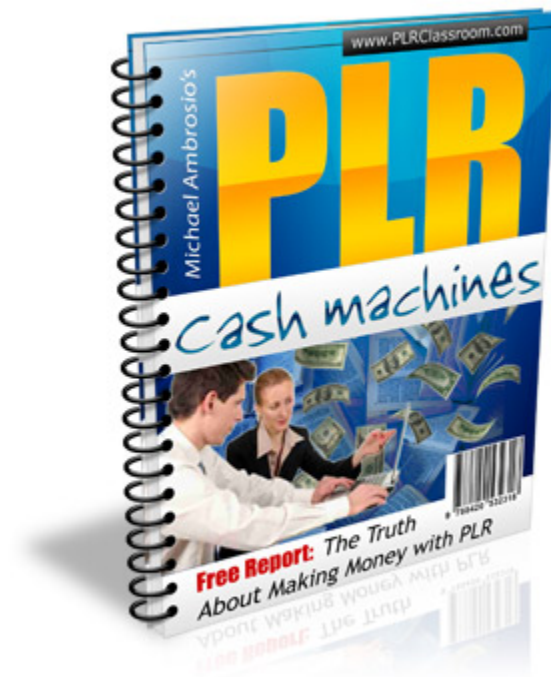


# PLR Cash Machines: The Truth about Making Money with PLR Content

By Michael Ambrosio



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## About the author...



### **Michael Ambrosio**

Michael Ambrosio has been doing business on the internet since 1999. He cut his teeth as a web host, starting not one, but TWO successful web hosting businesses. He also started a script installation business, installing scripts for some of the biggest names on the internet,

Michael is also the author of several ebooks, and the developer of several programs and scripts as well. Some of Michael's sites and products include:

- [PLR Classroom](#) – No experience required. Learn how you too can change Private Label Rights into your own personal "cash on demand" system. Classes are starting again soon!
- [Content Box Generator](#) – This little desktop application creates perfect CSS Styled DIV boxes quickly and easily. You can add scrolling content boxes to your site that are search engine friendly. Testimonial boxes are a snap too!
- [Database Backup Generator](#) – Is there any reason why you're not backing up your database of names, email addresses, customer information? This is the heart of your web business. DON'T wait until you lose it. Back it up NOW!
- [Install Your Own Scripts](#) – Don't pay someone to install your scripts ever again. This comprehensive and easy to follow ebook takes you step by step through installing scripts on to your websites.
- [MrOverDeliver](#) – MrOverDeliver really over delivers! This site is loaded with ebooks, scripts, programs, Private Label Content and much more! It's free to join...
- [Butterfly Riches](#) – Find out how these marketers found success or took themselves to new heights by using and applying Butterfly Marketing concepts and tools. You'll be amazed by what they have to tell you. And it's free to join!

Michael continues to build his business by learning from other marketers, and also helps many other marketers make their first dollars on-line. He also has developed a knack for buying private label content and turning them into his own products, then selling them on-line.

Michael enjoys playing raquetball, cooking, walking, reading, the internet and his family. He is the father of four children and lives in upstate New York.

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# Chapter 1

## What is PLR? The Basics

PLR stands for Private Label Rights, which simply means that the original author or owner is giving you ownership rights to change the content, re-title, claim yourself as the author, and resell the information.

Just because its PLR doesn't mean you can do anything you want with the content, since all PLR material comes with Terms. These terms are the usage guidelines you are agreeing to when you purchase the PLR product. But, I'll go into that more in Chapter 3.

### ***So how is PLR different from Resell Rights?***

The major difference is that PLR products can be altered, whereas Resell Rights do not allow you to change the content. You have the right to resell the product – As Is! This usually means that the original author has their affiliate links and links to their websites throughout the content.

So, while you may make a buck on the one-time sale, you are generating exposure for the author in some way.

### **Master Resell Rights takes it a step further**

Besides allowing you to resell the product, Master Resell Rights gives you the opportunity to give away the resell rights, and in some cases the Master Resell Rights to others.

OK, so are you completely confused yet...?

In a nutshell, Master Resell Rights gives you the authority to tell the people that bought the product from you, that they too can sell it and keep 100% of the profits.

Resell rights and Master resell rights are viral tools used by the author of the product to get their product in the hands of more people, therefore boosting their bottom line.

***So why would you want to work to increase someone else's bottom line, when you could be putting that money into your pocket?***

That's why PLR is so popular. You can make the product your own, put your links in it and resell it for 100% profit.

