

Working With Private Label Rights Products

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<http://www.theplrstore.com>

In this guide I will attempt to explain how to work with PLR or private label rights products. Or how to package it so you can resell it, or use it in your business.

How you package it also depends on how you plan on using it.

IMPORTANT - Before you start working with PLR, make sure you double check the rights for your product. PLR rights can vary greatly. I say this because I've seen so many people buy a digital product only to learn AFTERWARDS that it doesn't fit their needs.

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The skinny on PLR

As you probably know, PLR is the abbreviation for Private Label Rights. In this case we are talking about PLR digital products such as articles, ebooks, video, template, graphics, software, websites and more.

One thing that seems to confuse many people is that PLR is not sold to just one person, if it was, it would not be PLR, it would be unique content. The only way you can get content that is 100% unique and only sold to you is if you create it yourself or pay someone to create it for you. This can get quite expensive, in the range of \$1 or more per 100 words, usually much higher. I've had writers quote up to \$12 per 100 words.

So you see why PLR is so popular. Ready-to-go Content at low prices.

Now, even though PLR might be sold to more than one person, it doesn't mean it is still not very useful. First off, there are new people surfing the web each day that have not seen a given ebook. Not every internet surfer has seen every ebook that exists.

In the end, there are plenty of buyers out there.

I'll get into this more later, but I want to impress upon you, the big key behind finding success with PLR, and that is to make it unique. The more unique you make it, the less competition you'll have and you could even get higher prices for it, if you work it right.

How do you make it unique? Glad you asked grasshopper...

Create a brand new cover image. This is by far the most important aspect because it is the first thing (and it could be the only thing) your potential customers see. I personally use Photoshop and this add-on: [PhotoShop Action Script](#) to make all of my covers. It's an incredible program that can make some great covers.

If you're on a budget (been there), you could use a great free graphics program called: [Gimp](#)

The next step to uniqueness is to change the title. Something punchy, to the point and something that sells or spells out the benefits of your product can take you far.

Change the content. Give it your own spin, your own voice. Add to it and make it even better.

Okay... on with the show...

PLR Package Contents

What is included with a PLR package can vary. They include some of, or all of the following:

- * Source Document - Either a Word DOC or Open Office ODT, or both (required)
- * PDF version of ebook or report
- * Product Cover(s) (Opened and Edited with PhotoShop or Gimp)
- * Salespage (Webpage Opened and Edited with a Web Page Editor)
- * Download or Thank You page (Webpage Opened and Edited with a Web Page Editor)
- * PSD files (Raw Editable Graphic Files Edited with Photoshop or Gimp)

As I've said, the packages can vary greatly, so you may or may not have all of the above.

Before I get started, I want to clear something up. It seems to be a point of confusion for many.

Most PLR products come with a PDF version of the product. PDF files are **NOT** meant to be edited, they are meant to be the finished or end product that is sold. The PDF is the file you would deliver to your customers when they purchase from you (unless you're selling PLR).

If PDF's are not meant to be edited, why are they included with most PLR packages?

To mess with you Sparky! You already confused, so we are going to confuse you even more!

No seriously, PDF versions of an ebook or report are usually included as a sample to show how the ebook will look to the buyer, or for marketers who don't want to edit, or don't have the time to edit.

SIDENOTE: All our PLR products come in ZIP (compressed) files. Since all our products come with multiple files it only makes sense to "package" them up into one file or container, or zip file, which is the most widely used packaging system on the internet. A required and necessary tool you will need anyways.

From Windows XP on, Windows has a built in unzipping feature. When you right click on a zip file, a sub-menu will pop up and you can choose "Extract All...", which will unzip all the files from the zip package into the same folder you are in.

I don't know much about MAC's, but I believe they have a program called Stuffit, (something like that), which can zip and un zip.

Editing PLR

It is advisable to edit the source file so that you can add your name, website links or affiliate links. At the very least you want to edit it, so you can brand it.

The basic editing process goes as follows:

- * Edit source file as needed. Add your name or any web links.
- * Convert Source file into a PDF

To edit PLR, you need to edit the source file which is either the DOC file or an Open Office ODT file. These files can be located in the "Ebook", "Product" or "Source" folders, depends on the packaging.

The most common source file is a Word DOC file. It is usually created and edit with the Microsoft Word program. Although DOC files can be edited with a free program called Open Office.

I personally prefer Microsoft Word (part of Microsoft Office), but Open Office has all the same features, it's just not as "Cool" looking. It is really a matter of preference and what your use to.

Using either Word or Open Office, you edit the document as you wish. These two programs are word processors and I don't have the space to cover using a word processor program. It's a subject in itself.

