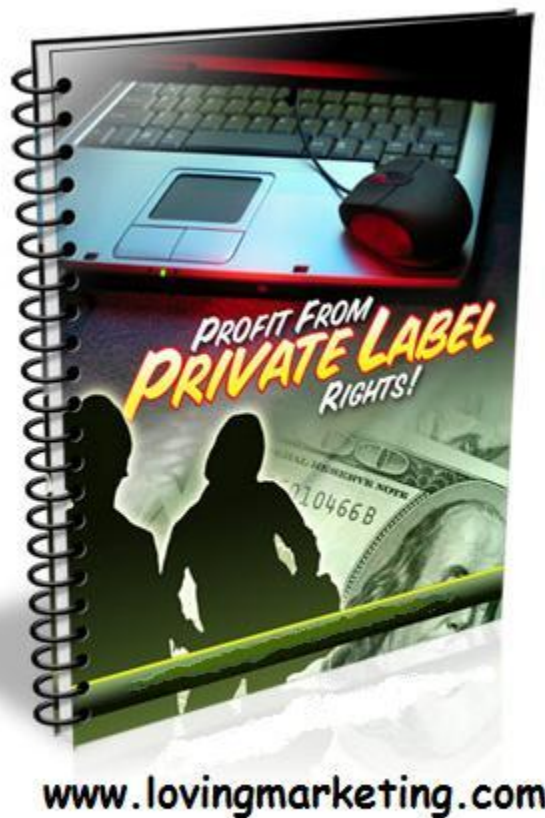


Profit from Private Label Rights!



Edited by Terry Loving

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Introduction

If you are good at developing information products such as e-books and articles, selling Private Label Content can be for you.

If you already own a digital product you have created and are looking for additional sources of income, you can consider selling the Private Label Rights to other Internet Marketers.

Making Your Money from Selling Private Label Rights

The following are some of the ways you can make money from selling Private Label Rights products:

- **Upfront Sales.** This is the most attractive part of selling Private Label Rights. Private Label Rights can range from a few dollars to even thousands of dollars, depending on the quality of the product, its demand and how proven it is.
- **Selling Basic/Master Resell Rights to the Private Label Rights product.** You can sell the Basic/Master Resell Rights to the editable, raw format of the product separately. If your buyer wishes to resell the Private Label Rights, you can charge him 4-5 times the normal price of the product and up to 10 times if the buyer wants to have the Master Resell Rights, allowing him and his customers to resell the Private Label Rights to the product, as you are doing.

The Pros

- ☑ You can make **a lot** of money from selling Private Label Rights, as it is one of the most expensive rights there is in Internet Marketing.
- ☑ **Your customers are mainly Internet Marketers**, and savvy Internet Marketers are usually busy people and they prefer to focus their efforts more on marketing than product creation and setting up. *Thus they do not have any problems with making purchases on Private Label Rights* products, as long as you give them good reasons to buy from you and that you help them save their time from creating their own quality product from scratch.

The Cons

- ☒ There is often **no residual income** in selling Private Label Rights products. This is because your customers, who are mainly Internet Marketers, will edit your product and use their own affiliate links. Unless you start a Private Label Rights membership site, you make your money solely from upfront sales.
- ☒ Selling Private Label Rights products means that **you cannot take the credit of authorship**. One of the main benefits that make Internet Marketers buy from you is because they want to have the privilege to put their name on the product as the author. You remain anonymous.
- ☒ Creating your own Private Label Rights product **demands a high degree of expertise, talent, thorough research, programming (for software) and writing skills** on your part. If you do not have any of these traits, creating your own Private Label Content can be a difficult challenge.

What You Need Before Getting Started

You will need the following before getting started on selling Private Label Rights:

1. Word Program



If you are going to create a Private Label Information Product (E-book), you will need a Word program to create your Information Product in .doc format. If you are using Windows 95/98/2000/XP, the Microsoft Word program should already be installed in your PC.

