

Profit From PLR

All You Need to Know to Profit From PLR Content

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PLR EXPLAINED

Hi and welcome to Profit From PLR, I have created this home study course to show you the power of PLR material and what can be achieved. Unlike most marketers I actually use the methods I reveal in this report so I know they work. So let's get right into it.

What is PLR Material?

In a nutshell PLR content is content you can use as if you created it yourself. Someone else has done all of the work so it makes your job of creating and selling information a lot easier.

What Can I Do With PLR Material

In the Information World PLR material usually always includes a word document that you can edit as you please and then put your name on it as if you wrote it. You may also have a graphics package that you can use and this usually included the PSD or 'raw' files. Again these can be edited so you can put your stamp on the product. You can also use the material in other ways such as creating content for your websites, blogs and newsletter subscribers. It also makes excellent research material. You could also repackage the content into a physical product, or an audio or video series, in fact you are only hindered by your imagination.

Different Types Of PLR Material

Although the most common form of PLR material is a word doc that can be edited you often see other forms of PLR material. This can often be products such as graphics packages, video sales templates, software products, scripts, article packages and anything else that includes the source code.

PLR material is not just confined to the Internet Marketing world. Many companies provide PLR products to supermarkets and other stores. When you see a stores 'own brand' of food products it is usually sourced in a PLR manner. So the next time you buy that stores 'own brand' of cooking sauce or soap powder it could be sourced from a PLR product.

THE Best Types Of PLR Material

Without a doubt the best type of PLR material you want to find is material that has unrestricted rights. This means you can do absolutely anything you want with the material. This is usually the type of material I source as I know I am not restricted and I also know there will be no implications in the future such as a copyright issue. So when possible try to find unrestricted PLR material as it makes your life a lot easier.

PLR Restrictions

Some PLR material comes with restrictions such as you are unable to put your name on it. Other examples would be not being able to add the product to membership sites, giveaway events or auction sites. While the creator of these products is trying to help you by limiting distribution they are actually doing you more harm than good. It is my opinion that when you purchase a PLR product you should only be limited by your own imagination and this is why I usually avoid this type of PLR product. I mean if I put the work and effort in and make the product my own I should be able to do what I want with it shouldn't I?

MISTAKES MADE WHEN USING PLR MATERIAL

Have you ever heard anyone say using PLR material is a waste of time? I know I have, this is usually discussed in the forums and when I see people talk like that it always makes me smile. Sure, if you do things wrong you probably won't become a success from PLR material. So let's talk about the most common mistakes people make when using PLR content so you don't make the same mistakes.

Mistake #1 – Not Putting Your Stamp On It.

Let's say you come across a PLR product you like and you want to resell it as your own. So you put your name on it and then upload it to the Internet and start selling it. Guess what? You've just done the same thing as 99% of all the other sellers out there. Do this and **you will fail**, you simply must stand out from everyone else and this starts by renaming and rewriting your product and sales page. This includes getting new graphics created and this conveniently moves me onto mistake #2.

Mistake #2 - Using (or creating) Poor Quality Graphics.

While it's in the interests of the person selling PLR material to provide graphics with the product you don't want to be using them for the exact same reason as above. You must stand out and this means changing the graphics. Now this doesn't mean sitting at your PC for 37 hours trying to create some professional looking graphics because if you are not experienced in this department it won't happen. No matter how good you may think your attempt at creating graphics are it won't be as good as a professional creation so don't waste your time and get some professional graphics created. Life's too short to be doing this yourself.

Poor graphics = poor looking product.

Professional graphics = professional looking product.

Mistake #3 – Not Creating an Affiliate Program

It's all-fine and dandy putting a ton of effort into making your PLR product stand out but if you don't recruit affiliates your efforts will be wasted. You can only sell so much on your own so you need to recruit the efforts of other and this means having your own affiliate program. As we will be using ClickBank this won't be a problem but I'm amazed at how many people simply slap a PayPal button on their page and then attempt to sell as many copies as they can themselves. And once again this leads me perfectly to the next mistake.

Mistake #4 – Not Giving Your Affiliates The Tools They Need

This is a massive mistake I see most marketers make with all their products. If you have an affiliate program you must provide all the tools your affiliates need to promote your products. This includes email copy, blog posts, product reviews, email signatures, forum signatures, graphics and more. The more tools you provide the more chance you have of getting your affiliates to promote your product. I have failed to promote products in the past many times because I didn't have access to any affiliate material. Yes it's lazy but unfortunately I'm not the only one so please don't make this crucial mistake.

Mistake #5 – Not Building a List From Your Efforts

You must be building a list from all of your online efforts, period. This is what this game is all about. Each PLR product I release builds me three lists, a prospect list, a customer list and an affiliate list. And because I have an affiliate program in place I can capitalize on the efforts of others. So make sure that you have an opt-in form on every page you create. I really can't stress how important this is.

Mistake #6 – Not Building a List From Your Efforts

No, that's not a typo, I just thought I'd mention this again as it's probably the most important thing you need to be doing so make sure you're building that list.

Mistake #7 – Not Reading The (and following) License terms

Any quality PLR product will have strict license terms in place. Be sure to read and abide by these terms. For example if the terms state you can't sell the product on auction sites don't do it. Not only is it disrespectful, it could land you into trouble.

