is concerned.

to be continued

But there is no reason to think you cannot improve it in some way. Expand a chapter with some in depth research or background information. Add a relevant image. Combine it with other PLR you have, to improve the flow.

As with the previous section keep an open mind about what you can do with your PLR.

Key Requirements and Tips

There are many views and opinions about using PLR. They range from 'Don't touch' to 'It's a really valuable and useful resource.'

At the end of the day, it is up to you to make up your mind whether you use it or not.

However, these five key points nominated by Ezra Slayton make for a good selection summary to finish this section.

- How long since the PLR was published. Less than 12 months is best.
- Search marketplaces to see how well the PLR is selling.
([ClickBank](#), [JVZoo](#), [Warrior Plus](#))

- Best if the PRL contains Graphics, a Sales Letter, and a Marketing Package – they facilitate its use.
- Does the price represent the value and quality of the product.
- And the key - Will the PLR Help the Customer

Where to Find PLR

Finding PLR is not difficult. You just need to Google it. Finding the right kind of PLR can be more of a challenge.



But before you even go looking for PLR you should have a reason for looking. In other words, don't just aimlessly search for PLR in the hope that you will find something useful to use.

Instead, you should have a good picture of the sort of material you want and where and how you are going to use it.

This approach has several advantages worth noting.

- It eliminates the spontaneous purchase of PLR.
- Searching becomes more focused and relevant to your niche.
- You only purchase PLR that you are going to use.
- Your PLR gives you an immediate value because it is used.
- You have less unused PLR sitting on your hard disc.

So, let's take a brief look to see where we can find the PLR we need. There is more information on the topic in the Resources section at the end of the document.

Google Search

Google has already been mentioned and it is an obvious place to start. Obvious but not necessarily the best.

A Google search using PLR returns 15,400,000 results in 0.55 seconds. More PLR than you could ever want – or is it?

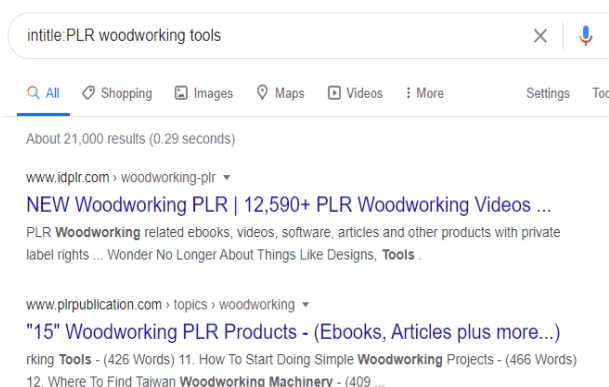
It even brought back an engine performance advertisement for my local region (Australia) because, you guessed it, it was called 'PLR Performance Engines.'

Assuming you have selected your niche as recommended earlier, you can narrow down the search results. Use Google search operators in conjunction with your niche.

For example, if your niche is woodworking and you are looking for tools.

A Google search of *intitle:PLR woodworking tools* returns 21,000 results. Still too many to go through individually but significantly fewer than a plain search for PLR.

You can go further with your operator searches if you wish but you will need to do that by yourself. This is a topic on its own and lies outside the bounds of this report.



Searches related to intitle:PLR woodworking tools

- | | |
|--------------------------|-------------------|
| Q woodworking plr videos | Q plr websites |
| Q free plr | Q plr products uk |
| Q premium plr products | Q plr marketplace |
| Q best plr | Q idplr |

In practical terms the first four Google pages will give you plenty of search results with which to work. In addition, Google gives you added search suggestions like this at the foot of each page.

Online Market Places

There are four that we need to mention here. There are others but these are the main ones to consider.

- [ClickBank](#)
- [JVZoo](#)
- [Warrior Forum](#)
- [Warrior Plus](#)

Sign up for a Free membership if you don't have one already.

As with Google, you can search these marketplaces for PLR products and purchase any that suit your purpose. Again, make sure you have a purpose in mind and only purchase PRL products that you intend to use.

PLR Resource Sites

There are numerous PLR Resource sites available for you to use. Tread carefully before you commit to any of them.

Membership Sites

Membership sites usually provide a wide selection of PLR products in various categories.

Make sure you check out the quality of their PLR, whether there are any restrictions or limitations, who the authors are and what the membership really provides. There is no rush to join, just take your time.

The good ones normally have a section with training videos. There is often other support material like a FAQ section and a Support Desk where you can submit a ticket for any issue you experience.

IDPLR.com is one example of this type of site. PLRDatabase.com is another and there are many more. Make sure you check the quality and terms.

