PLR & RIGHTS DOMINATION
With Simon Hodgkinson & Jeremy Gislason

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Audio Transcription

Simon Hodgkinson: Hi my name is Simon Hodgkinson, and I'm with Jeremy Gislason today and the name of this course is *PLR & Rights Domination*.

What we're going to talk about today is PLR or private label rights and general resale rights and how you can take that type of content and that type of material and dominate the market with it.

What this course isn't going to be about is focusing on the very simple and the very basic things that you might have read in various e-books and different courses and things like that.

We want to go beyond that today and we want to talk about how you can really, really generate big profits with private label rights and rights products.

Now, the first thing I know a lot of people listening to this will already understand this concept, and maybe already using private label rights.

How long does it take to write a book? I started making some notes here and the kinds of things that you have to do when you create a book. We're talking about e-books so we're looking at maybe 60 to 120 pages of content.

To get that out into the market place, it depends on how fast you write and how much you enjoy writing, and importantly how much time you spend on research and putting the sales copy together, and putting the website together, getting the graphics together.

All those things to get that product into market; it can take months if you do it yourself. The big problem is those months or those weeks,

even if you're a fast writer, all that time you aren't actually generating any income for your business.

You're working in the business, but it isn't generating any income for you.

Secondly, and this has happened to me in the past, what happens if you get the research in the first place wrong? And the product that you just spent months creating doesn't sell; you basically need to start again.

So, you can be anywhere from three to six months without earning a thing, no money coming in, nothing at all.

And there are very few businesses that can survive that.

Now, if you're interested in writing more than you are earning money, or if you don't need money for another six months then fine. But, I'm sure most people are the opposite to that.

People want to earn money online and they want to make it now.

Okay, so that's what we're going to be talking about today, and the shortcut to doing that. And we're going to talk about using private label rights or PLR as the way to use that shortcut.

Now, just before we get into this it seems if you've been marketing online for a short period of time, PLR may seem a fairly new phenomenon. The last couple of years it seems to of taken off rapidly, and we've got lots of people creating PLR products to the market. Now, in reality it isn't a new area, in publishing circles, private labeling and re-branding and re-labeling products has gone on for decades.

Now, what we're talking about is replacing your hard work and effort with somebody else's. Now, that's a smart business move. You need to go down that route. You need to leverage what you have to do

better in the business. If you're buying the private label rights to somebody else's material it can reduce your work load, to say compared to writing the material yourself, by at least 80 to 90 percent. And it depends on how you work, if you're working full-time online then you have more time to create content, but many people are working part-time.

 A lot of people are internet marketers, because it's a side line, it's a business that they run in the evenings and the weekends. So, having two or three full days in a row to go out and research a product isn't something that a lot of people have. So, by using other people's content in this way it frees up your time. You can get more products into the market.

And time is your most valuable asset. Ask any successful business owner what's the most valuable asset they have, and nine out of ten of those people will tell you that it's time. Because one of the things having the extra time, what that allows you to do is create multiple streams of income.

Now, I know some people argue that having a single focus is better. Concentrate on one thing at a time, and okay, that might be right for some people, but for me personally it isn't. My feeling is that it isn't the best way to run a business. To grow faster and to protect long-term income you really have to look at multiple streams of income coming into the business, and to diversify when you can.

Now, what I mean by that, I don't mean just jump wildly from one product into another. From one totally unrelated niche to another, but offer similar related or complimentary products in that particular niche that you operate in or a slightly broader niche. If you're marketing a long tail product, so it's like a very tightly focused niche that you market into, don't forget that there's a mass market behind that and to go above and beyond those little tight niches.

Now, again, what you need to do is focus on your business, not just a product.

If you want long term success focus on the business not the product. It needs to be on the business as a whole. You need to spend time looking at the sales system. The funnel, that's an important aspect and in my view, more important than the individual product – It's the sales systems that you create and the business as a whole.

One e-book, and Jeremy I'm sure you'll agree with me on this one, is not going to make you rich. You're not going to generate a six of seven figure income online by selling one particular book. So, I mean that's right isn't it?

I mean nobody can do that. Or you can't consistently do that. And we're talking about getting six, seven figure incomes here; one e-book isn't going to cut it for people.

Now, private label rights allow you to create multiple products quickly. Multiple products, like we were saying, means multiple streams of income and multiple opportunities.