Mistake #8 – Thinking Old or Outdated Material is no Good

This is a big one, just because a PLR eBook is 4-5 years old doesn't mean it's no good. Especially if it's quality content that is well written. As long as you bring the product up to date and put your spin on it the product will look like it was written yesterday

Mistake #9 – Thinking Unlimited Licenses is a Bad Thing

Just because a product has been distributed to hundreds and even thousands of people it doesn't mean it's no good. I don't know why people think just because a license is limited it means it will sell more. It's your sales page that sells the product and not how many people have access to the PLR product. As long as you put the effort in to make it different it doesn't matter if 10,000 people have access to it. Less than 1% will do anything with it anyway and most of those won't change the graphics so please don't get hung up on how many people have access to the same PLR material as you.

Mistake #10 – Buying PLR Material and Not Using it

How many times have you bought PLR material and simply filed it away on your computer and never used it? I'm also guilty of doing this so you're not the only one. If you're going to join a PLR site or buy PLR material make sure you use it or you're simply wasting your money. The same goes with this product. You have at your disposal a system that can generate you a full time income, but only if you follow it through so please please please make sure you at least watch the videos so I can show you how powerful my system is. The fact you have made it this far and are still reading means you are more serious than most. All you have to do now is follow it through. So trust me on this one and get a PLR product online for sale. I promise you won't regret it.

THE PROFIT FROM PLR SYSTEM

The system I reveal in full at [Profit From PLR](#) is so simple that I can't believe how many people don't do it. All you need to do is take any quality PLR product, rewrite it and offer it for sale on ClickBank.

That's it – Really, that's it...

Here is what you simply must be doing with every PLR product you use:

#1 - Change The Title

This goes without saying, if you don't change the title of your product you will be selling the same product as everyone else. Take your time choosing a title. You will notice most of my products have three word titles, the reason is I simply think it's easy to come up with a three word title. So give it a try and see what you come up with.

#2 - Buy a Dedicated Domain Name

If you want your product to be a success don't stick it on an extension of an existing domain. Which link looks more professional to you?

www.john-thornhill.com/products/jv_auction_profits

OR

www.jvauctionprofits.com

I think that is obvious but so many people fail to do this. For the price of a domain your product looks much more professional. Also remember that you are trying to attract affiliates and you will not do it with example number one.

#3 - Put Your Spin On The Material

Most people are lazy and act like sheep when it comes to making money online. They want everything done for them and will often spend a lot of money in their quest for an easy life. Let me tell you something you probably already know, it **aint gonna happen**. While PLR material may be promoted in an *easy to make money* manner the truth is if you don't rewrite the material and put your spin on it you will be just the same as every lazy sheep driven wannabe marketer out there. So stand out from the crowd and make any product you re-create your own. All it takes is a little effort and a few hours work and you can reap the rewards for years.

#4 - Build a List From Your Sales Page

You simply must be building a list from your sales page. This is so you can capitalize on the efforts of others who are promoting your product. While it's nice to make some sales it's all about building your lists so the next time you launch a product it will be more successful than the last. So if you are not planning to build your list from this system forget it as you will ultimately fail. The best way to build your list is to offer a minicourse. This is what I do with most of my products [and you can see an example here](#) as it keeps knocking on the prospects door. Do this right and not only will you make a lot more sales but you will also build your list at an incredible rate.

#5 - Create An Effective Affiliates Page

In order to drive as much traffic to your sales page as possible you must create an effective affiliates page. This makes it easy for your affiliates to promote your product. Include everything your affiliates need to promote your product, you can see an example [here](#).

#6 - Use ClickBank As Your Payment Processor

My most successful products are sold via ClickBank, this is because of ClickBank's huge Marketplace. Not only that, affiliates know they will be paid on time every time so there is never an issue with payment. This beats having to wait a few months for a payment from a marketer or worse still not getting paid at all. ClickBank handle everything for you from product delivery to paying affiliates, in fact all you have to worry about is how to spend your earnings 😊

Check out ClickBank [here](#):

#7 - Use PLR Material To Build Three Different Lists

Because you will be taking all of the traffic the ClickBank Marketplace generates to build three types of lists from each product your business will grow and grow each time a new product is released. Let me give you an example.

Product number #1 – You have no income and no list.

You release product number one and after 6 weeks you have built up the following from your efforts, please note these are extremely low figures:

Leads = 500
Customers = 25
Affiliates = 50

Product number #2 – You have 500 subscribers to promote to.

Not only that, you also have 50 interested affiliates on board so your second product is a lot more successful than your first. Your next product could generate the following results after 6 weeks.

Leads = 2500
Customers = 100
Affiliates = 300

Can you see what is happening here? Each time you create a new product it becomes more successful than the last. This is what I call the snowball effect. So let's keep things going. Product number 3 could yield the following results.

Product number #3 – You have 2500 subscribers to promote to.

Leads = 5000

Customers = 200

Affiliates = 500

And so on...

I am up to around product number 13 now. Now while some products are more successful than others I have had launches that have generated in excess of \$50,000, and it doesn't stop there, with the lists I am building I can generate an affiliate income promoting other marketers products and they in return promote mine. It's a never-ending cycle that helps my business grow at an incredible rate.

In fact if you watch most successful marketers online you will see this is all they do. They will release 4-5 products per year, each launch bigger than the last. However, with PLR material you can speed this process up dramatically and if you really wanted to release a new product each week. And this is what I am about to teach you. So now it's time to start watching the videos and get to work.

So as you can see it is not too hard to '[Profit From PLR](#)' material and if you want to see some real life examples of products I have created go and check out profitfromplr.com

Good luck!

John Thornhill