

“The Real Truth About How to Make (Actual, Countable, Spendable) Money from PLR and White Label!”

Or... 'Finally Revealed - The Shut-Up, Warts and All, Ground-Floor Strategies from Someone Who Really Makes Thousands from PLR and White Label Reports!'

By Tony Shepherd
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Tony Shepherd here...

Most PLR and White-Label available to internet marketers is utter crap.

That's the first mistake PLR buyers make.

You can't create Lobster Thermidor from a Pot Noodle right?

Then there's the problem of not knowing HOW to make the PLR and White-Label you've bought actually *perform* for you...

Luckily, I've made tens of thousands of dollars from PLR and White Label and I not only know WHERE to find the juiciest lobsters, but I also know how to get them singing 'My Way' better than Frank Sinatra.

Let's get started...

A handwritten signature in black ink that reads "Tony Shepherd". The signature is stylized with a long horizontal line underneath.

Yorkshire, UK

Introduction



This is possibly the most boring introduction I've ever written and I was going to include the joke about the two nuns and the cucumber to lighten the mood but thought better of it :)

But it IS pretty vital you get it (*as one of the nuns said*) so let's get it over with quickly and get to the meat and bones:

PLR or *White Label (WL) content, is content created by other people that you have a license to use, in whatever way the license agreement says.

*I'm going to be referring to White Label as **WL** in this publication after this introduction

I call **my** PLR '*White Label*' **for one reason only** - to distance it from the term 'PLR' (Private Label Rights) which I believe has developed bad connotations over the past few years, again because the vast majority of it is *poor quality, barely useable, *badly* USED and crap.

(*I'll show you where to get the good stuff in the next chapter)

One of my subscribers pointed out correctly that the term 'White Label' usually refers to software or physical goods.

He's right but I don't care. I wanted to make it *sound* a bit different and it's worked. I used *co-brand to the same effect, and although that describes accurately what it is, again the term sounds slightly more unusual than most PLR sellers use.

*Co-branding is where the buyer can use the supplied sales page to put their image and name alongside the creators and 'co-present' the product.

I reckon most of you will already know this so I've really skipped over it.

In this publication, I'm hopefully going to show you how to dump most of the things you've learned about making money from PLR and tell you how to ACTUALLY do it. Both as a buyer and a seller

Let's go...

The Mistakes People Make...



I've made 'em.

You've made 'em.

Yet these *mistakes* are STILL touted as 'tips' on blogs, in forums and more worryingly even in PAID courses and tutorials.

Everything below contributes to you **NOT** making any money whatsoever from the PLR and WL that you buy OR at the very least making it much more difficult.

First we'll go through some common mistakes and then I'll tell you how to actually make money with PLR and WL :)

Mistake 1 - Buying PLR From A *PLR* Creator Instead Of A *Product* Creator

Don't buy any PLR or WL from someone who *sells only PLR for a living*. That includes anyone who says they have a 'team', no matter how 'crack' or 'experienced' they say they are.

If you're buying your PLR/WL from someone who does this you're buying from someone **who creates content that is ONLY intended to be sold as PLR.**

It's never been a tried and tested product in its own right.

This usually means it's generic, usually weakly researched (mainstream, white-bread bland) and will be so boring to read you'll want to gouge your eyes out with a chocolate dildo (currently my favorite phrase) rather than read it.

So right here and now, forget about joining any 'PLR membership site*' with the intention of successfully selling the content 'as is'

*There are - exceptions. I am a member of one [PLR membership site](#) which I use for ideas mainly, I don't use any of this to sell as content 'as is' OR when I find a good one I completely re-write it or tweak it as needed. The reason I use the site is that it includes the latest WSO and JVZoo launches that are available as PLR. These are *perfect* to be re-written as your own product. And is a lot cheaper than buying the rights individually.

But usually I only buy PLR/WL from established PRODUCT CREATORS!

Like me.