Alternatively, you can use a **NotePad** program to create your Information Product in its raw format, though Microsoft Word much more preferred.

2. PDF Converter



You need a PDF Converter program that converts your Word format to PDF format. If you do not have any PDF Converter program installed in your PC, you can get an Adobe PDF Converter program for **free** at <http://www.primopdf.com/>.

Open office is another one but I'd like to add that any serious marketer should get the proper ADOBE PDF converter.

3. Graphics Program



You need a program to design your product's E-cover. Adobe Photoshop CS2 can be used to design E-covers. Alternatively, you can outsource your e-report/e-book covers. You can get them very cheaply.

4. Good Sales Letter



This is a very important element of your Private Label Rights sales success. If you cannot convince your prospects to buy from you, you cannot make any sale in spite of how good your product is. Good copy writers can be outsourced as well.

5. Web Hosting and Domain Names

You need web hosting and domain name to store in your Sales Letter, Thank You page and your digital Private Label Rights product. These sites are just two of many available to you. The C-panel provided by Hostgator makes it very easy to use. I personally host many accounts with them because they are reasonably priced, the quality of the support is “top drawer” and it is easy to use.

www.hostgator.com

www.godaddy.com

6. Auto Responder

You need an Auto Responder to:

- **Easily build a relationship** with your list and keep them coming back.
- **Follow up with your prospects** who do not buy from you for the first time, and
- **Build your mailing list.** By having your own mailing list, you can make your money from your customers within a short period of time.
- **Set up automatic responses to requests for information.** This is your “behind the scene” employee working consistently to maintain contact with your potential buyers and returning customers.

Recommended Autoresponder:

[[AWEBER](#)]

This is one of the best; if not the best, auto-responder out there in terms of email deliverability, handling spam complaints, ease of use and great customer service. I've personally used it for over 2 years now and it handles ALL my lists. In fact, most marketers prefer [Aweber](#) over other auto-responders.

7. Merchant Accounts

You will need this to collect online payments from your customers. And sell your product. Many of these companies will also manage your affiliate accounts. There are many places you can do this like:

www.clickbank.com

www.2checkout.com

www.paydotcom.com

Selling Your Own Private Label Content – Step-by-Step

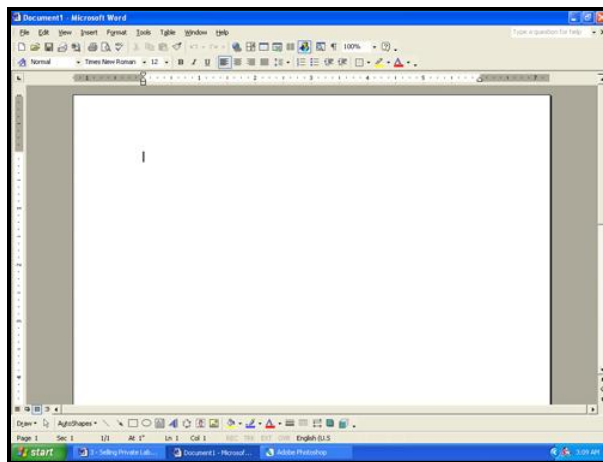
Step 1: Create Your Private Label Digital Product

You can create either an **e-book** or **article packs** and sell their raw, editable formats to your customers.

The E-book is by far the **best selling** digital product commodity on the Internet and if writing is your forte, creating your own Information Product is for you. Furthermore, there are more people who are familiar with the Word program than programming software, which means that the e-book market is obviously bigger and worth targeting.

So to begin with, open your Word Program and start creating your own Information Product!

I would strongly recommend you go create PLR e-reports FIRST before attempting a full blown PLR e-book. Short, sharp PLR reports are know to sell fast and hard.



Format

Your Information Product should resemble like any proper e-book should be where it should have a front cover, followed by its legal and copyright notices, table of contents, contents, and conclusion.

