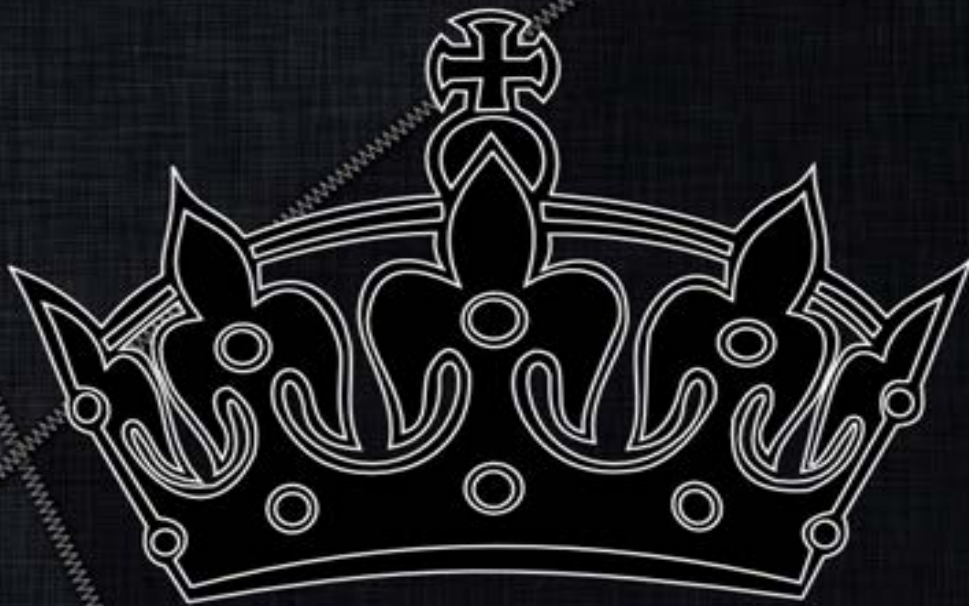


PLR MASTERY



THE ONLY TOOL YOU NEED TO MASTER PLR

What Is Private Label Rights?

PLR stands for Private Label Rights. Sometimes referred to as “White Label” or “Resale Rights” content, is a type of content that is commonly sold to Internet marketers and webmasters.

Private Label Rights licenses can be different but all have the same general principal, the license permits the buyer to rebrand and put their own name on the articles. That means upon receiving the articles, you are free to use them in any way you wish - in both commercial or non-commercial ways.

In short, depending on the exact license being used, when one buys PLR content, they are free to take the work, modify it, put their name on it and even sell it. Buyers are can resell the Private Label Rights as another Private Label Rights to someone else.

Private Label Rights comes in many shapes and forms with the only thing common to all are that they are digital products. Examples of Private Label Rights are articles, eBooks, graphic templates, charts, and excel spreadsheets.

The price is lower than having a free lancer create one from scratch because there are several buyers with the cost spread across them.

However, make sure you read the fine print; not all Private Label Rights give the buyer the same right. In some cases you have to retain their copyright or you cannot resell the Private Label Rights or only in a limited capacity. Make sure you take a look at the right so that you do not run afoul of any legal problems.

Understanding PLR Terms And Conditions

There are fairly established ideas of what it means to own private label rights content and what you're allowed to do with it once you've made your purchase. However, there are some variances, based on the individual vendor involved and the terms of the transaction.

Additionally, many marketers become confused about private label rights and other rights—and the way they interrelate.

Let's sort things out—beginning with a look at the three most common variations of private label rights.

Private Label Rights Types

First, there are non-transferable private label rights. If you're buying content with this rights “package” you cannot resell or give away the rights to the content to anyone else.

That means the materials remain within your possession and the private label rights cannot be shared, traded, sold, or given away (in full or in partial) to any third party.

This is a popular way of approaching PLR because it prevents market over-saturation. It allows the vendor to control the distribution of the content. This is good for the vendor in a competitive sense—it prevents him or her from having to deal with direct competition for the sale of the material.

It's also potentially beneficial for the buyer, who may appreciate the fact that the same content won't fall into the hands of countless other marketers.

Second, there are PLR packages that come with master rights. In these cases, the purchaser can use and sell the material and products generated from it and they have the additional option to sell the rights to others.

Obviously, this works against the advantages noted in our earlier discussion of non-transferable private label rights. However, there is an upside to this arrangement. It increases the potential value of the content to the buyer. That increased value may make it easier for the vendor to find customers, as well.

Third, you'll also encounter “no restriction PLR”. This is shorthand for “anything goes”. While there isn't necessarily much of a difference between this option and PLR sold with master rights intact, there can be some fine-print distinctions.

