

# Make Money With PLR Products

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## Introduction to Making Money With PLR Products

What is a PLR product? PLR stands for private label rights. So a PLR product is one that comes with private label rights. What are private label rights? Private label rights allow you to take the source file (usually a text file or Word file) and edit it, put your name on it, and sell it as your own. You can do just about anything with PLR products. You can resell the product as a PLR product. You can change it some and sell it as your own. You can leave it as it is and sell it as your own (not recommended). You can package together several PLR products and sell them to other marketers.

Perhaps you have seen the countless PLR products available online, and you have wondered how you too can make money with them. If you have been on any of my lists for very long, you have probably seen a few of my own PLR product offerings. Perhaps you have purchased a PLR product from me.

I will tell you this: I have made money on every PLR offering I have ever done. Some more than others.

I have made money when I have simply passed the PLR product on to you. I have made money when I have gone in to the PLR product, edited it to be a better product, and put another name on it. I have made money when I have packaged several PLR products together and sold them to you so that you can offer the PLR products to your list.

The bottom line is, I have made money, and you can too.

Why do I want to share this information with you?

Because I am greedy. You see, I know that if you see how you can make money with PLR products, that you will buy some PLR products. Now, I realize that there are many PLR vendors online. You can buy your PLR products from whomever you wish.

But my hope is that by teaching you to make money on PLR products, you will buy PLR products regularly, and I hope you will buy them from me. That's it. I simply want you to buy them from me. But if you don't, no hard feelings!

## How It Works

There are several ways that you can make money with PLR products.

- 1) You can buy PLR products and resell them as is to consumers.
- 2) You can buy PLR products, combine several of them into one package, and sell them to consumers.
- 3) You can buy PLR products and edit them to reflect your needs and the needs of your list, and sell them to consumers.
- 4) You can buy PLR products and edit them, then sell the edited version as a PLR product itself.
- 5) You can buy PLR products and edit them, then sell resale rights to your new product.
- 6) You can buy PLR products and resell them to other marketers.

This is only a partial list of what you can do with PLR products. However, that list should give you a good idea of all the different ways you can make money with PLR products.

## Here is How to Do It

In this section, I am going to give you brief instructions about how to buy PLR products and use them in each of the 6 ways I just outlined.

I recommend that when you get started, you just use one of the 6 ways I have outlined, then as you grow, expand into using all 6 ways to make money online. Eventually you should be able to easily integrate all 6 ways of making money with PLR products. But it will be much easier for you to gain a handle on things and become good at making money with PLR products if you just start with one and expand as you gain experience.

Here goes:

### **1) You can buy PLR products and resell them as is to consumers.**

This is certainly one of the easiest ways to make money with PLR products. If you are just getting started, you should only buy PLR products that come with sales pages for each of the PLR products. If you are comfortable writing sales copy, then you can buy any PLR product, whether it has a sales page or not, and just write your own sales copy.

The method for doing this is quite easy:

Buy the PLR product.

Upload the sales page to your website. You do not need a special web site for each PLR product; just create a separate page for each PLR product.

Sell all you can. Then buy another PLR product and do the same thing over again.

### **2) You can buy PLR products, combine several of them into one package, and sell them to consumers.**

In this case, you need to be able to write sales copy. Basically what you do here is buy several different (preferably related) PLR products, package them together, and sell the package.

So do this:

Buy several PLR products.

Create a sales page for your collection of PLR products. Upload the sales page to your website.

### **3) You can buy PLR products and edit them to reflect your needs and the needs of your list, and sell them to consumers.**

To do this, you will buy PLR products, take the source files, and edit them to reflect your own knowledge and experience, rename the product, create a PDF of your new product, and then create a sales page for your new product.

**4) You can buy PLR products and edit them, then sell the edited version as a PLR product itself.**

In this case, not only do you edit the PLR product, but you sell your finished product as a PLR product itself. To do this, you will need to not only create a PDF file of the product, but also a Word or text file so your customers will have a true PLR product themselves.

**5) You can buy PLR products and edit them, then sell resale rights to your new product.**

In this case, instead of selling the product as a rebrandable PLR product, you simply create a PDF of the product, and sell resale rights to your new product.

**6) You can buy PLR products and resell them to other marketers.**

In this case, you buy PLR products, and then market them just as they are to other marketers. Or you can alter them and sell the altered version to other marketers. If you alter them, you will want to create your own sales page to offer to the other marketers.

## **Next Step: Get Started**

Now that you have read all 6 steps, you might feel overwhelmed, especially if you have never written sales copy or cannot fathom editing a product to personalize it.

That's OK. If you are a beginner, start with method 1. Just be sure and buy PLR products that contain a sales page. Then you don't have to write any sales copy, nor do you have to make any changes to the PLR product itself.

Once you get a handle on that, you can actually jump to method 6, because the only difference there is the target market – other marketers. You can easily use the prewritten sales page included with the PLR product.

Once you get comfortable with those two methods, one by one you can begin to learn the necessary skills to implement methods 2 through 5.

But don't let your lack of knowledge or experience stop you from getting started making money with PLR products.

Like I said earlier, the reason I am giving you this information is so that you can begin to build your own internet marketing business, and in the process, purchase your PLR products directly from me.

So what do you do next?

- 1) Choose a method.
- 2) Buy PLR products that fit your chosen method.
- 3) Start making money online with PLR products.

Here is the first package I recommend that you purchase:

[Package of PLR products with Complete Websites and Sales Pages](#)

Purchase that package. It contains four PLR products that each include a pdf version you can sell as is and a Microsoft Word version you can edit to make a product of your own.

It also contains a web site and sales page so that you can immediately resell the entire package (just like you've seen me do) for an immediate profit.

Another note: Once you begin making money with PLR products, when you see a new PLR product that you like, go ahead and buy it, even if you aren't going to use it right away. Create a folder on your computer just for PLR products, and keep it organized. When you are looking for a PLR product to use, you just go to that folder and choose one. I probably have over 200 different PLR products on my computer, so when I need something new to promote, I simply search through my files of PLR products I have already purchased.

What does all this mean to you?

Well, it depends really on what you do with it.

Do you see the logic in making money with PLR products? If you don't, put this down for now, and pick it up again in a day or two and reread it. It might make more sense then.

If you do, get started. I have made money on every PLR product I have ever promoted. Can I guarantee you will? No. But I can tell you this: If you buy a package of 10 PLR products for \$37, for example, your average cost is \$3.70, right? Now, if you packaged

each one individually and sold them for \$10 each, you would make a \$6.30 profit each time someone purchased one, right? What if you only sold 10 of each of the 10 products, at a profit of \$6.30 each? Your profit would be \$630, right?

Obviously, the money will be different depending on how much you pay and how much you sell the PLR products for, and how many you sell.

So do your own numbers, then make a decision. But I can tell you this confidently, if you do nothing, you will make nothing. How much money do you want to make?

So go ahead and get started now:

[Package of PLR products with Complete Websites and Sales Pages](#)

## Note from the author:

It is truly my desire to help you learn to make money online. I am making money online, and if you have been on my list for long, you know how I am doing it, and these PLR products are a big part of my income. As simple as it may seem, if you follow the steps in this ebook, you really can start making money online, or adding to your income if you are already making money online.

To your success,

Sean Mize

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