I guess we both agree, for anybody's business, is a good thing.

Jeremy Gislason: Oh yeah definitely, an e-book can be a great starting point or have an additional stream of income, but the e-book should either be a starting point or just an additional stream of income to your business. And it shouldn't be your entire business.

There are a lot of ways to go about using private label rights and to make your own books. Simon I know you've turned out a lot of products with your publishing company, and I guess you're going to go into some of those?

Simon Hodgkinson: Well, that's right yes.

One of the things, we're talking about is PLR and we're assuming that most people know, who listen to this training course, know what that is. So basically, just for the people that are listening thinking "*PLR, what are you talking about?*"

Basically, and it depends on the rights of an individual product, its content that you can edit and you can call it your own. And in most cases you can sell it however you see fit. That's basically how I see PLR, but, obviously, read the license. Whoever sold you the product will generally issue a license which will allow you to do various things with the product.

Actually just as a quick tip just as I mention that, if you like a product and you have seen PLR or rights offered to that product, but it doesn't actually fit with the business model that you want to use, there's nothing to stop you from emailing or picking the phone up and ringing the person who's selling that product and ask them if they'll give you a better price for different terms.

A lot of people just never think to do that, but I've successfully contacted software developers and setup individual terms, so I could sell the software under my branding with terms that I needed to be able to sell it on.

And if you don't have the money exchange something with the or at least offer barter, maybe your time if you have an expertise in a certain area, offer another product or percentage of your sales going forward. So, it doesn't always have to be extra money. Be prepared to sort of barter and sort of exchange with people. There are loads of things that people should and shouldn't do with private label rights if they want to make a lot of money.

 The biggest two things that people shouldn't do, in my view, is buy products that they know absolutely nothing about. A market that you don't understand I think is like a recipe for disaster. I think it takes too long to research so, let's say for example you go out and buy something and you think, "Oh, this is great", and your products are going into this niche and then you find that the market is absolutely, completely saturated. It's going to be very tough for you as a newcomer into that particular niche to make any money in there.

On the opposite side of that coin you might buy and find that there's just three men and a dog are the only people that are interested in that particular area so, you are not going to generate any sales that way. So, I'd always say at least know a little about the type of product that you're buying into, and preferably know a lot about the market.

Have it so it's a product that you're familiar with and it's an area of your expertise that you know something about. That's the first big thing I see too many people doing that. They buy a niche product have no idea about the market and then wonder why they're not selling any of it.

And the second biggest mistake is just selling what you bought as is.

We'll talk later on about it, but I think for the majority of the people listening to this course that is just a complete waste of time. You'll take away about 10 percent of the potential profit that you could make if you use the PLR content properly, is the five B's. And we can go through these in more detail, I'm thinking we need to look at the buying, we need to look at branding, building, brokering, and bonuses, five B's. And I think if we cover those in this course you're going to stand a far better chance of making a lot more money with PLR rights products.

This is the sort of things that I use online and that Jeremy uses online.

Basically, if we're talking, let's look at the first one **buying,** buying PLR and some of the things you need to look for.

First of all, is the limited availability, in my view. If Joe Guru is selling private label rights to a particular book in a market that he is the authority and most recognizable person in that market, and there is no restriction on the quantity of rights available. So, he could sell a 100 or 100,000, then you're going to find that pretty much a tough

market to compete in unless you diversify the product, which we'll get into later.

So, try and always look for limited availability. Another thing to do is contact authors **that aren't selling private label rights** and ask them if you can buy them from them.

That way then there tends to be only you in the market place that has the rights to that particular product. And another is get the full rights to a product. Sometimes sellers put restrictions on there and they do that to maintain the value for everybody buying them.

But in reality what that does, it will limit some of the ways that you can market the products. So, **always try to go for full rights with very limited availability** on them. Again, what we mentioned a little bit earlier, pick topics that are close to your business model. Don't step too far out of your comfort zone into markets that you aren't too familiar with.

Some other things that we can look at as well maybe is having content particularly written for you, **ghost writers**.

We're talking about private label rights and rights, but we shouldn't limit ourselves not to include ghost written material. So, if you can find a good ghost writer that could take the private label rights that you buy and rewrite it for you that can save you time as well rather than having to do it yourself.

You can look out to find good quality products **membership sites**.

It's a lower cost option, if you're just getting started out online look to find membership sites that offer PLR rights. There are a lot of them online.