Once you have edited the source files and have it the way you want, makes sure to save it. You then convert the source file into a PDF. MS Word has an add-on that will convert a DOC file into a PDF for you, it is just a matter of File -> Save-as -> PDF.

Open Office also has this option, it is the PDF icon located in the top menu bar, simply click the icon and it creates the PDF for you.

You can get great deals on Office here: [Microsoft Office](#)

Open Office is available here: [Open Office](#)

Packaging Your Product

Obviously you need to make your product downloadable for your customers.

If your just selling an PDF ebook for example, you could simply upload the PDF so your customers can download. Easy and simple.

Where you upload or set up the download link depends on how you set up your sales system. Just uploading to the root of your domain and giving your customer a link such as:

<http://www.yoursite.com/ebook.pdf>

Will work, but it's not optimal. The biggest reason is that it's too easy for people to find and get your product for free. They could download without paying or opt-ing into a squeeze. this same link could also be shared across the net (this happens and there are forums where people share these links on the net). Also, the download link or PDF could get indexed by search engines for every in the world to find and download without paying.

The "better" way is to have a sales system, something that protects your product download. I won't get into that here in this report because there are many options and I already wrote a report about it here: [Down and Dirty Guide To Selling Digital Products Online](#)

But again, if your product is going to be just a PDF, you really don't need to package it. But it's wise to protect it. Unless you like losing money :)

On a side not, even if you product is 2-3 files, you could still just upload them as is. Putting up 2-3 download links to is not too much work.

Now...

If your product includes multiple files, you should package it up as a zip file. The zip file packaging is like a contain or a box to hold multiple files. It's easier for customers to download one file rather than 10 files separately. Zip packing is used because it is the most widely used packaging process on the internet and it's been used for as long as I can remember.

To clear it up, (not much to do with digital products, but...) say you sold nails. Say a customer ordered 500 nails. You would'nt send them one nail at a time would you? Of course not. You'd put all those nails in one box and send the one box.

Same with digital products or computer files.

Also, the more download links you have, the more potential problems you have, such as broken links. So why not make it easier and more simple for you and your customer?

How I do it...

When I am putting together a product to sell that comes with multiple files, I create a folder on my computer for it. If you have not already, you should get familiar with Windows Explorer, or the file manager on your computer, I use it many, many times a day. You don't want to do this stuff on your desktop because it gets cluttered up quickly and things can become a big mess quickly.

It's better to organize with windows explorer or a file manager program.

(if you're a Mac user, I apologize. I don't have much experience with them, so I only talk about windows based computer programs).

Okay, after I create the folder for my product on my computer, I put all the files for my product into that folder. If you have many files, you can also create sub-folder within the main folder, to organize everything better. Looks more professional to the customer as well.

After I get everything in the product folder, I simply right click on the folder(s), and choose "Send to..." and then click on "Compressed (zipped) folder". The computer goes to work zipping it all up. Once it's done you have a zip file containing all your product files.

Of course you can rename the zip file to whatever you want. I always rename mine in lower-case, a combination of upper and lower case can cause problems, such as broken download links. It also helps to do it the same way ever time, so you don't mess anything up.

After that, you just upload the zip file to your website, or download folder, depending on your sales system. I can't tell you where to upload it because it depends on your sales system.

Hope I am not repeating myself too much? Just trying to make it as clear as possible.

Dressing it Up

Many people who purchase PLR often want to spruce it up a bit, say by adding pictures. You want to be careful in this respect.

I say that for a couple reasons. First, when you start adding images, it adds to the total file size of the end-user PDF. Your PDF can be huge if you're not careful.

Something else to think about is your "image". If your goal is to be seen as a professional, expert or authority, putting puppy dog images or pictures of kitties trying to hang in there, might take away from the image of your business.

One more thought on the subject of images, you have to remember, many people will print out the ebook they purchase from you. They might be a little unhappy if it takes 3 color ink cartridges because you have so many pictures.

Just some food for thought. A taco sounds good right now actually.

The best way to dress up digital ebooks is to add professional formatting, proper page numbers, a correct table of contents. Or finishing touches such as a nice header or footer.

I personally believe that a professional looking ebook can make a big difference as to how people "see" you, I think it even happens on a sub-conscious level, your customers might not even realize it. I know that sounds odd, but what's it going to hurt anyways?

Working with the Web files

Some PLR packages come with reseller kits. In this instance I am talking about those that include sales pages and thank you pages, which of course you use to sell the item to consumers.

Here is where you'll need to get your hands dirty. Yes that dreaded 5-letter word, "Learn".