I buy from Eric Louviere, Sean Mize, Declan O'Flaherty, Kevin Fahey, Jason Fladlien, Robert Evans, Rob Stafford and others.

These guys, like me, are established product creators who *sometimes* issue PLR/WL licenses to their products **which have been created as products in their own right**, and sell well accordingly.

(The above marketers also suit my style so that's an added bonus - I highly recommend you buy from marketers who suit your style. I'll show you how to get PLR you might not know exists from your favorite marketers a little later on)

If you ever see PLR to an established product that was sold in its own right, grab it with both hands, because it's almost certain you'll be able to do something with it, especially if you follow the info in this publication.

Mistake 2 - Using Your PLR 'as is'

At least change the name or get a new ecover made!

Using PLR 'as is' is usually a big mistake.

There are exceptions such as co-branding where having your name alongside the product creator on an established product can be a good thing because the creator has done most of the work for you already.

But on the whole, you shouldn't use your PLR 'as is' **for the simple reason that everyone else is doing the same thing.** We're hard-wired to find the easiest way of doing something, and that's exactly what most people who bought the same PLR package as you are doing.

So give yourself an advantage and change the title, the look, the graphics and anything else you want.

There are two other exceptions where it's OK to use your PLR 'as is'

1. If you already have an established list, niche, readership, FB group or other ready-made audience where you can simply *plug in* your PLR and make a healthy profit 'as is'. I've done this several times and it works well.
2. If you are already selling something as an affiliate and get the chance to buy the PLR/WL to the product, then grab it and you'll make 100% of the

profit rather than 50% or whatever your commission was. I have done this too.

If you're thinking about using your PLR as it comes out of the box, do a search at Google and see just how many books have the same title.

You'll see a LOT of them. And many of these are PLR buyers who simply couldn't be bothered changing the title of the PLR they bought.

Why give yourself that amount of competition? Doh!

Just change the title to a unique, interesting one and BOOM! - you're instantly ahead of your competition. Change the sales page graphics too and you're really rocking!

Mistake 3 - Don't Let Your Buyers *Know* You're Selling PLR (Tell-tale signs)

A lot of PLR looks, well, **cheesy!**

It's like the person creating the PLR package just arrived from 2003

It SCREAMS out that it's a PLR product!

Apologies if the example below is yours but look at this:



It just looks like PLR! (What's the score with those awful top banners??)

The product might be great and the sales copy really good, **but if you use that sales page everyone and his giraffe is going to know that you're trying to sell them PLR**

And people don't buy PLR because it doesn't feel AUTHENTIC.

The plus side is that if IS a great product you can get yourself over to Fiverr and get a cracking new sales page made cheaply and (again) instantly rise above your competition who will probably be uploading the site above.

But buyers are like bloodhounds - if they even get the mildest whiff that the product you're selling originated from PLR you're going to have to work extremely hard to get that sale. It looks un-authentic and even to inexperienced buyers it feels somehow 'wrong'.

Mistake 4 - Being Lazy With Your PLR

This is easy to change.

Your competitors as I've said before, will mostly take the easy route and not change or add value to their PLR

So if **you** DO that little extra, you'll reap the rewards.

That's it. Don't be lazy and you'll see better results than the muggles.

This is one of the MAIN secrets when it comes to profiting from PLR.

Spend the time to make it look nice, make it yours and make it different!

Mistake 5 - Not Using Proof That Comes With PLR

If you buy PLR with proof included, USE IT.

For example, if you buy one of my white label publications and in it there's a case study about how I made \$10,000 from writing *just the first module* in a 52-module course (which I did) and I include screenshots of my JVZoo or Paypal account, then you have the right to USE that proof. **You've BOUGHT the rights***.

*Obviously you have to use it in context. You can't say it's YOUR proof or change the figures with Photoshop or anything but in the content of selling the method in the PLR, use it.

Don't be scared of it - it's a GREAT asset.

So USE THE PROOF if you rewrite the sales page or USE THE PROOF when you're writing a sales email about the product to your list.