Now, again, you'll need to try to find ones that have limited numbers of members. If you look in the resources section of the website we'll put some sites in there for you.
(http://www.plrrightsdomination.com/resources)

Again, article rewrites, you can get software to help you rewrite articles. If you're using them on your blogs or on your websites, generally it doesn't do a great job. I've tried lots of different tools online and desktop based tools, with a couple of exceptions, generally in my view it's not the way to go. **Either pay someone to do it for you or rewrite it yourself.**

Another area is content in quantity. There's no point buying half a dozen articles in a particular subject and then trying to build a business around it, because you just won't have enough content. **You need content in quantity.**

And then one of my biggest issues is the style of writing. Cold versus hot style is how I refer to it. If you get a private label rights book, and I'm sure you've done this. And you start to read it and it goes on and on and on, and you can manage three pages before you're bored to tears, or the content's just doubled up, it's repeated, or nonsense, or it's not written in good English.

You need to try and find material that's written with some passion. The author actually knows something about the subject.

 A lot of times people sell PLR rights, particularly in internet marketing niche, and you find that the contents is a slightly rehashed, it repeats itself, and it's boring. And the problem is, what we're going to talk about later, that will damage your business. If you just change the name of your product and stick it out into the market place, no one is going to want to buy the second book that you sell, because the first book sent them to sleep. If it's boring then you either have to rewrite it or find something different.
And then finally, one of the areas that we need to look at is price.

Generally I would say what you get is what you pay for, but not always.

Sometimes if you're just starting out you can't always afford to go for the higher end stuff, but if that's you and that's the position that you're in what you need to do is cast your net far and wide. Find multiple sources of PLR content until you find the sort of writing styles, basically that you like and doesn't require you to do an awful lot to it. I think those are the main things there.

Have you got anything to add onto that, sort of like on the buying side of it, Jeremy? I know you buy a lot of PLR materials for surefirewealth.com.

Jeremy Gislason: Yeah, I buy a lot of private label rights whenever I can just for things that have crossed my network, but I just want to touch on a couple points that you mentioned when you were talking.

One was the theme or the niche that you're buying private label rights to.

Make sure it's something that you can sell that product in. I've seen a lot of private label membership sites or products for sale and things that I just passed up on simply because I wasn't interested in that market, in the niches that they were selling.

Here's an example, big sale today you can buy 2000 private label right articles, and then you look at the topics and they're just all topics that I just have not interest in and I just don't have time to setup adsense sites, you know, it's not part of my business so, I just passed on it. Maybe it can help somebody else.

So, you really have to think when you're buying, - think in your head, "*How am I going to use this?*" And right there and then put together a business plan and a marketing plan how you're going to sell that product or use that product and turn it into a profit.

So, whether you're spending a $100,or $1,000, or $10,000, or whatever buying the private label rights, make sure you can get that money back plus make a profit. **So, you should be thinking of your business plan when you're buying private label rights.**

Sometimes I've seen stuff that I just know I can use it somewhere, and it's pretty good stuff, so I'll just buy it and kind of put it on hold somewhere in a file for future use. And I've been guilty of buying things and then actually not using them too.

And I've been disappointed a few times too where I've bought stuff that looked really good on the sales page and then it turns out the content was, like you said, really boring, or just drawn out, or maybe it was too short and didn't cover enough, or too basic, or whatever. I couldn't use it unless I totally rewrote it.

Those are things I look for. To be honest, a couple years ago I was really against private label rights.

I just though to myself, "*Why would you want to buy something that somebody else did, and put your name on it, and then say it's yours*?" And I just thought to myself, "That's not right." If you're going to write a book you should write the book yourself, or if you're going to make a software you should program it. But that was a couple years ago.

The more I got into business and the more I saw what other companies do and how things work I began to realize a lot of authors out there, very famous authors in the world, have a lot of help writing their books.

In a sense they have co-authors, so basically a lot of these guys will have somebody else maybe write 80 percent of the book for them, and they'll just put their 20 percent on it, and put their name on it, and sell it.

And these are number one sellers on Amazon or Barnes and Noble, or wherever.

Another thing too, people look into other industries such as chemicals. I know a person who worked for a famous chemical plant and he was telling me that they have certain methods and things that

where they license out the rights to use their formulas to other companies. And in a sense it's private labeling.