Contents

As long as the product provides **quality information** that people are **willing to pay for**, it will do. Remember, your reputation as an expert is dependent on you delivering quality content.

Hot Tip 1: When creating a Private Label Rights Information Product, content in *quantity* is just as crucial. The reason people want to buy from you is because they want to save time and effort from having to create the gamut themselves.

Hot Tip 2: Don't add in too many diagrams and pictures. It is okay to add some diagrams and images in a few places in your Information Product. Graphics should not take up more space than the words in the product as it is generally harder for people to change or even remove them. Not everyone is experienced in graphic design or modifying Word Documents (maybe that is why they buy Private Label Rights from you in the first place). And secondly, removing the diagrams and images may just make the product senseless thus your customers are unable to do anything to change the diagrams and images. Make sure you are delivering quality content the customer can truly use.

Hot Tip 3: When creating a product, write from the perspective of an author reaching to the person who paid good money to have your information. In short, *meet the demand of your audience. Provide content meaningfully.* Although you will not be taking any credit for what you are writing and additional Internet Marketers are going to buy from you as well, remember that the reason your customers buy from you is because they want to cater to their customers and give them a quality product.

Here are just a few examples of information that people are looking for online and are willing to pay for them:

- *How to build your own mailing list*
- *How to make money from affiliate marketing*

- *How to be successful in your personal career and finance*
- *How to date women*
- *Practicing Yoga for a Healthy Living*
- *How to cure acne from home remedies*
- *The possibilities are virtually unlimited... as long as there is a huge demand and people are willing to pay for it!*

Don't Have What It Takes to Create Your Private Label Rights Product?

If you do not have the time to write, or even have good writing skills for that matter, consider the following alternatives:

- **Hire a ghostwriter.** You can hire a ghostwriter to do the writing for you while you do the marketing – just make sure you profit from it! If it would cost you \$500 - \$2,000.00 to hire a ghostwriter to get a product done, and you sell the Private Label Rights to the product at \$97, and you sell 100 copies, you would make \$9,700. Your profit margin would be \$9,700 - \$500 = **\$9,200!**

Make a habit of hanging around forums. Become a valuable member by exchanging ideas. After you have been active for awhile you will discover lots of eager young newbies offering to write your e-books for unbelievably LOW prices! I recommend <http://www.warriorforum.com/> as a place to start.

- **Buy the Resell Rights to the Private Label Rights.** Some Private Label Rights sellers sell the Resell Rights to their Private Label Rights products, separately or together. That way, you can cut short your time of acquiring your own product and maybe creating your own graphics and sales letter and focus your effort on marketing.

Note that these two alternatives, either way, these can be costly. The other way is to develop your own materials:

- **Interview the experts on a certain topic.** I am not really referring to conducting a formal interview, though that is one good way. But you can always exchange opinions and knowledge with another business associate or friend who is an expert on a certain subject and that he has information that people are willing to pay for. There are no copyrights on text in informal e-mails, chat boxes and words over the phone, right? By doing the research and writing from a fresh perspective, you have the ability to develop quality content desired by many that is not yet packaged by others.

Step 2: Architect Your Private Label Rights Terms and Conditions

Now, THIS is very important! You write a separate document indicating what your customer **can do** and **cannot do** with the Private Label Rights to your product.

Architecting your own terms and conditions is entirely up to you because this is YOUR product and not mine. However, here is a list of questions you will want to answer as you write your own terms and conditions. At the same time, I will also describe to you my own insights and studies on each term.