USE THE PROOF when you're writing the product description to put it on Warrior Plus and USE THE PROOF when you're selling the product in ANY way.

It might not be *your* proof, but it's valid proof none the less, so piggyback off it.

And it's yet another benefit of buying good PLR/WL from a product *creator* who actually does what they say, not a team of paid outsourcers who've never been near a squeeze page or Aweber account.

(Tip: Look for screenshots/proof in the PLR sales page before you buy because you can use these too)

Mistake 6 - Not changing the format

This is something you don't have to do...

But you'll make more money if you do.

I do this with Sean Mize's PLR because he produces mostly audio products, and I don't do these. I'm also not an American so it would sound weird if I tried to use them 'as is'

So I'll change the format, and make the audio into a PDF course or report.

Likewise I know someone who buys *my* white label and turns it into a PowerPoint presentation that he narrates as a course. Clever :)

He tells me the plan is to build a membership site around the white label he's buying from me. HOW MORE CLEVER IS THAT??!! :)

You could read the PDF out loud and make it into a video course, you could make it into a webinar, or a Kindle book, or the other way around and make the video course you buy into a written report or written course or audio product.

It all depends what you do and what your audience expect.

Repurpose, re-engineer, re-create and add value.

The more you change, the more success you'll have.

Only (I estimate) around 2% of PLR/WL buyers actually change anything.

But they're the 2% who earn good money from it.

Mistake 7 - Not changing the links

I put my own links in every white label product I create...

Why?

Because most people don't change them. So when they come to sell, give away, package up or whatever my content, most of it still has links to my own products and my affiliate links in there.

Trust me, this adds up over time :)

So change the links to your own links or you're giving money away to the original product creator.

Mistake 8 - Not ASKING

Here's the thing...

If I see something that I really want the PLR/WL rights to, I'll just contact the creator and ask.

Sure, they might say no.

But sometimes they say yes.

Often they say no and then get back in touch a day later and say yes :)

Sometimes they'll come back with a daft price in which case you can say no you're only prepared to pay \$XX

How do you get that \$XX figure?

By having a rough idea how much money you'll make by making it your own and selling it.

The seller will usually also ask what you plan to do with it.

Be honest and stick to the rights he grants. I've set up good relationships with PLR sellers by being totally honest and straight with them and telling them my plans.

MASSIVE TIP: Email your favorite marketers. The ones whose style you most resonate with and ask them what PLR or White Label they have available. You'll get rights that few people have. Shhhhh!

I've got some crackers in this way.

Mistake 8 - Trying to teach a pig to sing

A fair amount of PLR is crap I'm sure you'll agree.

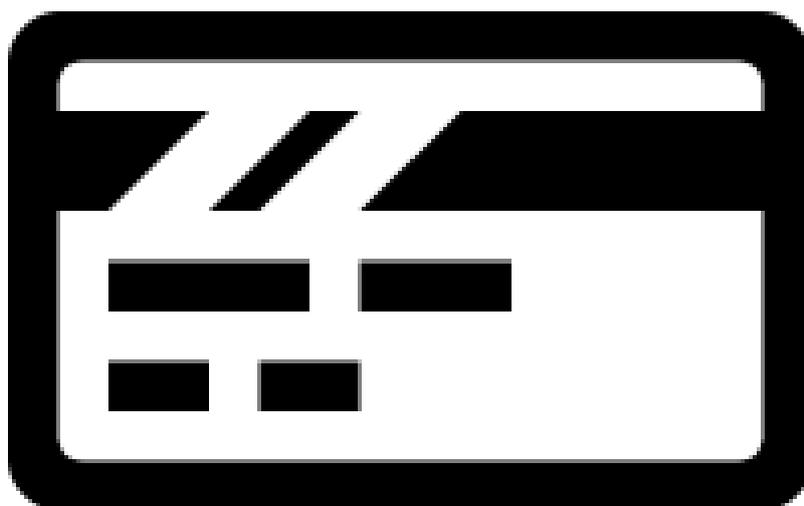
You WILL buy crap. It's gonna happen.