Restaurants, a lot of the recipes for like sauces and things, a lot of those are private label rights. They have a generic company or generic brand and they sell it to these other companies and they put their label on it. A lot of companies develop their own recipes of course, and those are usually trade secrets and trademark and all that, but sometimes a lot of the stuff is just general private label rights.

The audio video industry, your hardware industry, a lot of the components inside are basically manufactured by some company that all they do is make that one part. And all the other companies out there that are selling TVs or stereos, or computers they'll buy that same part from that company and put it into their system and make a system out of it. And in a sense it's kind of private label righting. They're not making every single part. Cars do the same thing.

So, basically, a lot of industries in the world in a sense they're buying parts for there business that were not made by themselves. They're basically outsourcing tasks, projects, parts, components, whatever, and then they put it all together, and they add their own touch, and then they make a product, so the more I thought about it, it really makes sense.
The thing that I like to do, I don't like to buy a private label right book for example, and just stick my name on it and say it's my book. I can't do that, because I just feel guilty. So, what I usually do is I go through it and either I'll do my own editing and add my own touch or I'll turn it into something else. I'll break it up and then maybe make it into a course that's more of a generic instructional, educational type of course or training. And I don't really say that I wrote it, I'll just say nobody wrote it it's just a course that we offer you.

There are a lot of other things too in our industry that use private label rights out there.

For example, software, there are businesses out there that will private label right their software so that you can use it and make your own business.

One example of that are autoresponders. I know for a fact that [AWeber](#) has a private label, a brand basically, where you can set up your own third party auto responder service, and you pay them a fee, and you basically use the license the right for you to use their system. So you don't have to do any developing, all you have to do is make your site and do the marketing, they're like shopping carts.

Simon Hodgkinson: I was going to say, yeah, that is isn't it? I think maybe sometimes the terms differ, but if you go to Google and type in "white label" as opposed to "private label rights" then you will find a lot of these things in different markets.

I was going to say a big one that, I'm not sure you mentioned it before, is the health food market and the drug market. Those are ones where the particular company will manufacture pills and tablets for two or three thousand different sellers, and basically they design the label for you, and ship it out, and it's your product. It just goes on all the time, doesn't it?

I think while we're talking on the branding side of things that that's sort of like the second B that we were talking about, which is branding.

I think Jeremy and I both know this to be true and you ask anybody that's successfully marketing online, what is one of the corner stones of being successful online, and it's having your own brand.

And you need to position yourself as an expert in whatever niche or whatever market that you're working in. You got to become the top brand. You have to stand out from all the "me too marketers."

So, you need people to recognize you. It's either your name or your company name. If you're writing one book every six months or one book every twelve months and I'll put in one course every twelve

months, you've only got one particular product to sell to your customers. You need to build a brand for you business, and you need to build a collection of products around that particular brand. It's really, really important to sort of take that in. You need to concentrate on name recognition in marketing. The more people that know your name the better it will be for your success, because more people will join your list.

Branding helps you sell more products, because name awareness will bring more affiliates, more joint venture partners.

Five or six years ago, when absolutely zero people knew my name online, one of the things I did, and this worked really well for me, was to create resale right products. And some of those I wrote myself, some of those I took private label rights, some of them was a combination of those two.

And I decided that what I had to do was to get more people talking about me, Simon Hodgkinson, more people talking about my business and my products, and the only way to do that, I mean over the last sort of five years I probably released through my publishing company maybe 100 to 200 different books.

And all of them have got my name in them, but all of them have got links back to my sites and my company sites. And the more my brand, my name, has grown in the market place the more I've sold.

Okay, I've become a smarter marketer. I've learned from the mistakes that I've made. But if you have name recognition in your niche you will sell more products and you will get more JV's and affiliates to help you sell those products. And it is about getting your name out there and you can use private label rights in so many different ways to do that, and to do it quicker than you would be able to do. Just by sticking to the, "I'm going to create everything myself."

I thought the same as you, Jeremy, when I got started online and it almost felt a little bit dishonest to put your name on the book.

And if you do feel uncomfortable about doing something like that create a company and have your company be the name inside the book, or the course, or whatever it is. I have a company called Hodgkinson Marketing Limited. I also have an arm of that company called Hodgkinson Publishing.