## **Types of PLR Content**

There are 4 main types of PLR materials available:

### **1. Articles**

PLR articles have become quite popular in the last few years with the ever increasing importance of relevant good quality content on your website.

### **2. eBooks**

PLR eBooks have been around a while longer and represents one of the preferred formats to receive PLR content. Why? eBooks are full of content with the average eBook around 40 pages long.

And, they are easy to resell and make money right away. Especially if the owner sells a sales letter, eBook cover graphic and other sales tools with it, which they often times do.

### **3. Software**

PLR software is harder to come by and is therefore a hot commodity. Software has a higher perceived value so it draws more attention. But, PLR software has its downfalls, too. We'll discuss that further in Chapter 9.

### **4. Scripts**

Scripts are like web based software. They are usually easier to change and customize for your own use. Scripts are very portable since they can usually be uploaded to almost any website and work instantly.

## **Chapter 2**

### **Why PLR is the Best Way For the Average Joe to Make Money**

Private label rights content is perfect for the average Joe, who isn't the best writer, doesn't have a big sack of cash on hand and who perhaps isn't the internet marketing guru of the century! Even regular folks, like you and I, can turn profits with PLR. Here's why...

#### **Fast Turnaround**

You can pick up PLR materials within minutes online. The basic steps to turning PLR into cash can all be done within hours:

- Pay for your PLR purchase
- Instantly download the product
- Modify it
- Resell it or monetize it online

Once you get used to this replicable process, you can turn PLR products around in no time.

#### **Less Effort**

Because PLR content is already created for you, it takes less effort on your part to get it out for sale. Making it your own can be as simple as changing the title and author and adding a few links. It's certainly easier than trying to create the information yourself from scratch!

It's a bit more effort than hiring a ghostwriter because you will want to change the content in some way with PLR.

#### **Cheaper than Outsourcing**

Let's imagine for a moment that you wanted to take an alternate route to creating an eBook, a piece of software, or even a page of content for your website, and use a freelancer.

While you will get a custom-made work that fits exactly to your specifications (if you found a good freelancer), it will cost you! How much?

***Custom freelance work will cost you more than 10x the cost of PLR!***

So how important to you is originality? If you are creating your primary product, you may want to write it yourself or hire a freelancer to make it the best quality and truly unique.

But, if it's not your showcase product, you'll want to consider PLR.

## **Easy to Test a Market**

Because it's so cheap to buy and fast and easy to modify, PLR is the perfect way to test the profitability of a new market. No one wants to spend a ton of time and money on a market, only to find out they can't make enough money to make it worthwhile.

That's a waste!

So, PLR materials can be used to put an offer together in a day or two for under \$50. From there, you can decide if the market is worth investing in your own product or service.

## Chapter 3

### PLR Restrictions – Knowing the Terms

All content is immediately protected by copyright laws the moment it is created. It doesn't have to say "Copyright © 2007 Jane Smith" in order to be protected. So, when any content changes hands, the rights of each party must be clearly stated. **In PLR, this is known as the Terms.**

Here's what your typical PLR product will have for Terms:

- [YES] Can be sold.
- [YES] Can be packaged.
- [YES] Can be offered as a bonus.
- [YES] Can be added to paid membership sites.
- [YES] Can be edited or modified and your name put on it.
- [YES] Can be given away.
- [YES] Can sell Resale Rights.
- [YES] Can sell Master Resale Rights.
- [NO] Can sell Private Label Rights.
- [NO] Includes Sales Page.
- [NO] Can be offered through auction sites.



Please understand that these terms can be different depending on the owner, and their intention with the material. Let's talk about why these are an issue at all.

**"Can be sold"** – Some authors may not want buyers to be able to profit from the material. And, perhaps they only want you to include it as a bonus or give it away.

**"Can be packaged"** – This has become an issue because many PLR users will buy a product and package it with other similar content and resell it.

**"Can be offered as a bonus"** – Some authors prefer you not offer their work as a bonus or as a freebie. The reason for this is because giving it away can devalue the work and undercut those that are trying to sell it.

**"Can be added to paid membership site"** – With the increase in paid PLR membership sites, material can easily become recycled. Some authors want to cap the number of people that have the content to increase its value.

**“Can be edited or modified and your name put on it”** – If the owner did not allow you to modify the content or use it as your own then it can't really be called PLR. It then becomes resell rights, which is of far less value than PLR.

**“Can be given away”** – As mentioned previously, some authors don't want buyers to give away their work as it could lower its value.