Individual PLR Marketers

There are some sites that are built by individual marketers who operate in the PLR space. The good ones are exceptionally good, and you will soon get to know them by name.

Many of these individuals' author their own PLR and take great pride in it. The quality of the PLR they produce is first class and you can be confident using it without detailed checking. They want to deliver a quality product.

Other individuals are more focused on making money rather than the quality of the PLR they market. They want to have a fast throughput and either hire poor quality writers to produce the content or, sometimes even worse, they write it themselves. Avoid them like the plague!

One important thing to note with membership sites.

You can find quality products from popular individual marketers there but, generally, they won't have Private Label Rights (PLR). They will only have Master Resell Rights (MRR), Resell Rights (RR) or Personal Use (PU).

Rebranding is vital to success so you need the editable files. Normally you can only obtain these from the original author.

To sum up this section. First ensure you get the right license for your purposes. Then, MOST crucially, ensure that the writing is good.

Nothing else matters.

Your business begins and ends with the quality of content you publish.

Putting It All Together

We've now come to the sharp end of everything that has gone before. Because, if we cannot get our PLR product sorted out and put in front of some customers it has all been for nought.

So, let's step through the process of going from choosing a niche to having your totally re-worked PLR in front of your potential customers.

Choosing Your Niche

Even before you go looking for PLR you should have a clear idea of the niche you are targeting. As well, you should have a good idea of your target audience. Perhaps even more specifically your ideal customer.

Niche selection is a fraught topic with ideas ranging from the need to have a PhD in research to just go with the flow. With the myriad of opinions out there no wonder so many beginners are confused.

Personally, I think it comes down to being a bit pragmatic and some of the best advice that I have come across to date is that of [John Thornhill](#). He essentially says to ignore all the keyword and search statistics and *'go where there is a hungry market.'*



This means go where people are looking for some information, training or a product and spending money to get it. And for information products there is nowhere better to find them than in the marketplaces we have talked about earlier – [ClickBank](#), [JVZoo](#), [Warrior Forum](#) and [Warrior Plus](#)

And, of course, there is the inevitable Google searching.

However, bear in mind another of John Thornhill's pearls of wisdom – *'Just because something is searched for on Google it doesn't necessarily mean there is buyer intent.'*

Another person who gives outstanding advice is [Tony Shepherd](#). He has a range of training products that you can purchase. In addition, he provides personal tuition as an invaluable optional extra.

Research Your Niche Topic

Once you have settled on your niche there needs to be a little more niche specific research to gather information. First to gain insight on the topic and second to build a 'portfolio' of swipes and links to support your planned product.

During this phase you will likely come across relevant PRL which you should note.

There's nothing worse than knowing you have seen something worthwhile but can't remember where it was.

Believe me, I know because I have done it on many an occasion.

What you shouldn't do at this point is go and purchase it. Just because it looks good, or you fear missing out you should still hasten slowly.

Decide How to Deliver Your Product

Delivery has two main aspect here.

The first is which marketplace(s) you are going to use [ClickBank](#), [JVZoo](#) or [Warrior Plus](#).

Will it be a big launch or just a quiet listing.

The other is the format or medium you are going to use. Is it an eBook, an audio file, slide presentation or video.

You can, of course, use more than one of these and make them upsells on the frontend product.

In the past most frontends have tended to be eBooks. But this has been changing with video and audio becoming more popular recently.

Select Your PLR Product(s)

By now you will have a good basis from which to move into selecting your PLR product(s). With what you have assembled you may already know which PLR you will use.

Now is the time to go and get it. For newly released PLR it is best to have a reasonably short time between purchasing and having your final product out in the market.

If you don't you may lose some of your opportunity as others also take up the product.

And remember only buy PLR that you are going to use!

Rebrand Your PLR

This topic has been touched on earlier, but we need to get right down to the sharp end now.

- Change the Graphics – This has been covered well in an earlier section. However, I will remind you to get hold of a copy of that free eBook [Rebrand That Damn PLR](#) which covers the topic well. In deciding how extensive the PLR rebranding should be the key factor is the use to which it will be put. Is it a lead magnet, a free report or is it to be sold as a new product.
- Rewrite the Content – Again this is dependent on the use you intend for the product. Extensive rewriting is not always necessary. If it is repurposed as, say, an audio or sent as an auto responder series, you have made a substantial change already. But if you intend to use it as a post on your blog or it is to be sold as a 'new' product it needs to be well rewritten.

Purchase a Domain Name

Your PLR is looking good, and you are pleased with what you have achieved so far. However, despite all that you have accomplished there is still more to be done.