Now if there is a particular book that's in a niche, for example, that I know nothing about that I don't really know an awful lot about, but I've researched the market or my people researched the market for me and decided that I'm going to sell this product into that niche then I wouldn't necessarily put that product out in my name.

But I would put that out in my company name, so it would be sold under Hodgkinson Publishing. And if people do feel uncomfortable about putting their name on something that haven't written that is another option that they can use.

Jeremy Gislason: Yeah, I was just going to say that is exactly what people can do, what you just said. And that was exactly what I was thinking myself. And what you said earlier was that you have published 100 or 200 products, you haven't written 100 products.

And I think that's the key really is to **be a publishing company and not necessarily say, "I wrote this book and I'm a great author."** No, your company publishes these products, these products are helpful products, they are going to help somebody learn something and do something, and your company is helping to distribute those products to those people. And that's how I have learned to look at it. And I do a lot of that myself. I rarely put my name on anything that I bought the rights to or I had produced, I put my companies name on it or the websites name on it, and that's the distribution channel.

Simon Hodgkinson: That's right. And people can do that totally guilt free. If the content and the material is good quality content, just because it's not written by you doesn't mean that you can't play an active part in getting that information to people. I mean there's other ways of using PLR content as well.

While we're talking about branding, it's not just all about products.

And some of the things that you need to get out there are articles or blog content. One of the things that I suggest everybody listening to this, if they haven't already done so is to get a website with their name or their company name on it.

So I have www.simonhodkinson.com that's very important. That goes to all your branding, and you can just basically put a blog on that site if you wanted to. And you can use PLR material to add content to your blog. What I would suggest you do if you do that is edit the content yourself and rewrite various parts of it. But, again, it should also be in your particular niche.

So, let's say, for example, you're an internet marketer and your other key interest in adsense publishing. You're not going to put a PLR article on dog training, for example, on your blog, because that's not building the brand. It distracts people too much. But, you can create free reports with the PLR content and just give them away to people. You don't necessarily have to use them as a list builder, you could just give away free reports and content from your blog or from your main website.

And what that's doing is getting your name out into the market place. So, all the people that are interested in, for example, adsense publishing are at some point going to get a copy of your free report, maybe somebody else uses a bonus to give to them with a product that they're selling. But it's putting your name out into the market and you can do it very, very quickly using PLR.

Take part in free give away events. That's how a lot of people get started. You put a product into a give away, everybody promotes that give away. When people download your product you collect the name and the email address and you start to build a list. The way I did it was to create resale rights products, with resale rights or master resale rights. Four or five years ago I put a lot of products out into the market and all those products in some way or other

have introduced me to somebody who I didn't know or brought somebody back to one of my sites. And it spread my name out there and again, that's all a part of the branding.

Now, I made a little note earlier on before we started doing the recording and this is a very simple to use business model or a funnel model that has worked incredibly well for me. If you just want to apply this to a particular set of products that you have then it will work really well for you as well. Take the PLR content and if you have like a large book, for example, or if you haven't if you've only got a couple small books combine them together. But put enough content together to create two or three free reports and use one of those reports as an incentive to get people on your list. So, put up a squeeze page on your website, name and email address, download this free report.

 What you've got to do is make that appealing. There's a lot of free sort of PDF files out there in the market, so obviously you have to sell free these days. Five years ago you could put an e-book on a web page and just put name and email address and people would people put it in to get that report, but now days you have to sell your free content. You've got to sort of create a mini sales letter for it, you've got to enhance that free content, so maybe rather than just as a downloadable PDF, you create a video presentation or an audio from that content and give that away for free. But you create an incentive to get people on your list.

So, that's one of the things to do with one of those reports.

Then use the second one, the second free report, use it exclusively for give aways or for your affiliates to use as a bonus if they're promoting your main product, or if they sell somebody else's product they can use that as a bonus, or if they sell their own product they can use that as a bonus. But it has to be in exchange for something, so it's not effectively free, free. It's using in conjunction with a sale of something else.

And then again if you have enough material create a third one and use it as a bonus to your own paid product. Then the remaining content that you have is going to then be used to create your main book, or your course, or your video presentation, or your audio. So, you've created those particular items out of one product. So, you've maximized the usage of that PLR content that you had.