**“Can sell Resale Rights and Master Resale Rights”** – Most PLR products will allow you to sell the rights to new buyers.

**“Can sell Private Label Rights”** – If an author gives you the right to sell Private Label Rights on the same material, they are in fact undercutting themselves. They are creating more competition for themselves since they are selling PLR also. So, it's common for this to be disallowed.

**“Can be offered through auction sites”** – This is a big one and people usually feel strongly about this. Since PLR dealers frequently sell materials on eBay and other popular auctions for about a buck, the work is greatly devalued. Many authors will not allow you to sell their content on auction sites.



Unless the author states they are offering **“unrestricted private label rights”** or **“full PLR”**. Anytime, you see this in the offer, you can do whatever you wish with the content.

You can get as creative as you want!

## Chapter 4

### The Five Best Ways to Get PLR Content

PLR content can be found almost anywhere. Just type in the words “PLR eBooks” into Google and you’ll find hundreds of thousands of websites selling PLR content. But if you’re looking for the most reliable sources of PLR material, here are my Top 5 picks:

#### 1. Warrior Forum WSO

WSO stands for [Warriors Special Offers forum](#). This is my favorite place to find good quality PLR articles, eBooks, sales letters, and graphics for reasonable prices. Each day there are anywhere from 20-50 offers made on various PLR materials for sale. So it’s a hotbed for all things PLR!



And, your friendly fellow Warrior will help you out by posting reviews of the material from past purchases, so make sure to check them out.

#### 2. Membership sites

PLR membership sites are another great way to get quality PLR content. You’ll pay a monthly fee and receive a new supply of articles or eBooks each month.

If you’re looking for the one shot deal, a membership site is not the place for you. But, if you know how to turn PLR into steady residual income, you’ll like the services available at the membership sites.

The cost can range from \$20 to \$100 each month depending on the quality and quantity of the content. PLR articles can range from about \$0.25 to \$1 each.

The negative to membership sites is that you have no control over what topics or niches are reflected in the content.

#### 3. eBay for the Cheapest PLR Available

You can find PLR content on [eBay](#) for as low as \$0.99. Usually you will find people dumping their PLR collections or extra articles or eBooks they bought in a package and never used.

You might also find people selling PLR at cost to provide you with links to their other PLR information or products. One great thing about eBay that you can't necessarily find at other places is a seller rating. If sellers are pushing PLR junk, eBay buyers will definitely rate them poorly. This is usually a good gauge as to the quality of their content.

#### **4. Scraping the Bottom of the Clickbank Barrel**

Have you ever wondered what happens to the eBooks and software products on Clickbank that never make it to the first page of the list? When a product doesn't have any gravity (Clickbank's rating for how many people are promoting the product), is it destined to be a failure?



Not necessarily!

Just because a [Clickbank](#) product isn't selling well today, does not mean that its bad content. It may mean that the owner isn't providing any customer service. Or maybe the sales letter leaves a little to be desired.

You can contact that owner and ask them to sell the website, the product, and even the domain name to you for a fraction of what it may have cost them to create it, simply because they aren't making any money with it.

#### **5. PLR Collectors**

Do you know someone who has an enormous library of PLR just renting space on their hard drive?

You know – The guy that has an account at 5 PLR membership sites, buys content from auctions, and frequents the Warrior Forum scooping up deals and then NEVER uses any of it?

**That's a PLR Collector!**

If you know someone that fits that description, you can always send them a quick email asking for PLR on a particular topic whenever the need arises. Chances are good that he will have something you're looking for. And, he'd probably be happy to make a buck for doing nothing but passing it along.

## Chapter 5

### Choosing Good PLR: How to Find the Diamonds in the Rough

OK, so now you know what PLR is and you know where to find it, but how do you weed out the good stuff from the bad? Follow these tips for a smoother PLR buying experience.

#### **Tip #1 Read Reviews**

Previous customer reviews are my favorite way to find out if the seller has good quality PLR content, is easy to work with, and provides reliable customer service.

Whether you're looking to buy from a PLR membership site, an eBay auction, or the Warrior Forum, reviews are the best place to start. If others had trouble with a seller, chances are high that you will too.

#### **Tip #2 Get a Sample**

All reputable PLR sellers will provide some sort of sample to display their work as an author, the quality of articles in their membership site, or a demo of the PLR software or script.

If you don't see samples provided, ask for a few. Anyone can write one good article or sales letter, but when a seller provides a **portfolio of work** to browse, you're more likely to find consistent quality throughout all their content.