Can the customer:

1. **Sell the Information Product?** If you are selling Private Label Rights to an e-book, the answer is normally “**yes**”. You can set a minimum/maximum retail price, if you wish to.
2. **Give the product away for free?** Usually, the Private Label Rights seller allows their customers to do this by chopping the product into several reports for free distribution, building their mailing list, viral marketing, and so forth.
3. **Create multiple articles?** Most Private Label Rights sellers allow their customers to do this. Their customers can create multiple articles for article submissions or as contents for their web site or blog.
4. **Resell the Private Label Rights product?** At this time of writing, majority of the Private Label Rights sellers restrict their customers from

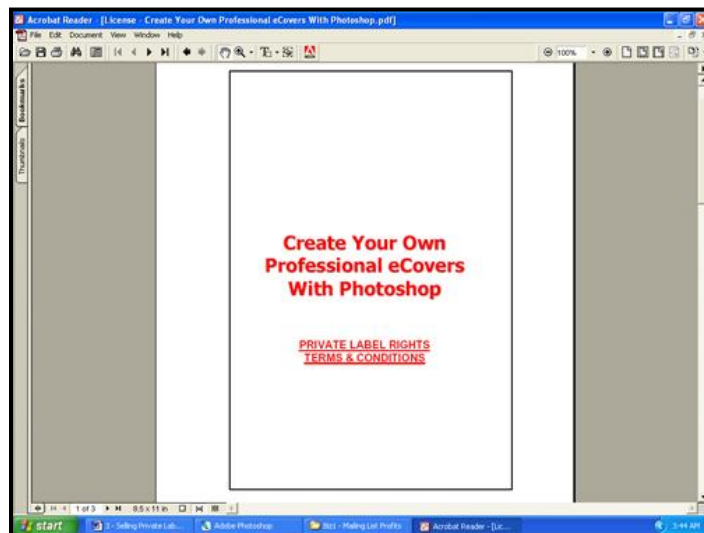
reselling the editable format to other people. If their customers want to have the same license as the Private Label Rights seller, they will have to purchase the Resell Rights license separately, which can cost 4-10 times the normal price.

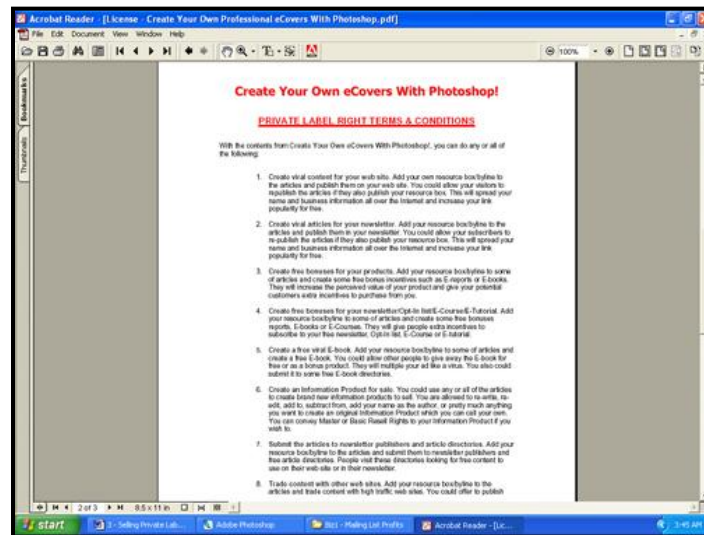
5. **Convey Basic/Master Resell Rights to the product?** Only some Private Label Rights sellers allow their customers to convey Resell Rights to the complete product in .pdf format.
6. **Sell the product as it is?** Normally, Private Label Rights sellers require changes to be done on the part of the Internet Marketer before selling the product.

Be **extra sure** to **restrict** your customers from:

1. **Spamming.** This is probably an Internet Marketer’s biggest sin.
2. **Using your product for illegal or immoral purposes.**
3. **Using your name or impersonate as you.** It is for your customer’s use, not yours.

Once you are done architecting with your terms, proof-read it and convert the .doc document into .pdf file using your PDF Converter. The following is an example of my Private Label Rights license that I include together with my Private Label Rights product.





Step 3: Write Your Sales Letter

I cannot be covering ALL aspects of writing a good sales letter in detail in this guide, as copywriting is whole broad subject by itself. But I will let you know what you ***strictly need*** to know when it comes to writing a copy that does all the selling of your Private Label Rights product to your prospects for you.