So if you spend \$47 on a PLR product and it's seriously horrible, **DUMP IT.**

Don't try to rewrite it. It'll just cost you time and energy and stress and it's probably turn out disjointed and awful.

Get rid and move on. Take the hit. It'll be easier in the long run...

How to Really Make ACTUAL, SPENDABLE Money From PLR And White Label



1. Consider selling PLR/WL rights to everything YOU create.

But won't doing that devalue your product?

Well I tested this extensively before I started offering WL with many (although not all) of my latest products.

Guess what happened?

I made more than twice as much money as I would have done selling the products without WL rights and they still continue to sell in their own right!

Some products are core products (for example my [Flipping The Switch](#) course) which I'm unlikely to ever sell WL rights to, unless it's on a very high end license deal with just one or two chosen individuals.

But others are stand-alone info products in their own right which are extremely helpful to anyone who needs that information. These are written for my subscribers *only* and I also offer my subscribers a WL license with these because they will also help my subscriber's subscribers.

Offering a PLR license to everything you sell will increase your profits and won't affect your product sales significantly.

The reason they won't devalue your products is because 90% of people who buy them won't do anything with them, and those that do (especially if you allow co-branding) will get *you* more exposure and reach for your brand as they profit.

(They'll also be extremely happy at having a top quality product to sell)

For me, selling WL as an upsell or order 'bump' such as the one you can see on the screenshot below has been the most effective way.

Item	Price
<input checked="" type="radio"/> Angles - Main	\$17

Email:

Credit Card Number: **CVC Code:**

Expiry Month: **Expiry Year:**

Add White Label To This Product For \$10 (Limited)

ONE TIME OFFER: ONE TIME OFFER: LIMITED: Add a white label license for 'Angles' for \$10 one-time payment. (\$27 in total) You can sell this yourself and keep 100% of the profits, edit it, re-title it, add your own name or place your photo alongside mine (I'm also adding co-brand rights for a limited time only). You get the source files, sales page, ready-to-sell PDF and more. If you can still see this form and tick box then licenses are still available. Just tick the box above and complete checkout.

Complete Order
Get Instant Access

Your pricing is up to you. My price is as you can see to make the product affordable to anyone who needs it, but mainly *because I tested different price points and the one you see is the most profitable for me.*

2. *Limit* the PLR/WL licenses you sell

I do this in a very simple and effective way.

I only sell my PLR/WL to my subscribers.

If you're not on my list you're not able to buy.

You might have seen my WL on JVZoo but I don't accept affiliates for any of the products and I don't send any traffic to these sites.

So without affiliates and not driving traffic what's the point of putting them on JVZoo?

Because I have several thousand people on my JVZ notification list and as they are ALL previous buyers I'd be crazy not to offer my products to these people too.

(If you don't use your JVZoo notifications facility you should)

And again they're MY previous buyers. Most of them are on my list anyway but for some reason JVZ notifications get noticed well.

This means NONE of my PLR/WL is available to 'outsiders' :)

Only my subscribers. LIMITED.

3. Get **PAID** to create content you want/need to create

Here's a good way of getting paid to create content you were going to create anyway:

I needed lead magnets for my own funnels right?

So I knew I was going to have to create them, and thought '*Well I might as well get paid for creating these*'

Which is why when I created my front-end products I also offered PLR/WL licenses to my subscribers.

It's a win-win.