#### **Tip #3 Ask About a Return Policy**

Generally speaking, an investment in PLR content should be considered a risk with no guarantee. There are, however, some sellers that will offer a return policy if you do not like the work.

If they do not mention their return policy, don't be afraid to ask. But when you buy PLR, you should be prepared to chock it up to a loss and a learning experience.

Also make sure to be clear about membership site rules about when you can cancel, how to get a refund, and your billing date.

Even the most experienced PLR buyers will tell you that they've bought fantastic PLR that didn't require any work except changing the author and title, and they've bought PLR trash that read like a first grader wrote it, or worse – looked auto-generated with software.

But, once you find a seller of good quality PLR, hold on to them. Because there may come a time when you need more PLR content, and now you'll know exactly where to go!

## Chapter 6

### 17 Proven Methods to Make Money From PLR Content

Once you have PLR content in your possession, how do you turn it into cash? This is what **separates from the serious from the tire-kickers**. No matter which method you choose to profit from PLR, just promise me one thing...

You'll do something with your PLR!

Don't just let it sit and rot like so many other people. Taking action is the key step to making money. It's so much better to try something, make a couple hundred dollars and learn from it. Not everything will be a runaway success! Find out what works and what doesn't by testing and making adjustments.

If you keep at it, you will find a market that pays you handsomely or a system that works for you over and over again.

1. **Sell a PLR eBook As-Is**

Sometimes we find a PLR eBook that is so well written we don't want to make any changes to it. It may be perfect for our target market so we want to put it out for sale immediately.

We should still make a couple modifications including changing the title, the author, and adding some links of our own. If you're not willing to do even that, then you should really reevaluate whether this is for you.

This is the easiest way to make money from PLR, but it depends on a lot of factors including finding a good content writer and an eBook written on the exact topic we are targeting. This is no small task. And, let's not forget the nature of PLR – hundreds of others have the exact same eBook, and they will inevitably be competing with you for sales.

2. **Bundle Related PLR Products**

Maybe you want to sell a package of products to give the buyer more value and increase the price of the sale. In this case you

would scour the PLR sites, auctions, and forums to find several topically related eBooks, software, scripts, or articles.

This is a common marketing tactic used in other industries as well. Look at the video gaming market for example. The Xbox 360 unit was released with several "bundles". The console itself sells for \$300 but the Kids Starter Bundle is \$500, the Sports Bundle is \$600, and the Ultimate Gamers Bundle is a cool grand!

Whether real or not, consumers think that if they buy more of any one item, they are getting a better deal. It's a great marketing ploy, increases the amount of the sale, and has been proven to work.

3. **Give It as a Bonus**

If you already have a primary product or service and you're looking for something to make your offer even juicier, a PLR product is the perfect answer.

Since PLR material is much cheaper than original content, you can justify giving it away as a bonus. Just make sure that the topics are similar. And don't be afraid to mix up the format. If your primary product is an eBook, then why not give your customers a complimentary piece of software and a killer script to automate something.



4. **Use a PLR eBook to Promote another Product**

One of the best ways to sell something is to first develop a trust with your potential customer. And, time and time again it has been proven that giving them free, useful information is the best way to develop that relationship.

You give them a free PLR eBook chocked full of information about a specific niche, and in that eBook you lead the reader to your primary software product (ex. The Ultimate Widget Automater), which solves their problem in some way. I can assure you they are much more likely to purchase from an informational eBook than a hyped up sales letter any day of the week.

5. **Sell it on eBay at cost for Lead Generation**

If you are looking to generate leads for your other products or services, you may want to purchase PLR products and sell them on eBay or other auction sites at cost.

Sure, you won't make anything on the initial sale, but if you modify the PLR product to link to your products or newsletter subscription, you will surely make some backend money.

The lifetime value of the customer is far more important than making a \$3 or \$5 profit on each piece of PLR.

6. **Sell the Resale rights**

You can always make money by selling the resale rights to the PLR product, assuming you've checked the terms of use. There are many people that don't want to modify the product at all, but they want the ability to sell the product on their terms for whatever price they determine and still keep 100% of the profits.

Those are the people that would happily pay a premium to buy the resale rights from you. If you already sell resale rights on other products, this will take you very little time to set up. This method works especially well with PLR software.

7. **Chop an eBook into Newsletter articles**

If one of your biggest hurdles is feeding the weekly newsletter monster with new, interesting content, a PLR eBook is the answer.