That's because almost every PLR package will come with a list of what the purchaser can and cannot do with the material. Although there's no hard and fast rules about this, there is a popularly-accepted checklist that's become an industry standard.

This checklist, referred to as “the license”, and usually covers a variety different uses and indicates which are permissible and which are restricted.

The Private Label Rights License

Here's an example of how a standard license might look:

Private Label License Includes:

This license must follow this product.

[YES] Can Put Your Name As The Author

[YES] Can Be Edited

[YES] Can Be Broken Down Into Articles

[YES] Can be offered as a bonus for products sold

[YES] Can be packaged with products for sale

[YES] May be sold as a stand alone product

[YES] Can Be Used As Web or e-zine content

[NO] CANNOT be offered through on any auction sites

[NO] CANNOT be offered as a bonus

[NO] CANNOT be added to free membership sites

[NO] CANNOT be given away free

[NO] CANNOT be used for article directories

Please note that this is only an example.

Different vendors may isolate different permissions and restrictions. That being said, the example above should give you an idea of what you might or might not be able to do with products purchased with a PLR license attached.

Generally speaking, almost all PLR offers will allow you to claim authorship and to edit the material.

It will also usually come with the permission to break the content down into pieces, to use it as you deem fit for web or ezine content.

In most cases, as in our example, the restrictions often involve reselling the rights themselves. These are often limited in at least some, if not all, respects.

Private Label Rights And Resell Rights

So, while some PLR purchases may come with resell rights intact, you cannot confuse the two concepts.

Resell rights are often available with non-PLR content. In those cases, however, you're usually strictly prohibited by the license from editing or changing the content in any way.

That's usually because the author of the product that comes with resell rights has a vested interest in the distribution of his or her material. There may be embedded affiliate links, a sales pitch for one of his or her products or some other financial motivation at play.

You may also be acquainted with master resell rights. When someone offers master resell rights to a product, he or she is giving the buyer permission not only to sell the product but to sell the rights to the product, as well.

When resell rights are part of a PLR purchase, those usual advantages to the original author/vendor disappear because the buyer is allowed to edit the material to their liking.

That's one reason why private label rights content usually doesn't come with a license permitting resell. Some PLR offers will come with resell rights. However, private label rights and resell rights are two distinct concepts.

Who writes Private Label Rights?

How is the quality compared to freelance articles?

Just like any product Private Label Rights articles can vary greatly in quality. However, general opinion is that due to the nature of these articles (they are often mass produced) they are not of the same caliber as those that are written by trusted freelancers.

A lot Private Label Rights is written by different freelancers and aggregated by a whole seller who then puts it on the market to a limited amount of individuals. Examples of topics could range from Great Valentines Gifts to How to lose weight in 15 days. They come in batches of 10-30 articles whose prices range from 5-20 USD.

Though the quality can vary widely, remember that like any purchase you can research the seller and check the quality and feedback of his last packages. Second, you have to decide what exactly you are going to do with these articles and how you are going to go about doing that. This article will go in 15 surefire ways to improve and help you utilize your Private Label Rights articles.

Before we start discussing the best way to utilize Private Label Rights articles we first need to discuss the 3R's. Repurpose, Re-use, and recycle Private Label Rights content. Most of the content will not be used as is, and you have to find ways to change to utilize the 3 Rs.

Reduce: Sometimes people who write Private Label Rights content are under pressure to meet a stated number goal like 750 words. However, a lot of this can be fluff, so the best thing to do is cut out that fluff and retain the useful and interesting information.

Re-use: If you have 10 articles about one product than you can totally cut and paste the best parts to make a much better article. Don't be afraid to only use what you need.

Recycle: It's all about rewriting the same article in a different way to create more content fast. This is timesaving and it also creates new products from different parts of different articles.

The Biggest Mistake In The World Of PLR Content

Of the millions upon millions of words of content produced over the last several years, much of it sits unused on hard drives around the world. It's impossible to track actual usage, but it's unlikely that even a fraction of the PLR purchased is ever put to use.

People make PLR purchases with the best of intentions, but fail to follow through with their plans. Instead of assisting in the development of Internet marketing careers, it languishes forgotten in folders within folders of long-forgotten directories.

If you buy it, use it. Have a plan and follow the plan. The failure to actually put PLR content to use is the biggest mistake in the world of PLR content.

The Second Biggest Mistake In The World Of PLR Content

If the biggest mistake in the world of PLR content is failing to use material after its acquisition, the second biggest blunder is using it incorrectly.

That usually involves failing to correctly edit and/or rewrite the material. Too many people attempt to use PLR content “as is” and they rarely experience the results for which they hoped.