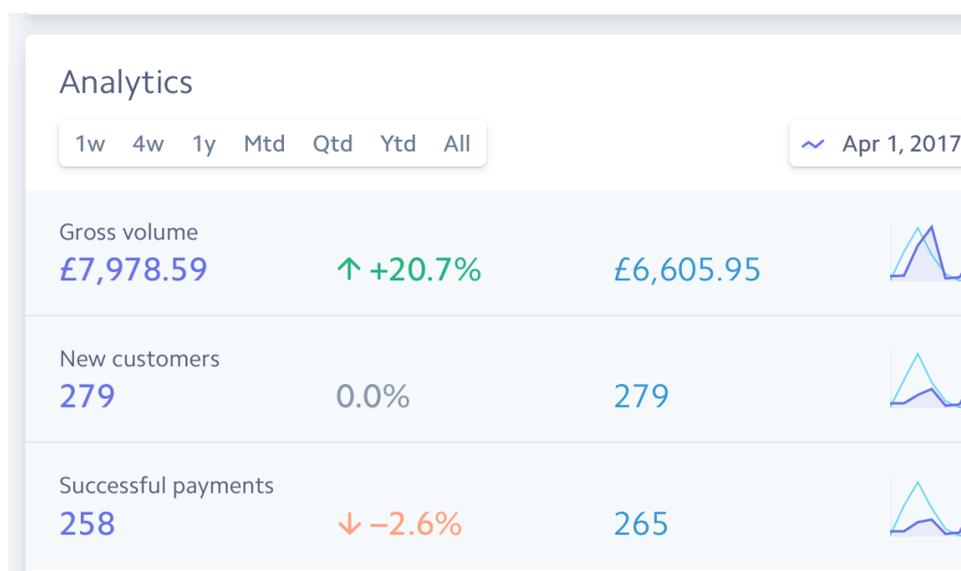
I was getting paid for writing these and my subscribers are getting PLR that is of such incredibly high quality that I'm using them in my OWN* funnels too.

*What better recommendation than seeing the marketer you bought your PLR from selling them successfully himself? He's not going to sell his buyers some old crap that was created to ONLY be PLR. You know it's the good stuff!

Again, don't get obsessed with saturation - because they're going out to my own subscribers there's no saturation effect whatsoever for me OR my PLR buyers.

Is it worth doing financially?

Well I made almost £8,000 (over \$10,400) into the bargain



So in effect I just got paid over ten thousand dollars to create content that I am was going to use in my own business anyway!

If that's not a reason for selling PLR/WL then I don't know what is :)

4. Make your PLR/WL *niche sensitive*

To do this you'll need to buy cross-niche subject PLR

So subjects like time management, lead acquisition or employee management are ideal for this.

Then with a little tweaking and editing you can brand up products (new graphics etc.) and sell the SAME package as (for example):

Lead Acquisition for Internet Marketers

Lead Acquisition for Dentists

Lead Acquisition for Real Estate Agents

Lead Acquisition for Restaurants

and so on.

90% of the content will be the same - all you need to do is find some case studies or specific examples to include per niche.

Just attach a new title to each one and you can target 10 or more niches from basically the same package with just a little tweaking.

5. Launching it on Warrior Plus and JVZoo

I don't know the 'rules' about launching PLR products on Warrior Plus and Jvzoo and to be honest I don't care.

Because if you repurpose and re-title your product who's going to know?

I've launched products on JVZoo that were PLR products I bought from other marketers and done OK with them.

One of these (screenshot below) brought in around \$5k over half a dozen separate launches. Below are the first launch stats.

Not the best conversions or sales amounts to be honest, but for a PLR product that cost me a one-off \$97 I'm not complaining :)

It was originally an Eric Louviere product that I simply 'introduced'. I was clear that it wasn't my product but also clear that I thought it was good.

It didn't come with a sales page or any sales copy so I just read through the report and made notes of the key problems it solved as I went and made my own sales page (below). I also added a note saying I didn't write it myself *but wished I did*, which is true :)

Took me two days.

One to tweak and edit the 100+ page ebook.

I **always** do this because I won't put my name to anything without reading it first...

...and the second day to write the sales page and upload the pages and stuff.