When you buy a 60 page eBook for \$25, you can supply an entire year's worth of newsletters by simply breaking the eBook into one-page articles. You probably won't even have to modify anything because you're not worried about duplicate content when you send email.

This method makes a daunting newsletter subscription fun again.

8. **Create autoresponder messages for a Mini course**

You can take the same concept as the Newsletter and instead create a Mini Course for your prospects. As I mentioned before, giving free information is a terrific way to develop a relationship with your potential customers.

Create a 5 to 7 lesson course on a topic related to your primary product or service. This will help you build a list, educate your customers, and build rapport.

And, don't forget you can upsell to your mini course subscribers!

9. **Create AdSense pages**

PLR articles are all the rage with the popularity of websites made for AdSense. That's why PLR membership sites made such a splash. AdSense junkies needed more and more content to put into their niche websites so they can rank well for more long tail key phrases.



**Duplicate content is a big No-No** these days, with Google's duplicate content filter being among the best of all search engines. So, gone are the days of buying 400 PLR articles at \$0.30 each and slapping them on a website to earn gobs of AdSense revenue.

Nowadays you have to be more careful. You can still use PLR articles to create new content for your AdSense sites, but **you'll need to change the content around before posting** on your site so your page doesn't get caught in the filter and dropped to the 450<sup>th</sup> position in the search results on Google.

10. **Turn content into an Audio**

Portable audio is more popular than ever before. People want to take their news, music, and information on the go with them. They listen on their way to work, at the gym, and even as they go to sleep.

You can take a PLR eBook and create an audio file out of it. You probably don't want to read the content word for word, but use it as a guideline to tell an interesting story, and give useful advice or information.

Maybe you're already hosting a podcast, and need new information. Some people buy PLR just for the research. Reading through a compiled eBook is easier than searching the Internet for all relevant bits of information.

11. **Turn content into a Camtasia Video**

Along the same lines as Audio files, Camtasia video is hot! Even more so than audio. Did you find a PLR eBook that walks the reader through various steps on how to use software, their computer, or the Internet? If so, you can easily put that into video format with [Camtasia Studio](#).



It seems that people prefer to learn through video. So, you could create an entire video

product teaching someone how to use a website, a service, or software. If you're brave you could even video yourself showing how to make wine at home, how to train your dog, or how to cook with a wok. The possibilities are endless – just use your imagination!

12. **Start a PLR Membership Site**

If you want to start a PLR membership site, you could buy PLR articles, eBook, or software and charge a monthly fee to deliver these products to your customers each and every month. But, that's a little overdone and quite frankly you can't ensure you are delivering quality content.

So why not hire ghostwriters to create the content, and supply that to your members? Or better still – write it yourself! Look at the numbers...

You write 100 articles a month (or hire it for \$8/each). You get 50 subscribers paying \$39.95/month. At most **you spent \$800 and you got \$2000**. Those numbers just make sense.

13. **Change content to Fit Your Niche Better**

If you buy generic PLR products you can easily modify the content to be more specific to your niche. For example, if you have a site about German Shepherd Dogs, you could buy a PLR eBook about dog training.

You could add pictures of German shepherds; change the content slightly to reflect dog training for German shepherds, and voila! – You have a super nichey eBook for your customers.

14. **Use it as Blogging content**

If you can get your hands on some good quality, content related PLR, you can use it to blog. Let's face it, starting a blog is exciting and fun, but maintaining and constantly finding new information to blog about is difficult.

Don't forget to use your Thesaurus on Microsoft Word to replace



some words so it's not copied word for word. We don't want to run into the duplicate content filter.

15. **Build a Subscriber List with It**

Remember the days when you could gather a huge email list without giving them anything in return. Now you almost have to sell your free items too. You have to work hard in order to get people to trust you enough to give their email address to you.

To build a thriving subscriber list, you'll need to get creative. You'll need to offer people something of real value. That's where PLR reports, eBooks, and software comes in handy. Re-brand it with your information and a new title and you have yourself a freebie that will pull people into your list.

16. **Resell the Private Label Rights**

You will have to check your terms of use before you do this, since many products do not allow you to resell the private label rights. But if you are given unrestricted rights, go for it!

Just as you can buy the PLR material and modify it to make it your own, **you can resell these rights** so others can modify the product and sell it, too.

You probably won't make a lot of money on this type of sale unless you picked up a fantastic deal somewhere or you have extra PLR content taking up valuable space on your hard drive that you don't plan to use.