You'll occasionally hear someone bashing PLR content as a “scam”. They'll argue that all of the hype is misplaced and that it “just doesn't work”. In almost every case, the people making those statements failed to properly edit the material before pressing it into service.

Admittedly, though, PLR vendors have some responsibility in the matter. The sales pitches we see for PLR often do their best to make it sound like a .zip file filled with private label rights articles will allow the buyer to put their business on autopilot when that's simply is not the case.

PLR content makes life easier. It makes Internet marketing more efficient. It does not, however, completely eliminate the need to work. It doesn't completely replace unique “from scratch” content. And trying to take shortcuts with it, predictably, fails.

If you read between the lines (or in the fine print) of those aggressive pitches on behalf of PLR content, you'll usually find a mention of the need to edit the material. While it's understandable for vendors not to emphasize that fact, it is important for PLR buyers to recognize that they will need to make adjustments to the text.

Why Are Rewriting And Editing Essential?

Why is it so important to rewrite and edit PLR content? Why can't you just use it “right out of the box”. Setting issues of quality aside for a moment (we'll deal with those in a bit), it boils down to the purpose of the content and the way search engines work.

In many cases, PLR content is pressed into service as a means of traffic generation.

This is specifically true when PLR material is used as web content, blog posts, or to outfit third party sites like Squidoo lenses. Search engines supply the traffic in those situations.

Not all PLR efforts work that way, of course. Your ebook, a special report or autoresponder message function on the level of content/prospect or content/customer interaction and doesn't need to have a search component. In those cases, editing is more of a quality control matter. However, using PLR as web content of any sort tends to be almost wholly search-related.

Search engines scour the web, cataloging the contents of sites and pages. They organize that information and record it so that they can put user and information together.

When someone makes a query at Google, the search engine wants to do its best to give that person the kind of information for which they're looking.

Part of that sorting and parsing process involves interpreting how to deal with multiple instances of the same material. If 1,000 separate pages have all published the same content, Google determines which site to show to the user.

They do that based on a number of factors, making an effort to connect the user to the site that has the greatest probability of offering a quality user experience.

Google may opt to list a few pages in its search results that include that duplicate content, but it won't show them all. The search engine wants to provide that user with a series of options to help him or her grab the right information. They wouldn't be providing that service if they served up 1,000 consecutive entries, all of which displayed identical information.

Thus, most of the pages containing duplicate content “disappear” into the supplemental results. The searcher never sees them. And sites that

feature little more than duplicate content don't rank particularly high for anything. They're recognized for what they are and Google doesn't put much faith in their ability to provide a great end user experience. For a long time, debates over duplicate content raged. Rumors swirled about the dangers of utilizing identical content to that housed on other sites.

Eventually, Google provided some concrete information about how they handled instances when more than one site publishes the same content or article. There's no penalty for republishing existing content, per se, but there's certainly no reward for it, either. As such, the best way to get into the search results is to provide unique content.

PLR content, by its nature, isn't unique. It's widely distributed and more than one person has the right to use it. That's the underlying mechanism that makes PLR affordable relative to original content.

The fact that others have the material virtually guarantees that others will publish it “as is”. Some will do it out of laziness. Some may do it in hopes of being “first”. But, the vendor him or her self may have published the material in its initial form prior to putting it on the market. This is not an accepted practice but it happens.

No matter how you slice it, if you put your PLR content online “right out of the box”, you probably won't be alone.

If you want PLR content to drive traffic, then, you have a job ahead of you.

You must edit it in order to create a sufficient level of uniqueness.

Levels Of Uniqueness

As long as people have been selling PLR content, buyers and prospective buyers have been asking the same question: How unique does my content need to be?

There's no absolute answer to that question. Let's examine a few options.

1. Minimal adjustment

This was a more popular perspective a few years ago than it is today. The idea was that a series of relatively minor alterations would be sufficient to render content unique in the eyes of the search engines.

Adherents to this approach argued that the simple insertion of editorial remarks into a piece of PLR content would create an adequate level of uniqueness to maximize search engine performance.

This perspective isn't heard as often today. That's primarily because those slight alterations were not producing the desired results. Apparently, the search engines could still find sufficient levels of similarity to deem these barely-adjusted pieces of PLR duplicate content.

2. The 30% solution

You'll find several voices in the IM community who'll maintain that a 30% rewrite is enough to make content “original” to the search engines. Ostensibly, this number was determined based on experience.

Those who believe this explanation will often argue that a rewrite of the introduction, the conclusion and maybe one intervening paragraph

will be enough to allow the PLR content to pass below the duplicate content radar.