The sales page is a bit iffy in terms of looks, but it's certainly unique. That helped at a time when quite a few established marketers bought Eric's PLR to flip 'as is'

Product	Visitors	Sales	Conversions	\$ Per Visitor	\$ Per Sale	Total
Money From Thin Air - The \$100k Blueprint Report	6,027	186	3.09%	0.36	\$11.75	\$2,184.83
Money From Thin Air - The \$100k Blueprint Report	1	0	0.00%	\$0.00	\$0.00	\$0.00
Money From Thin Air - The \$100k Blueprint Report	292	5	1.71%	\$0.24	\$14.19	\$70.94
Money From Thin Air - The \$100k Blueprint Report	1	0	0.00%	\$0.00	\$0.00	\$0.00
Money From Thin Air - The \$100k Blueprint Report	3	0	0.00%	\$0.00	\$0.00	\$0.00
Money From Thin Air - The \$100k Blueprint Report	1	1	100.00%	\$9.97	\$9.97	\$9.97
Money From Thin Air - The \$100k Blueprint Report	6	0	0.00%	\$0.00	\$0.00	\$0.00
Money From Thin Air - The \$100k Blueprint Report	157	2	1.27%	\$0.13	\$9.97	\$19.94
Money From Thin Air - The \$100k Blueprint Report	1	0	0.00%	\$0.00	\$0.00	\$0.00
Money From Thin Air - The \$100k Blueprint Report	132	0	0.00%	\$0.00	\$0.00	\$0.00
Money From Thin Air - The \$100k Blueprint Report	1	0	0.00%	\$0.00	\$0.00	\$0.00
Money From Thin Air - The \$100k Blueprint Report	116	9	7.76%	\$0.96	\$12.31	\$110.82

And this is the headline I created...

Is It Possible To Legally Create Money Out Of Thin Air?

HIPPYMARKETING.COM PRESENTS...

"...A POINT-BY-POINT PROVEN BLUEPRINT TO TAKE YOUR BUSINESS FROM WHERE IT IS NOW TO... \$100,000 A YEAR OR MORE!"

(And it's not as difficult as you might think)

Another example of *introducing...*

Andy Brocklehurst did the same thing very successfully with one of **my** WL reports recently, even getting the legendary Marlon Sanders on board to promote it!

He simply introduced it like this:



Presents...

**Beardy Yorkshireman Shares The
Secrets That Have Kept Him In Wine,
Cars, Holidays And Supported Him
And His Family For TEN YEARS!**

Here's How He Sells Shedloads Without Having To
Constantly Create *Unique* Products Or Ideas...
(Hint: It's All About The *Angle*)



**"Create Impossible To
Ignore Sales Angles"**

**(How To Make Money From Your
Competitor's Vanilla-ness!)**

Changing 'I' on the original salespage to 'He' is easy enough and adding the words '*Andy Brocklehurst Presents*' means he can then just tweak the sales page and sell the PDF product 'as is'

It's a simple way to sell PLR without claiming it to be your own.

Yet again hardly ANYONE does it. If you do, you'll reap the rewards.

Comes back to what I'm often heard waffling on about - *Stop worrying about what you are 'allowed' to do* and start thinking strategically.

6. The 'Holy Cow' PLR offer.

I owe Jason Fladlien a beer for this idea. It's an oldie but a goodie and I can tell you right now I've been on both sides of this particular PLR offer and I've bought it avidly, **and sold it just as successfully too.**

It takes some work but it's one of the best offers you can put together, especially if you're selling to newbies.

It's also one where you don't have to worry about buying from product creators, you can just **sign up for a free/low cost trial in a PLR site and download as much stuff as you can get your hands on!**

THE METHOD: Basically you put together a HUGE package of PLR.

A Bloody Massive one actually.

It's not hard to make - if you're a non-techy you can send the ecover images from all the PLR you've downloaded to a Fiverr bod and they'll put together a basic sales page for you. You just need to write the copy OR hire them to do that too.

It can be written content, software, video or whatever and when it's done it will look something like this below (This is an old one of mine)

STOP! - Your download link has been sent to your inbox
BUT BEFORE YOU GO TO COLLECT IT...

This Is Your **ONLY** Chance To Get A Stunning **80+ Video Package WITH MASTER RESELL RIGHTS**

At An Amazing 75% DISCOUNT

Tony Shepherd presents...