17. **Rewrite it and Submit to Article Directories**

Similar to using PLR for AdSense, you can take PLR articles and change them around a bit, and submit those articles to the article directories as your own.

Again, there is a duplicate content issue when we post any content on the web, so please make sure you change the article substantially (30% or more) before submitting to the directories.



You may be asking, why submit article to the directories? Well, the answer is quite simple and has worked for years – backlinks!

With every article submission you can place your resource box or signature in the article. In every resource box you should include at least 1 to 3 links pointing to your website.

These backlinks increase your search engine rankings, especially because they are one-way links (meaning you do not have a reciprocal link on your site pointing to the article directory). One-way links are like gold for SEO, so articles are important part of your link strategy.

## **Chapter 7**

### **Transforming Plain Ol' PLR Into Unique Captivating Content**

When you get your hands on some good quality PLR content, everyone's first inclination is to slap your name on it and put it out into the cosmos. But I can assure you that you'll get more mileage from your PLR if you modify it.

Here are some sure-fire simple ideas to turn your dull PLR into something a unique money-maker:

#### **Change the Title and Author**

This is the first thing you should do, and also the easiest thing you can do to your PLR to make it your own.

#### **Add Your Own Affiliate Links**

If you are modifying an eBook, you should put your affiliate links peppered throughout the book. If you don't have any affiliate links, you can find hundreds of them at [Commission Junction](#), [Linkshare](#), or [Amazon](#). You are sure to find a few products that relate to the topic of your content.

#### **Add Pictures or Photos**

Pictures help illustrate points for you. They are visually interesting, they break up the reading so you don't have a big block of text, and they make the content look professional.

#### **Tips Boxes Add Interest**

A small "Tips" box highlights important points and breaks up the text. You can fill these with snippets like "Did You Know...", "Hot Tip", or Quotes.

## **Add Screenshots for “How-To” material**

You can take screenshots easily by pressing the “Print Screen” button on your keyboard. This will take a snapshot of your current screen and it’s ready to be pasted into your favorite image editing program.

Screenshots are perfect for “How-To” articles or eBooks because it shows the reader every step on their screen through a process. Screenshots can also be used to show current search engine results, or website statistics.

## **Audio or Video adds Pizzazz**

People love getting a multimedia experience. Audio or video, or both, add a professional touch to a plain PLR product.

Maybe you have a recording of a teleconference you hosted or an interview of an expert. Or maybe you want to showcase a Camtasia video you made. You can even grab a YouTube video to put in your page.

## **Add a Resources List**

This can be a simple list of helpful related websites at the end of the content. Here you can add links to your own websites, Affiliate websites, or Experts in the Industry. Everybody loves a good resource list.

## Chapter 8

### Create Your Own PLR Content to Cash In

There is lots of money to be made in generating PLR content, too. If you can write, you may want to consider creating your own content and selling it with private label rights.

Let's look at the numbers...

If you were to work as a freelance writer, you'd be lucky to make about \$10 an article (500+ words), and it becomes the sole property of the buyer. But if you sold your work as PLR, you could sell an article for \$0.50 to \$1 and sell it to 50-100 people, making \$50 on the same article.

You could also start a **PLR Re-Writing Service**

Since more and more people are buying PLR articles and eBooks, and everyone who makes serious money with PLR knows it must be modified in order to rank well in the search engines or compete with other eBooks for sale, you could provide a rewriting service.

People are lazy these days. They don't want to rewrite PLR content. Plus, they think they can't do it or that they aren't good writers. There is a demand there for competent writers to turn PLR materials into one-of-a-kind originals.

If you can establish yourself as one of the good PLR suppliers, authors, or rewriters, you can clean up in this market that is starved for good quality, original content.



Private Label Rights is one of the fastest – and cheapest ways to get products with your name out on the market. You can instantly brand yourself as an expert in almost any niche.

And the best part is...once you learn how to create your own product from PLR, you can repeat the process over and over again. In many cases, inside of a day!

[PLR Classroom](http://www.PLRClassroom.com) is designed to teach you to do exactly that.

Listen – if you are one of those “PLR Addicts” that buy one PLR product after another – only to have them sitting on your hard drive gathering dust, then you need to check out [PLR Classroom](http://www.PLRClassroom.com).

In just six weeks, you’ll discover how to shake the dust out of these products and turn them into your own collection of products.



And the best part is – once you learn all of the strategies in this course, you’ll be able to do this any time you want...quickly!