There is some evidence to suggest that one can get decent web content/blog post results with a 30% adjustment.

That being said, edits performed at this level may still show as having issues with duplicate content checkers like Copyscape, which leads one to believe that the more sophisticated algorithms would have absolutely no difficulty discovering the duplication factor.

Additionally, a 30% rewrite won't pass muster with EzineArticles.com and other more "PLR sensitive" directories, which makes it even more doubtful that a 30% rewrite is truly sufficient.

A 40%, 50%, or 60% change. Others will argue that a greater degree of adjustment is all it takes to tip the duplicate content balance. The number will vary based on the person espousing a viewpoint.

In almost every case, the argument will be backed solely by anecdotal, personal evidence that may or may not take into account a number of intervening factors.

Remember, Google has a "tie breaker" formula to determine which duplicate content makes it into the SERPs.

It could be that these particular edited variations did well in the rankings for reasons unrelated to the percentage change in the content's makeup.

The same criticisms applicable to the 30% argument resonate here. Other non-Google systems are capable of spotting the repetition of content.

If we reasonably assume that Google is at least slightly more advanced in their technology than are these other tools, it should be safe to work under the assumption that nothing short of a nearly 100% rewrite will produce something that's considered unique.

The full rewrite. This is the safest bet in terms of achieving reality. A full rewrite will create a new and unique piece of content. One need not worry about “tricking” Google because the provided content will actually be something different and new.

You can take a stab at finding the magic number. Or you can do full rewrites.

You know that one option will work. Another percentage might. We're going to discuss the rewriting process assuming that you'll opt for a complete alteration.

However, the principles underlying that approach would still be applicable for those who opt to work based on a percentage that's less than 100%.

6 Ways To Improve Your Private Label Rights Utilizations

1. Changing The Medium Of The Material

Remember when everyone was going crazy over changing the CD than suddenly it was the DVD until it became the Blu-ray. Who knows what is coming next, the only thing you can be sure of is the band wagon effect.

Yep, pretty much people would be more impressed with the same media but different format.

You can also change audiobooks into eBooks. It's not just the next new thing that makes people want to try something else some people might legitimately like that format better. Some people don't like to listen to books and love to read them. Some people like to listen to books on their car, some on their mp3 players and so on. So the important thing to realize that having the same material in multiple formats and mediums is an excellent way to expand your market base.

Example: I have Private Label Rights of audiobooks on how to make money online. It sells great to the crowd that likes to listen to them on the car and listen to it on their MP3 players. It does pretty well, however the sales taper off. I then transcribe it onto an eBook. A new market opens up, people who want to read it on their ipad or computer will buy it. People who want to read it on their kindle will also buy it. That is a simple way to really expand your market.

If you are incredibly talented you can create your own medium. Maybe you are talented animator and you can create animations that tell the story in a new and interesting way. Maybe you are a musician who can sing the audio book or a poet who can change the words so that they become very poetic. What is important is that creating a new medium will draw interest and might even overshadow whatever material there is.

2. Be Specific

Niche writers are much more likely to get repeat customers and better reputations. When you purchase your Private Label Rights you probably will get something that is appeal to a more general audience. You can tweak it to hit a specific market yourself or you can hire someone to do it.

For example, if the article is about health food you could write about health food in the west coast. You can become niche by concentrating on certain topics or concentrating on certain regions. In cooking you can enter niche by writing about various ethnic cuisines. The more specific the easier it is to become an expert on that subject. The drawback is that you are also limiting you audience.

So what you do is make an e-book about how to work at home and tweak it so that it can be about:

- Work at home dad
- Work at home mom
- Work at home abroad
- Equipment that is needed for working at home
- The advantages of working at home for your family life

There are so many possibilities that you really have that one E-book can

become fifteen. So you can really have a page on that specific niche that doesn't get that many hits but the cumulative effect of all the sites that have specific information should be huge. You should be getting tons of hits from people who are passionate about their specific niche. If there was something that you had to do in this article this is the one! Of all the tricks that can make you money this is probably the one that you cannot ignore. People are more interested in things that are specific to them.

3. Create A Course Or Stagger Your Information:

People love to sign up for courses but most e-books are not designed to be distributed like that. That is why you need to re-purpose the article. With the help of some automated email magic you can get your email to send out every month and spread your one eBook over a whole year. So people can sign up for a paid course on your website and with just one eBook or a group of articles.

Example: I have an eBook with chapters 1-12 on how to eat healthy on a budget. People can log onto my blog or website where I had a teaser of chapter 1 post on it. There is a choice for them to sign up for a 12 week course on eating healthy on a budget. So when people sign u, I have my email responder send out each chapter on a weekly basis.