It totally amazes me how many people want to make money online, yet they don't want to put in the effort to learn what they need to, to make it work. Some seem to refuse to put in the time to get things figured out. Sadly these people will find little success online. Not being negative, just the facts. I hate to burst any one bubble, but it takes time and effort to make money online. There will be some things you need to learn to make it all work.

It's your business, you'll be making the money, so you can't expect someone else to do the work for you.

Okay, rant over.

IMPORTANT - Before I get into the editing part, it is important that you remember to save your web pages to another place on your computer or a back up drive. In case you mess up a page (I've done that SO many times), you might need a fresh copy to start over.

To edit and work with the sales pages, download and thank you pages, you'll need to learn how to use a web page editor. As you probably know, these are just HTML pages made to display content on the web.

It's actually a pretty simple process and you're not going to be doing that much editing.

The basic process is as follows:

- + Add your payment link, or sales system link to the sales page
- + Add your download link to the thank you or download page
- + Upload your product
- + Upload the sales page and thank you/download page

That's all there is to it.

I personally prefer Dreamweaver as my editor of choice, but it can be costly, least the latest version. Although you can get good deals on older versions. I personally use Dreamweaver MX 2004 and it does everything I need. I prefer Dreamweaver because it has a built in smart FTP.

There are a few free options for web page editors and they are:

[Komposer](#)

[NVU Web Editor](#)

Okay, on to the actual editing part.

As I've mentioned, you need to add your payment link to the sales page. Most all sales pages come with a buy now type button, that is where you'll add the payment link.

If your using Komposer for example, you can click on the buy now button, then in the top menu you click the link button, a dialog box pops up and you copy and paste your payment link in the box. Save the page and your done.

The same process works for the download or thank you page. Click the download link or button, click the "Link" icon in the top Komposer menu bar and copy and paste your link in the box.

Once you've added your links, make sure you save the pages so the changes take effect.

Next you'll want to get your product ready to download. As I talked about before, after editing the source report file, convert it to a PDF. This is the usually format that your customer will download. The exception is if your reselling PLR rights, then you need to include everything, such as the source document files.

Now you'll need to upload everything to your website. Upload the product, sales page and thank you/download page. This is best done with an FTP program. The one I highly recommend is [FileZilla](#). It's a fantastic program and it's free.

You'll need to enter the FTP details from your web hosting into filezilla, then upload the files to your website. Here are instructions on how to use the program: [FileZilla Usage](#).

Squeeze Pages

Editing and using PLR squeeze pages is a similar process as editing sales pages.

To edit squeeze pages you will need the following:

- + Squeeze page to edit
- + Web page editor
- + Opt-in Code from your Autoresponder service
- + FTP Program

First you need to open the squeeze page in your web editor. This page is usually the index.html page. On this page, you'll usually see the opt-in box and there often is text such as "Opt-in Code Goes Here".

You need to put your web page editor in html mode first. In Komposer, this is done by clicking the "Source" tab at the bottom of the editing screen.

Next, locate the "Optin Code Goes Here" text in the source code.

Copy your opt-in code from your autoresponder service, by dragging your mouse pointer over the code to highlight it. While it's highlighter, right click your mouse and choose "Copy".

Highlight the text in your squeeze page, in the web editor, right click your mouse and paste.

That's it. Be sure to save the page.

You'll also need to edit the confirm page/thank you/download page, depending on how your setting up your listbuilding process. Edit it, covered previous, just like you would with a salespage.

Upload the web pages to your website with your FTP program.

Simple enough huh?

Sales Process

As for the sales process, As I've said before, I won't be covering it too much in this report because there are so many options and ways to go about it, plus I've already written about that subject. If you want to learn more about the options available, you should check out my other free report here: [Down and Dirty Guide To Selling Digital Products Online](#)

Conclusion

That's it for this guide. I know it's not terribly detailed, but as I've mentioned, there are so many options, it's hard to cover them all and not every option will fit ever person or business.

If you do get stuck on anything, you can let me know and I'll try my best to assist you. I won't do the work for you, it's your business and you'll be making the money, so you need to put in the time to learn. But i am happy to help if something has you completely stumped.

You can contact me on my site at: <http://www.theplrstore.com>

I have a contact form and support ticket system there.

If you're a free member of <http://www.profitweek.com>, you can contact me there as well. Although, much of this is already included in the free membership section. I'll also be including video's on most of this in the free members section soon.

I hope this help? If you have any feedback on this report, I'd love to hear it. Good or bad, I can take it, you won't hurt my feelings (well not too much hopefully).

Wishing you GREAT success!



Ron Killian

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