SuperSwift Videos
internet marketing without the wait!

Once you discover the simple secrets inside Super Quick Videos, you will be able to implement each video into your business quickly and easily...

Who Else Wants To Learn The Latest Internet How To' Tips, Tricks, and Techniques In Minutes, By Watching Us Show You How To Do It On Video, In Under 5 Minutes Each?! ..Allowing You Save Frustration and Your Hair Whilst Increasing Your Revenue Almost Overnight!

****NOW OVER 80 VIDEOS IN THIS PACKAGE!!****

Fellow Marketer ...

We know you're in a hurry and that's why we created **Super Swift Videos**...

Super Swift Videos *cuts through the fat* and gets straight to the meat - on all sorts of topics, so you can get on with your daily routine. **No more being trapped at your PC trying to figure out something that should be super quick and super simple...**

As marketers ourselves, we know what you need... With Super Swift Videos, you will **eliminate your learning curve** and get right to the stuff you need to find out...**RIGHT NOW!**

We make it so quick and easy for you, you won't even feel like you're learning.

Just click "play" and after a few short minutes you will have already discovered and implemented several of the videos into your business, putting them into immediate action and increasing your revenue generating potential...

There's no way you can't be a better marketer and make more money after you watch Super Swift Videos!

With Super Fast Videos you will...

It's only a tiny part of the actual sales page because this is a HUGE package of **80 videos** (I bought this as a PLR package myself).

The premise behind this is that it overwhelms the visitor with the sheer amount of content available for a no brainer price (typically \$27 - \$97) hence the 'Holy Cow' name.

Every one of those 80 videos on my page* has its own icon and listing. The page goes on FOREVER and gives the impression of being **IMMENSE value because of the amount of content included. Especially when PLR or Master Resell Rights are included! It's HUGE.**

*If you want to see the whole page, it should still be live [HERE](#). **Please DON'T BUY IT** because it's eight years old and out of date. I don't sell this any more.

Many marketers have done this, including me obviously, and it's highly effective when targeting newbies who want a kind of 'done for you' package.

It works best for me behind a related free gift (maybe one package out of your Holy Cow bundle) via a squeeze page. You simply present the package as an OTO or upsell after the lead has opted in.

Typically you would also offer resell rights, master resell rights or PLR to it for best results. The buyer typically buys it to upload and sell for himself

I haven't run one of these for some years but I imagine they still sell well and I still see them about.

7. Set up Google alerts.

Just set up Google alerts for 'PLR', 'new PLR', 'PLR product', 'PLR launch', 'PLR included' and whatever other term you can think of.

Then do it next to the name of your favorite marketer.

Google will let you know when something new is being launched.

It's not perfect because it will usually flag up launches from PLR sellers not product creators but it's interesting and I've found a few gems this way

Making Money From The PLR And White Label You've Bought



If you've bought good quality PLR (like mine for example) then really you should *treat it as your own product* and start looking at building a funnel based around it. Any kind of funnel - traditional, A Flipping the Switch Funnel or whatever you want

I already see people earning from *my* PLR from a simple squeeze page and a highly related upsell offer.

So your free offer (which can be a cheat sheet, resource or other PLR front-end report) should ideally be **highly related** to the main PLR you present, co-brand or sell as your own work (your choice)

Here's how to get it to work, and get ahead of most of your competitors.

>>Frame it as a special offer!<<

If I buy a quality chunk of PLR from an established marketer, I'm going to go one of two ways - I'll either re-write it and present it as my own, or I'll present it as his work, **and run a special offer on it.**

And presenting it as a special offer is where things get clever.

(If you have co-branding rights this will work well for you especially)

Firstly - it's a lot easier to 'big up' someone else's work than your own so DO IT.

Tell your readers how much you admire the bloke (or lady) and how much you've learned from them.

Tell them how excited you are to be able to bring your subscribers a special offer from him (or from you BOTH) and what it can do for them.