Note: IF you are plain hopeless when it comes to copywriting, I strongly urge you to engage a good copywriter to do the sales letter writing for you. Yes, engaging a good copywriter can be costly, but I think that not making any money is more expensive.

Headline

This is what is going to decide whether your prospect will stay on or turn away from your sales letter – that is how important your headline is.

In short, the headline of your sales letter summarizes the offer you have for your prospects. In the case of selling your Private Label Rights product, your headline can go like the following:

**Own *Private Label Rights* to an
Awesome, Hot, In-Demand
Product that Thousands of
People Are Willing to Pay For!**

School of Thoughts:

1. Your prospects are only one – Internet Marketers, as only Internet Marketers are interested in acquiring Private Label Rights products. Thus writing your headline is easy as your offer appeals to only one kind of market.
2. Let your prospects know that they can own a product in their name (Private Label Rights) and that they can save time, money and effort from having to create a quality product.
3. Let your prospects know what product you have to offer – it may just be the type of Private Label Rights product they are looking for.

Sub Headline

Below your letter’s head line, your sub headline should follow and confirm your prospect that this is a stunning offer he is going to get from you thus encourages him to continue reading your letter way down.

For the first time ever, you get to save \$1,200.00 and 1,800 hours of work into researching the market, creating a quality Information Product, writing your own sales letter, and creating your graphics – because I have already done them for you!

Introduction

From : [Your Name]

Date : [insert script that automatically shows today's date]

Dear Friend/Internet Marketer,

You can safely address your prospect even with “Dear Internet Marketer” because when selling Private Label Rights, the ONE and ONLY type of prospect who is likely to be your customer is an Internet Marketer – crisp, simple and no need to read minds here.

Start your letter with introducing yourself and addressing your prospect's problem which he is facing (with almost dead certainty).

Some of your prospect's problems/challenges can be:

1. I want to own a product in my name – and I know that is what it takes to succeed online.
2. Creating my own product is time and effort consuming.
3. I am a horrible writer.
4. I am a horrible programmer.
5. I just want to get to the marketing part because that is where the money is!
I do not care what people are looking for but as long as I have a product

that meets the demand (and a legitimate one at that, you don't want your customers to be drug lords, do you?), I should be focusing my efforts on marketing. Oh and by the way, I want to have the product in my name.

6. I want to get started as soon as possible. Unfortunately, I know nuts about writing my own sales letter and creating my own graphics for my sales letter and product E-cover.

Now that you have confirmed your prospect's challenges (and your prospect will definitely agree), you introduce your solutions.

Introducing...

Private Label Rights to:
[Your Product Name]

E-book

Benefits

Now, it is time to let your prospect know what is in store for him. Yes, he probably has a clue about your product by now, but what can he get from your product? And what has it go to do with answering his problems or even solve his challenges for that matter?

Examples of benefits that your prospect can get from your product are:

1. **You get the product in .doc and .pdf format.** You are allowed to add, remove, and edit the product contents, title and even put your name on it as the author!
2. **You do not need to spend \$1,200.00 and 1,800 hours of work into creating a quality product like this** – because I have already done it for you!

3. **You can create multiple free reports with the contents of this product.** You can use them to build your mailing list, reward your subscribers with gifts, and spread your own links across cyberspace like a virus!
4. **You can create an e-course or e-zine of your own.** With the contents in this product, you have 40 weeks of content!
5. **You can create multiple articles and include your resource box** at the bottom of each article before submitting them to article directories thus spreading your reputation online which can be responsible for your expert status!
6. (If you have included a pre-written sales letter with your Private Label Rights Product) You have just saved \$3,000.00 from hiring a copywriter to write the sales letter for you!
7. (If you have included graphics such as e-covers) You get customizable e-cover graphics in .psd format, allowing you to edit them and put your name and title on!

Testimonials

If you have any testimonials, include them as they will encourage your prospects to buy from you.