Your new product needs to be put in front of that hungry audience now. One of the best ways to do this is to use your own domain with a name that reflects the name of your product.

Purchasing a domain name is simple. I would recommend using [Namecheap](#). I have purchased all my domains there for many years without any problems.

Once you have created a sign on (it's free) the task is as simple. First check to see that your desired domain name is available.

Namecheap provide a search facility to do this.

Always try for a .com domain even if you must adjust your name a little. Other extensions like .net and .org are not quite as good but will suffice if they must.

Once you have settled on the name go ahead and purchase it. Cost will be around \$12 US for a year but do a search for a Namecheap coupon. You can usually find one. There's a new one every month or so.

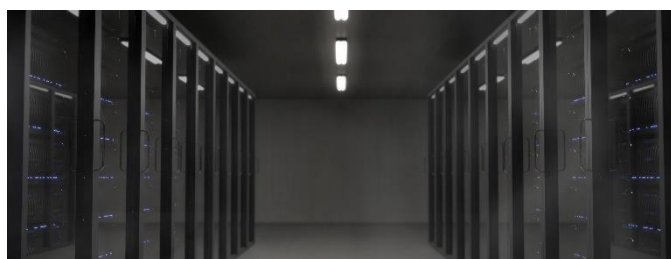
No need to purchase any extras. Namecheap don't put you through a lot of extra options like some other domain registrars.

Get Hosting

There is a difference between just purchasing your domain name and having a website up and running. And the link is Hosting.

It's all a bit confusing when you are starting out so a few simple explanations for anyone that needs it.

You purchase your Domain Name from a Domain Registrar like Namecheap. There are plenty of other domain registrars out there, but we'll keep it simple here.



Once you have your domain name you need somewhere to give it a home and this is the Hosting part. Usually referred to as the Domain Name Server (DNS). Again, there are plenty of hosting sites out there.

Still confused?

I think the confusion often arises because many Domain Registrars also offer Hosting.

So, for example, you can purchase your domain name from Namecheap and, if you wish, Namecheap will host your new website too.

However, it is more common to separate the two and use a separate hosting account [such as D9](#), which I use. But there are plenty of others.

In choosing a hosting account site performance is one of the key factors. The number and complexity of your sites is also important. But as this is about Simple Solutions you should be safe choosing any well-known hosting provider.

Do a bit of homework first prior to purchasing your hosting. Make sure you understand what it is you are purchasing and see what comments other have made.

And to make it clear the link between the two are the domain name server names. DNS for short.

There's normally two and you get these from your hosting provider when you create your hosting account.

The DNS name looks something like this *ns1.yourhostsitename.com* and you will need to add them to your domain name account to link to your hosting account.

And the final bit of the puzzle, DNS propagation. This is the term for the DNS information becoming known across the internet. It is so the address of your website URL can be found. Up to 48 hours is often mentioned but it is often much faster than that.

If you are curious to see what that last little bit is all about visit [DNS Checker Here](#), it's really useful to see it all in action.

Build Your Site

Once all the connections have been made and your domain is sitting quietly on your hosting account it needs to be turned into a useful website by installing a Content Management System (CMS).

A CMS is a software interface that helps you create and manage your website without having to use computer code.

There are several you may have heard of such as Joomla, Drupal and Magento but, by far the most widely used is WordPress.

After you purchase your hosting account you should have received an email detailing your logon details.

When you login using them, you will be able access your cPanel, the interface that lets you manage your account. You can load WordPress from cPanel and if you take your time, it will be an easy task.

You will also need a theme and a few plugins to complete the task. One recommendation for a theme would be [Optimizepress3](#).

Although Optimizepress3 has a comprehensive suite of options it can take some time to fully get to grips with it. It also has an annual fee which may initially put it outside your budget.

Another simpler to use and clean looking theme is [Socrates V5](#). It is easier to use and has a moderate one-off purchase price. It is well supported by Dan Nickerson, the author. And the associate user's website has some good information and short explanatory videos.

Plugins are a bit more varied.

A WordPress tutorial is beyond the scope of this document. If you need some support, there are two links in the Resource section to some free WordPress training.

Suffice to say you need a simple, secure WordPress site on which to load your PLR where it can be shared, distributed, or sold.

Install Your PLR Product

Depending on what your PLR product consists of will determine how, exactly, you will need to install your product.

If it is a simple eBook, you will need to save it in pdf format and load it to the WordPress media library. Then hyperlink the eBook filename with a related phrase or image on the relevant webpage.

If you have a PowerPoint presentation for download from your site, it needs to be loaded to the WordPress media area too. This is not difficult. Use the Add Media menu option in WordPress in the same way as for the pdf.

