



#1 Introduction to PLR

PLR Powerhouse

- **A top-to-bottom guide on all things PLR:**
- An Introduction to Product Rights (and Private Label Rights)
- How to set up a PLR Product Funnel
- Creating a Minisite to Host PLR Product
- Editing Existing Minisite for your PLR Product
- Working with PLR Ebooks and Video
- Creating a Squeeze Page + Setting up Autoresponder Emails
- Editing a PLR Sales Page
- Uploading the funnel to your website
- **And so much more....**

What PLR Powerhouse is...

- Product Rights determine what you can do with a product when you have it. While the product is yours to keep and use, some product rights give you the capability to pass the product along, sell it, etc.
- Here are some examples:

Overview of Product Rights

- **Selling Rights:** These rights define who can sell the product.
- **Resell Rights:** You can sell a product to your customers and keep the profits, at price \$X. Analogy: You buy my gardening guide, and sell it in your store
- **Master Resell Rights:** You sell a product to your customers, and you also sell the rights for them to sell it to their customers. Analogy: You buy a shipment of skincare guides from my company, then sell smaller shipments to other stores, along with rights for them to sell it in their store.

Overview of Product Rights

- **Private Label Rights:** You have the rights to sell the product to your customers, to modify the product however you want, and to put your name on it. Analogy: Buying a shipment of my cookbooks with blank labels, adding your own recipes, and selling the new books under your brand name.

Overview of Product Rights

- **Usage Rights:** These rights define how you can use the product.
- **Nontransferable Rights:** You cannot transfer whatever rights you received with the product to customers. If you purchase a guide with nontransferable PLR, your customers do not receive the PLR.
- **Personal Use Rights:** You can use the product, but you cannot sell it (the majority of online products)

Overview of Product Rights

- **Unrestricted Rights:** You can do whatever you like with the product – sell it, give it away, use as a bonus to other products, etc.
- **Rebranding Rights:** You can change specific parts of the product, as allowed by the product creator (ex. Changing affiliate links, author name, inserting ads, etc.)
- **Giveaway Rights:** You can give the product to anyone you want. Most of the time, products with give away rights forbid you from selling them.

Overview of Product Rights

- PLR stands for Private Label Rights
- When you purchase a product with PLR, it means you've purchased the rights to rebrand that content under your own name and brand.
- You then have the ability to sell it, give it away, modify it and sell/ distribute it
- It's as if you were the original author of the course. You can take credit for it

What is PLR?

- **You can:**
- Create a **video** to place on YouTube using the information
- Use the content to create a series of **blog posts**
- Create a **picture or graphic** using information from the guide
- **Educate yourself** on a new topic with the information inside
- **Give the product away** as an incentive for your mailing list

Why Buy PLR?

- Break up the tips inside to put into your email autoresponder
- Spin the article content and turn it into backlinks via article marketing
- Edit the guide to make it into a unique book and sell it as a Kindle book on Amazon
- Change the guide's affiliate links and distribute it
- **And more...**

Why Buy PLR?

- Different formats of PLR products include videos, ebooks, articles, graphics and templates
- Varies from seller to seller
- You can sometimes get the source documents (Word, OpenOffice, Text files etc.) and video files
- Graphics (.psd files)

What You Get With PLR

- A reseller tool kit including sales letter
- PLR products are often sold with autoresponder emails and minisite graphics / templates
- You're getting the "whole package" you need to make money with the product

What You Get With PLR

- Of course!
- Some people like to claim that “PLR is dead and finished”. That couldn’t be further from the truth.
- Many sellers make a full-time income from PLR!
- People are always on the look out for fresh content. Blogs need content for their blogs, etc.

Is It A Good Business Model?

- There are more sellers of PLR products now than there were a few years back
- There are more buyers, too, and many more niches
- When you release your own product / unique content, it's more popular and gets more buyers
- Some buyers will buy content in one niche from several different marketers. Fresh content is at a premium
- Alternative: Rebrand others' old products

Is Competition High?

- It's better to create your own PLR product than it is to sell another's verbatim
- People are more excited for original products
- Competition is lower – less people are selling your product, meaning you can sell more
- Promote your own brand and increase your product portfolio
- Quicker product creation: You have extra content to add to your own product

Why Rebrand?

- PLR content often goes for less than \$1 per page. Some vendors will sell to only a set # of customers, to keep content fresh (much like the Warrior Forum)
- Other sellers will sell until sales dwindle down to just a few
- PLR software and plugins will usually sell for pretty cheap prices
- Often, you will find products being sold for various prices around the web, meaning you can almost always get a better deal if you look...

Is This PLR Product Worth Buying?

- There's a lot of PLR stuff on the Internet
- For site content, focus on material that is well written and researched. Poor content = unhappy readers, subscribers, customers.
- Needs to be up to date and relevant

Is This PLR Product Worth Buying?