Bonuses

Include bonuses, if you have any, to offer to your prospects. Note that bonuses are not mandatory because if your prospect can see the value he is getting from your offer, the bonuses would not really matter.

Calculate the Value of the Offer

This is the interesting part – which can also be responsible for your next sale.

Basically, you calculate the entire value of your offer, which can cost your prospect THAT much if purchased individually or engage professional services to have the product done.

	<u>Value</u>
Private Label Rights to: [Your Product Name Here]	\$997
Pre-written Sales Letter	\$3,000.00
Customizable E-cover graphic (.psd format)	\$99
<hr/>	
Total:	\$4,096.00

going to sell a limited number of copies e.g. 500 copies.

Why Limit Your Copies?

Since you are selling Private Label Rights to your product, you are allowing people to alter the product and claim the product as their own without giving you any credit.

You also want to protect your customers’ businesses as well as your own. If you are selling unlimited copies of Private Label Rights to your product, not only will it make your Private Label Rights product less valuable, you are damaging everyone’s businesses because there is little to no reason for people to buy PDF E-books.

Conclude Your Offer

Persuade your prospect to buy from you NOW before he forgets – or before the copies get sold out. Include your Order Form and conclude the offer with a series of P.S. (post-scripts).

Other Important Things

1. **Terms and Conditions.** Make them clear to your prospects on what they can do with your product if they purchase from you. You want them to know if it is the right decision to get your product's Private Label Rights.
2. **Guarantee.** Believe it or not, it is NOT necessary to put a guarantee seal on your Private Label Rights product. This can sound absurd and maybe something a consumer would condemn but the truth is that, you are selling the editable rights to your product and if you convey a guarantee to the product, you are taking a lot of unnecessary risk.

For one, you would probably run into a jerk who is already planning to ask for a refund right after purchasing your Private Label Rights product. It would not have hurt you and your business much if the product is in its locked format (.pdf format), because your name, content and links are still intact, he cannot do anything to change them. Not so with Private Label Rights product where he can change them, alter the contents, use his own links, and claim authorship to your product.

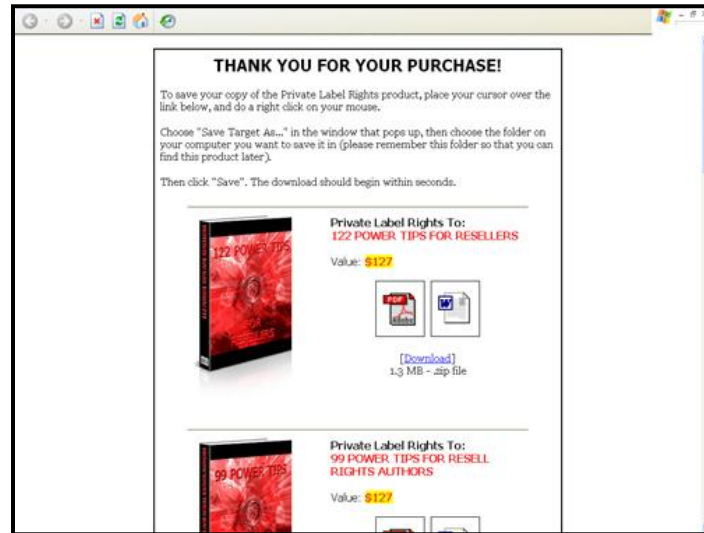
While not giving a guarantee because of this reason can be acceptable to some, the drawback is that you would not be getting as many sales as you would have if you give a guarantee. Most prospects would need a form of confirmation or guarantee to take advantage of your offer. Maybe they know and trust you, maybe they do not. But then, if you are targeting savvy Internet Marketers and that they know you, this should not be a problem.

Layout

Make your sales letter layout look *expensive* and professional. Use fonts that are easy to read. I suggest using fonts such as Arial, Verdana, Tahoma, Courier New, and Georgia.