Frame it as a unique special offer that you've been allowed to bring to your readers.

Don't make it cheesy, just mention phrases like '*This is the first time I've been able to bring this to you*' or '*I'm bringing you the information that has made a huge difference to MY business*'

Sex it up. Have fun with it.

Make it sound amazing

Then Put a countdown timer on it!



Why?

Because they work.

They work even better with special offers

I only use genuine countdown timers that end at a specific time on a specific date (48 hours works well for me) but I have no problems at all with an offer being 'nudged' along using a counter that resets at 19.01 or whatever time every time the page is refreshed. It's your call.

It's a marketing technique and it can help to sell your offer.

Put a discounted price on it

Offering a discounted price is a powerful technique for an upsell or one-time-offer. You've got good PLR if you've followed the instructions in this publication so now you need to sell it. A discounted price is a good tool for doing this

If you've got some nice PLR from a good marketer and you're marketing it as a special offer, complete with timer and discount and you REALLY want to make it sound unique...

Do THIS:

>>Re-format It Into An Interview!<<

It's not hard to do.

You don't have to claim that it actually IS or WAS an interview.

You just have to make it LOOK like one.

So if you get a passage of text where the product creator writes about how he would add 500 subscribers to his list if he was just starting out, you separate that text into its own paragraph, put it in italics so it gives the impression of speech and ask a rhetorical question at the start that suggests a Q&A session.

Kind of like the example below

If the existing paragraph in the PLR content you buy (this example is taken from one of my own) is:

“You don’t even need a unique idea, you can look at what some existing plugins already do (you can’t copyright an idea remember) and add an extra feature and off you go”

You would add your ‘question’ above the paragraph as shown below:

Q. But is it hard to come up with ideas for creating plugins?

A. “You don’t even need a unique idea, you can look at what some existing plugins already do (you can’t copyright an idea remember) and add an extra feature and off you go”

You could leave the Q and A bit out if you want.

You get the idea?

Just read through the content and ask questions, introduce your favorite paragraphs, add lines such as '*This next revelation was an eye-opener for me*' or whatever tickles your tackle.

I'd also recommend selling it from a platform such as JVZoo or Warrior Plus and letting affiliates promote it for you.

Use the name of the 'guru' you bought it from in the title of the product because that will attract more attention

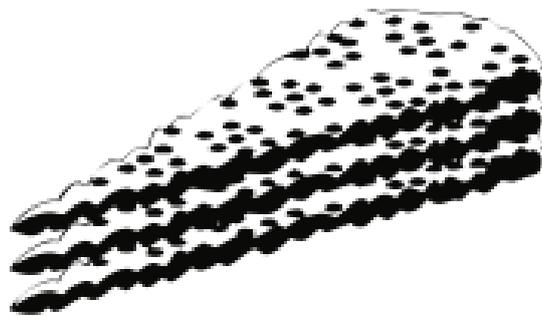
Build an affiliate page and give them 50% - 75% depending on your pricing.

You can set it up in JVZ so that all affiliate links go to your SQUEEZE PAGE, but cookies are carried forward so they get their commission on anyone who buys your upsell product (which is the product we've been talking about above)

You can use the fact that your affiliates will be sending the list to a free gift as a positive selling point.

A unique product based around a 'guru' (and you as interviewer, co-branded creator, introducer etc) WILL draw attention on JVZ and Warrior Plus if you make it look attractive enough.

The Takeaway



The takeaway from all this is simple to understand and easy to do.

Add value - Because 90% of your competition won't.

Spend just an extra day working on the PLR/WL you've bought or created and you'll climb right above them

Make it unique, sexy, give it an angle, re-title it, change it, add your own touch, make it look different (better) and make it YOURS.

Just ONE EXTRA DAY preparing it, and you'll reap the rewards :)

Best,

A handwritten signature in black ink that reads "Tony Shepherd". The signature is written in a cursive, flowing style with a long horizontal flourish at the end.