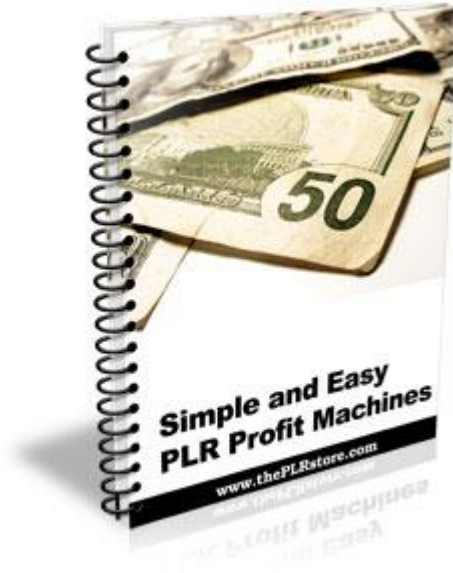


Simple and Easy PLR Profit Machines



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Brought to you by <http://www.thePLRstore.com>

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Welcome!

Thank you for downloading my report. I know your going to enjoy it!

What do we have here?

This guide includes a number of ideas you can use today to make money with plr products. I've tried my best to illustrate simple and easy solutions to use easily obtainable plr products and turn them into profit machines that create income for you 24 hours a day, 7 days a week.

Before we get started...

For those of you who may not know what PLR is or means, here's a quick definition. PLR stands for Private Label Rights. With anything, there are always rights of use for someone else's product. Meaning you have rights to use the product or you don't. Private label rights are for the most part unrestricted rights to use the product as you want. Most times that is, make sure to read the tip below.

What makes them so popular is that you usually have rights to edit the product any way you want and put your name on it as the author. As you can see, this can save a huge amount of time in creating your own products. It's like a turn key solution you can put your name to.

Besides the obvious quick turn around when it comes to product creation, it also places you in the position as an expert. Not a bad spot to be in, huh?

So you have an almost instant product and instant expert status for yourself. Not really a bad deal. It's easy to see why PLR has become so popular.

Chances are you probably even have a bunch of plr content sitting on your computers hard drive right now. Why not use it instead of letting it collect digital dust? You could be sitting on a virtual goldmine and you're not doing anything with it!

One thing I want to make clear before we get started...

PLR rights can and do vary. Make sure to check the complete rights you have for each product before you use any of these ideas, some many not be viable for every product.

I can hear you... Let's get going already!

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The K.I.S.S. approach...

Sell Private Label, Master Resale Rights and Resale Rights to other marketers and you keep 100% of the profits.

You could take your PLR products and resell the same rights to other marketers, talk about a quick turn around and some nice easy quick profits.

Not really much to explain with this one, as it's so easy and oh so simple.

I would suggest you put your name and web site URL on as many of the pieces of the PLR product as you can. This keeps your name and site in front of your customers and believe it or not, some people might just leave it in the product.

This idea is outstanding because there is little editing or work you'll need to do to the product.

It doesn't get much simpler than that!

Use your PLR products to grown your business.

You could add them as a bonus to a product you are already selling, to improve or boost your sales conversions. Bonuses can have a dramatically positive effect on your sales.

Use them as a bonus to build your list, like a bribe or a freebie to get folks on your mailing list.

Use them as a bonus to get more members for your membership sites if you have them, or use them as bonuses to keep members for a long time, making for some incredible on-going monthly income.

Use them as a freebie to be passed around over and over; creating a viral marketing effect that grows your business big and fast.

Make it brand spanking new.

You could take your PLR product, give it new name and never cover and edit the product to create a completely new product that no one has ever seen before. If create something new, how much competition will you have? None! You're the only one that has it. Not to mention, there would be only one person they could buy it from and that's you! A very nice position to be in, wouldn't you say?

Now, if you expecting to make a new cover and promote it as new, your only going to get yourself in trouble. When your customers starts reading or using the product and realize they've seen it before, or maybe already own it, they won't be happy campers, to say the least. Most are probably going to feel like they have been scammed.

If you want it new, you're going to have to make it new, least as new as you possibly can.

Now, before you say... "This is not a simple easy solution"... hear me out.

There are a number of graphics products that can make creating a new cover pretty easy, even without much experience. If I can learn it quick, so can you. Worst comes to worst you could pay some one to make a fresh, shiny new cover for you. After all you'll make the cost back with just a sale or two, depending on your price tag.

As for making the insides or the content new, that takes some re-writing, but the good news... the main product is there, you just need to re-write it in your own words and maybe add to it or updated it. Here again, if you really wanted you could pay some one to re-write it for you, easy-peasy.

Make a Package or deluxe model.

You could take a number of PLR products and make a big package, which of course could command a much higher price. Maybe you have some PLR products that are related somehow? Combine them into one bigger product and make even more money.

Another idea might be to gather a number of PLR products and say for example, invent a complete online business course. Say you have one on building websites, one about marketing, one about listing building and one about promoting or building traffic to an online business. It could be an all in one guide with everything a new person would need to start a new business.

Maybe you could gather all the traffic generating PLR products you have and make one huge, covers it all type package?

Package PLR e-books and software together.

Here's a slight variation to the last one. For example, you could have an e-book explaining how to create sales letters and the software that helps make those sales letter bundled into one package deal.

Or have a report explaining how to create websites and bundle the software to aid with the task, all in the same package.

You could have a blogging course and include templates or blog themes with the package. Everything they need to get started.

Brainstorm for a while here, the possibilities really are endless; you could easily multiple your product in no time at all. Having a wider selection of products could mean many more streams of income.

A quick tip... If you do not have any software PLR products, there are many open source (free) software products you could include with your package. From free web editors to free graphics programs, they are out there. It's not always about adding more value to a package to get a higher price; it can often just be adding convenience.