Thank You Page

Once you are done with your sales letter, create your Thank You Page where your customers will be directed to after ordering from you.



Thank You Page

The Thank You page is also a suitable place to collect your customer's details for future leads, insert back-end advertisements, reward your customer with surprise bonuses, or all of them!

Step 4: Get a Domain Name and Web Hosting

You need a web host to store in your sales letter, Thank You Page, Private Label Rights product(s), and other documents necessary.

Step 5: Get a Credit Card Payment Processor

You will need this to collect payment from your customers. You can refer back to the examples above for 3rd party merchant accounts that will be your credit card payment processor.

When you are done with setting up your Credit Card Payment Processor, route your sales letter to the Order Form and redirect your customers to your Thank You where he can download your Private Label Rights product.



Order Form

Step 6: Marketing Your Private Label Rights Product

Since your prospects can only be Internet Marketers, your main ways of marketing to them are:

1. Endorsing your Private Label Rights product to your mailing list.

This is the fastest way you can make money. If you have a mailing list of your own with responsive subscribers who are Internet Marketers, you can make your money within even hours to a day.

The bigger and more responsive your list, the more copies of your Private Label Rights product you can sell.

If you do not have a mailing list of your own, I strongly urge you build one right now. You could have built your mailing list years ago, but starting now beats starting anytime later.

You see, your mailing list is an **asset**, which if you do not have a mailing list, you do not have a business. You might have heard this advice in many versions before that you are sick of hearing it, but guess what? You NEED to hear it.

So, build one right now and make your life easier tomorrow. You would not regret it. Trust me!

2. Seek Joint Ventures with E-zine publishers.

If you do not have a mailing list of your own, and it sure takes time to build one up, this is another good alternative for you. You set up an affiliate program and later seek Joint Ventures with E-zine publishers who have strong mailing lists, where your subscribers are.

You can get them to sign up for your affiliate program where they can make 40-75% of the total product price for every successful sale made as a result of their prospect referrals.

3. Engage Joint Venture (JV) Brokers.

JV Brokers are the middle-man who refers Joint Venture partners to your affiliate program. You can engage JV Brokers so they can help you seek out great Joint Venture partners who are interested in working with you. If you are going to engage JV Brokers, your affiliate program must be 2-tier. For every sale made by their referred Joint Venture partner, you pay the broker 10-20% of the product price.

4. Paid e-zine Advertising and Pay-Per-Click (PPC).

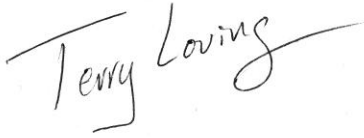
If you have the money to spare, you can buy advertising space in E-zines where you can get your website advertised to thousands of targeted prospects. Alternatively, you can go for PPC advertising where you can get targeted prospects through the Search Engines who are looking for what you have to offer.

While there are many more ways to market your Private Label Rights products such as viral marketing, article writing, and more, the above 4 methods are the main, effective marketing methods you should use in getting your web site targeted traffic to increase sales.

Private Label Rights Seller’s Tips

1. **If you own a mailing list or run a Give Away site, you can insert a One Time Offer page** in between the Index and Thank You Page/Member Area where you offer your Private Label Rights product.
2. **Include your terms and conditions in the same page** as your sales letter or one page away from it so that your prospects know in advance if your offer is what they are looking for. You would not want to disappoint them after finding out that the terms and conditions are not in their favor.
3. You can only do so much by yourself. **You can leverage your marketing efforts on Joint Ventures and affiliates.** If you are planning to create multiple products with Private Label Rights, you can purchase exclusive Resell Rights from other product authors or Private Label Rights sellers, modify them, and resell them and keep all the profits to yourself.

4. If you are selling Private Label Rights alone to the product, you can pitch in a different sales letter that offers exclusive Resell Rights to your Private Label Rights product to a specific group of people. Usually, the ones who are interested in acquiring Resell Rights are resellers and Private Label Rights membership owners.



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