This works with almost any Private Label Rights content which includes things such as audio and video recording like audio books. Just make sure that the content is not the kind of content that can become outdated during the period. An example of this would be an eBook about SEO in just 6 months that could easily become outdated. However, the previous example of eating healthy is unlikely to change over the next 6 months.

4. This Is A Special Report

Nothing can cement your reputation more than doing special reports on specific niche markets. Examples would be the housing market in Boston or real estate in California. There would be a very specific demographic that would really look at this with keen interest.

This also helps with your image since you are giving them free industry knowledge they don't think that you are always trying to sell them something. Giving them the impression that you are an industry expert will really add stock to your knowledge that you know what you are selling.

Example: There is a person who likes to write about world of war craft an MMORPG created by Blizzard Entertainment. They make great leveling guides and character guides but they did not share their gold gathering guide. What they did was create a special state of gold reserves on the server and at the end pitched their gold making guide. This really generated leads and people flocked to website and he was able to sell lots of guides making him very good money.

In order to do a special report you do need to develop your expertise in the area. Though Private label Rights can help you develop these skills these are something that you still need to practice. Sometimes people think that PLRs are complete replacement of the skills that are needed to be a good writer.

Repurposing can only go far and you should use the PLR as a sort of repository of information that your audience can go back to when they need references for some of the things that you discuss on the special report.

5. Be The Next Guru

In order to grow your site you need to build a reputation. So even though you purchase and populate your website and blogs with Private Label Rights you also need to develop your own knowledge on the subject.

Have you noticed that some websites are the go to places for certain niche markets, when you think about video games people automatically go to Gamespot.com instead of even googling the game. This is because the website has built quite a reputation for itself. That is your goal that in your particular market people will automatically think about your product. This way you build repeat traffic.

You also should remember your limitations. Some big companies have a monopoly on many of the internet's most valuable real estate, like "Love", "Forex", and "Making money online." Going up against the big boys is a problem unless you also have those kinds of resources. If you do then by all means go ahead as these are some of the most profitable key words out there.

One thing that you need to consider is what we discussed earlier you SEO optimization. To become a guru you really need to build up your reputation. To do that you need more traffic and nothing is a surer way of generating traffic than creating a site that people like to visit. However, you still need to find the site which most people will find when searching a keyword on a search engine. What does that mean? It means that you need to be in the top 10 of your specific niche. That is easier said than done and you need a dedicated SEO and digital marketing program to dedicate to that.

Here are some tips to creating a bigger and better reputation:

- Networking online and offline with people with similar interests
- Exchanging links with said people so that you link to each other
- Joining directories and writing for e-blog and e-zines
- Guest blogging on other sites
- Tapping your social media by sharing your site on twitter, Google +, and Facebook.

6. Become A Blogger

Another way to chop up your information is to create a blog. This is different because what happens is that your site becomes stick, meaning that since the blog gets updated all the time people go back to check to see what new content there is.

You can actually put a blog on autopilot by uploading a pre-selected bunch of articles and have blog post them automatically when they are scheduled to do that. The up side to blogging is that you can start building a reputation in you chosen market and create a following increasing traffic to your site and at the end of the day increasing your revenue.

Example: I have an eBook about 15 healthiest vegetables. On my blog I can start posting articles specific to each vegetable over a 15 day period. So on day one I can have an article about the power of artichokes and next day one about cucumbers. People will than think that I am an expert on these different types of vegetables increasing my reputation.

Another plus is that blogs are easy to optimize for SEO. This means that search engines will crawl your website and you will get additional traffic from people coming in through referrals in search engines. Also doing

blogs is a lot easier as blog platforms like word press do most of the hard work for you.

Conclusion

Private Label Rights is a great tool, it gives you access to a wealth of material on almost any subject on the internet. It is also relatively cheap costing only a few cents per article. Getting batches of 10-20 articles on a specific format allows you to fill up your blog in no time. Private Label Rights also has very liberal copy right laws, these vary on the specific contract but it allows you to modify, resell, and re-purpose the materials. Strangely one of the only things you can't do is give them away for free! That would devalue the articles for the other buyers and would be very unfair.

What has to be stressed is that Private Label Rights articles are not to be taken as is. You have to consider them as raw material or diamonds in the rough. You can't just take an article off the shelf and place it on your blog and expect it to fly. What it does is that it allows you to quickly and economically repurpose your materials. It gives you the tools to go beyond just one website. Used correctly Private Label Rights is something that can help your web marketing and real world marketing greatly. Good luck on your journey.