Once the PowerPoint file is loaded hyperlink the file URL to your chosen phrase on the relevant post or page.

Audio mp3 and video mp4 files can be loaded and linked to a blog post with a hyperlink in the same manner.

This is a simplistic summary and doesn't touch on important matters such as product security (being copied), squeeze pages and download pages. All of which should be considered if you wish to maintain the integrity and ownership of your product.

Getting Traffic

All your efforts will be for naught if you do not able to get traffic to your blog or site to click on your PLR product. Traffic is the lifeblood of any online business.

Techniques for getting traffic are beyond the scope of this document. There are, however, many good references and courses available online.

Conclusion

We have come a long way on this journey and just about reached the planned destination. However, it is by no means the end of the journey. There is still a long way to go if you want to make a success using Private Label Rights material.

What I hope is that you have achieved a better understanding of the significant role that PLR can play in your online business.

There are many key players in this field each with their own personal characteristics and niche. Some of them are mentioned in the resources section.

Many of them are making a substantial income with PLR and they will all tell you it doesn't just happen. And it certainly doesn't happen overnight.

Finally, nothing will happen unless you take some action. All the courses in the world are of little use unless you then follow through and act on the training.

It will take time even though the latest guru tells you it can be done with little effort. It will never happen.

More importantly, find yourself a mentor who has been there, like [John Thornhill](#) or [Tony Shepherd](#), to guide you along the way. Don't be afraid to ask for help. Good mentors always respond.

Finally believe in yourself and believe that it can be done.

To your success

San Whyte

Resources

PLR Market Providers

- [ClickBank](#)
- [JVZoo](#)
- [Warrior Forum](#)
- [Warrior Plus](#)

Selected PLR Online Marketers

- Arun Chandran – [Flaming Hot PLR](#)
- Aurelius Tjin – [Unstoppable PLR](#)
- Barry Rodgers – [Complete PLR Mastery](#)
- Jason Oickle – [PLRDealer](#)
- Kevin Fahey – [Download PLR Products](#)
- Rick Warid - Find on [JVZoo](#) as JV Affiliate
- Steven Alvey – [Warlord Entrepreneur](#)
- Tiffany Lambert – [Pro PLR Packs](#)

WordPress – Free Tutorial Links

[WP Beginner](#)

[YouTube](#)

Specific PLR Site Information

This section aims to give some brief information about each individual or membership site concerned.

It is based on my experiences and is not a comprehensive listing by any means. I am sure you will find others that you like and give you value.

Check them out yourself to see if any of them suits.
Their order has no significance.

[IDPLR](#) describe themselves as 'being in the business since 2008 and with over 76.000 members. They have a comprehensive set of training videos that you can access from their home page without logging in.

[PLRDatabase](#) is another membership site that has a good selection of products. This site is smaller than IDPLR but they still have in excess of 25,000 products in a variety of categories

[PLRMonthly](#) is a site that says they are devoted to '*The Ultimate in top quality Private Label Content.*'

[PLR Kick Start](#) – Kevin Fahey's main PLR site.

[PLRAssassin](#) – PLR Assassin has been around for 10 years now. Both marketing experts and those just starting out have found it is a great resource site. They have an extensive inventory of PLR material. Two levels of membership – Free with limited access and a Paid monthly subscription.

[SupremeQualityPLR](#) – Is another of their sites with access to two broad categories Health and Internet Marketing.

[UnstoppablePLR](#) – This Aurelius Tjin's main membership site. Aurelius has been producing quality PLR for over 10 years now.

[Flaming Hot PLR](#) - Arun Chandran's main PLR site

[PLRDealer](#) - Jason Oickle's PLRDealer site

Other Resources

[Simple Traffic Solutions](#) – Traffic Generation eBook

[Namecheap](#) – Domains Names and Hosting

[D9 Hosting](#) – Domain Names and Hosting

[OptimizePress3](#) – WordPress Theme and Plugin

Tools

[AWeber](#) – Autoresponder

[Groove.cm](#) - **Groove** is a website creator, page builder, sales funnel maker, membership site platform, email autoresponder, blog tool, shopping cart system, and more.

MicroSoft Office suite

[How To Get Microsoft Office For Free Video](#) (9m23s)

Word - Word processor

PowerPoint - Slides

Excel – Spreadsheet

[Open Office](#) – Free Office suite from Apache

[CAMTASIA®](#) – Video and Audio

[Audacity](#) – Free Audio recording program

[Paint.net](#) – Image editing

Image Resources

[Pixabay](#) – Free Images

[Pexels](#) – Free Images

[Unsplash](#) – Free Images