Compile PLR e-books and reports with your favorite e- book compiler then distribute them as free software products.

There are a number of software and download type sites on the net, most of them commanding a large amount of internet traffic. Only stands to reason, a place to download free stuff.

Many marketers have found great success submitting their "software" products on these type of sites, mainly, because it is often over looked by most business owners. Bottom line, these sites have traffic, it's another way to get your foot in the door, usually with lower competition.

How do you use these download sites to your advantage?

First and for most you get your name out their and as I already mentioned, you get your foot in the door. You could give your "software" away for free, but have your name and website all over it, so the user can not miss it when they use your product.

You could offer a trial version and charge for a full version.

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You could offer a free download, and then with the product or within the product you could offer an upgraded version, or a deluxe version, for a fee of course.

Give it away and tell them they can get an updated version by visiting your website, maybe where they need to opt-in to your mailing list to get the free upgrade.

Visit some of these sites and see what others are doing, I bet you come up with many of your own brainstorm. By far the biggest on the Internet is Download.com owned by Cnet. Check it out. Funny thing is, if you do not have an e-book compiler program, this would be a place to get it. Getting any ideas yet?

Use PLR products to create a membership site.

I just read about a guy on my favorite marketing forum that created a very simple membership site where he gives away a free plr product each day, that's it, nothing difficult or complicated. He only charges \$5 a month and with little promotion or work it makes him an easy \$500 a month. Not to shabby for a simple idea that any one can do. You could easily set it up in a day or less.

There are others who use the free membership model. Basically the same concept, except you must stay on their mailing list to keep access to the free plr products. While they are not making membership fee's up front, they are making their money marketing to their list, which could be even more lucrative.

Let's get physical.

You could take most any PLR product and make it into a physical product. Turn a digital e-book into a printed manual. Put your software PLR products onto a CD. You could take videos and turn them into DVD's.

Again, you might be thinking this idea is not simple and easy, but you'd be surprised. There are many companies out there, called fulfillment services that will do all of the above for you and often at a very reasonable price.

Some of these same fulfillment services will do most of the work for you, even giving you a sales system from where the customer can order and they will ship the product for you.

Talk about no overhead and all kinds of extra profits.

Sell them up and up.

Use your PLR products as up sells in your current sales process. You could add PLR products to create a deluxe version of your current product.

Or raise it to different levels like, Silver, Gold, and Platinum. Each level bringing in even higher profits for your business. Most every one likes to be included, so creating a club type atmosphere around your products can really increase sales.

Spin it off in a new direction.

Could you take one of your PLR e-books and just read it and turn it into an audio product? Sure you could.

You could create videos' from the same e-books for even more added value to your products. We all know video is hot and many people will pay a premium for just such a format.

Set up an affiliate program and have your affiliates sell the PLR products for you.

Take it to the next level and multiply your sales and earnings by creating a little army of sales people selling your PLR. You could have them sell just the rights or the entire package.

One more time, this is not as difficult as many people are lead to believe. There are a number of great services, such as Clickbank that make creating and promoting an affiliate program so much easier.

One more thing... Many people seem to think that some PLR products get old and are not worth anything any more. While it may be true that some have been around awhile, you have to remember, people are coming to the net for the first time everyday, it is still growing. Still other folks have not visited the marketing message boards and sites, so many things are still new to them as well. Just because you've seen it before, doesn't mean every one has ☺

In the end...

So, where do you find quality PLR products? Of course I can suggest the best place online and its thePLRstore.com! Like you didn't see that coming ☺ It doesn't cost you anything to check it out and I'd love to have you stop by.

Conclusion

Well there you have it. It is by no means a complete and comprehensive list of ideas but I think you'll agree there are plenty enough ideas to make you more than a little extra profits.

Although it shouldn't have to be said, and you've probably heard it a hundred times, the next part is up to you.

If there was one thing that I've seen that keeps people from making money online or offline, or building a profitable business of their own, the answer would be very simple. Time and time again I've seen it; few people actually take action and do something.

Ya, ya... I know you've heard it all before and you're probably tired of hearing it, but I can tell you for a fact, in my 10 years making dollars on the internet, the number one reason people don't make a viable income with their own business is because they don't do anything, or do very little, to make it happen.

You've gotten this far in the report; you already know many ways to make money with PLR content. So what are you waiting for?

Another thing... don't make it complicated. We as humans tend to over complicate, or we over analyze everything to death. So much so that many times we never get "it" out there, to make money for us. I'm more than guilty myself.

So my parting words are...

Make it simple and take massive action. If you do, you can't help but succeed.

Resources:

thePLRstore.com –The quickest and easiest way to create your own products and you keep 100% of the profits! Largest selection of PLR Articles on the planet, in most every niche market. Also includes ebooks, graphics, software, templates, video, Web Audio and more. You become the expert and author!

[Profit Tweaks](#) - If you're struggling to make money online, or it's been tough to build a profitable online business, this is the site for you. We cover many ways you can easily earn a full time income online, from the comfort of your home. Best of all, **it's FREE to join!**

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[Upgraded Traffic Tactics](#) – Never again struggle generating traffic to your website. We have the videos that will SHOW you how to bring cash in hand buyers to your web properties. Today is the day you'll know how it's done. We'll tell you how to get ranked in the Search Engines, use social marketing and so much more. Plus, **it's FREE to join!**

[Quick IM Videos](#) – Stop wasting time, and getting frustrated, and do it the easy way by learning exactly what you need to know quickly. Find out how simple and easy it is to get up and making money.

[CopyStash](#) – The big money is in having your own products, but you also need to know how to sell your “stuff”. Make it simple and easy with the help of the CopyStash. Copywriting, High powered Swipes and much more! **Sell more!**