Now, all those free reports, the one that goes in the giveaways or that other people can use to giveaway as bonuses. The one that you give away free is a list builder from your own squeeze page or from your blog. Those reports need to promote the main product. So for example, you could put an ad in the front of, if it was a PDF file, you could put an add in the front of that that said," If you want more information on that subject we have a comprehensive training course available on adsense and this is the URL." Or, we have a video enhanced course, a training course you can download the audio's everything's here and then put those promotions into that content and all those free report.

 And then what those free reports become then is not only the list builders and things that are building up your brand in the market place, but they also become lead generators for your main product.

And you can do that from one reasonably sized private label rights e-book with a little bit of editing you can put some good quality free contents out into the market place so you get that name recognition and bring people back to your site to buy the main products.

And that can be one of the quickest ways to get sales of your main product. It's going to be hard to go at it cold with people not knowing who you are to sell somebody something, but if people have heard of your name, maybe they've read a couple of the free reports that you put out in the market place, and then they liked them, and they got benefit from those reports. **Then they're much more likely to buy your main products from you.**

Now, to take that strategy further and this is to really ramp up the profits on here.

We've talked about that's a way of selling a book. A couple of free reports, one is used as a bonus to paid customers only, one is a free to get people on your list so you can market those people on your list. But, you sold the main product, so like I mentioned, if it's an e-book, don't call it an e-book. Add value to the way that you describe your products as a training course or it's a marketing seminar or recorded call, something like that. But what you've basically got to do is add value to the way that you describe the product and you can command higher prices if you sell products that's a slightly higher price in the market place.

You become less of one of those me to, everything you can eat for $5 type marketers.

And then what you can do, you can take that main product, and because, obviously, you have the private label rights to that product, and you've got a sales letter for that product, and you've created graphics for that product why not offer the people buying that product from you an opportunity to get the enhanced version.

So, maybe sell it as a book and then offer them the audio on a CD or a DVD. People can use www.Kunaki.com, for instance. At the time of recording this, the cost is $1.60 plus a small handling fee to create a physical product and the quality of those is incredible.

 You could sell that for a higher price as an upsell, or you can take the exact same contents and sell it to them again with resale rights. So, you can put a little advert in your main product or on the download of the thank you page.

Look, you bought this product, would you like to sell this product to your own customers and subscribers? In certain niches that won't work, because people wouldn't know where to start, but particularly in internet marketing or in business related products you can do that very, very easily so you sell the product. Let's say for example, those free reports are promoting the product and say it's $47 or $67, somewhere in that sort of area.

You can then upsell and price, know you have the product would you also like to buy the rights to it? You can for just an additional $97.

Now, not everybody's going to do that, but in certain markets, and I've found in particular in internet marketing as the niche of internet marketing, people are always looking for new things to sell to their own customers.

If you've put together a presentation so there's a good sales page, it looks presentable, it looks like it will sell, and they've been convinced enough to buy it, you may find that 20, 30, or even up to 50 percent of the people that buy the product without rights will go on to buy the rights from you.

And there's nothing at all wrong with following up with those people and offering them those rights maybe a month down the road, but you can put it right there on the thank you page and generate even more profit from that product.

And then if you wanted to take it to the third stage you could, if you have the license available, take those resale rights and when people buy the resale rights offer them the master resale rights so that they can copy your business model, and price those at an even higher price. So, effectively, from one product you've created a list builder, a promotional tool, you created a product that you can sell, you created an upsell, you created a second level of upsell.

You need to think of a business funnel in that respect for your products not just to sell an e-book, because basically you're leaving money on the table to do that. And also, if people don't want to become a reseller have an affiliate program set up in place. Give them a link so that they can promote that as an affiliate and they can generate income without having to actually having to download it or upload it to their server, but they can still set it up and have a link and promote it if they enjoyed it. **And all those little things that you need to start adding into the marketing funnel that will just ramp up your profits incredibly.**

If you spend an extra couple of hours putting in an upsell on a thank you page it will be more than worth your time to do that. I mean, I've created various upsells on basically everything I do now because for that very reason, because if it's a good product and you sell it well you can practically guarantee that anywhere between 10 and 30 percent and even up to 50 percent of people will buy that upsell, because they 're hot for that particular product.

They're interested in that topic. They've spent money because they are very, very interested in that product and maybe it's because they're also in that market. Maybe it's one of your competitors that have bought it and think, "I can sell this." "I can sell this as a back end offer to my products." So, always make sure that you do that. We've seen that so many times, haven't we, Jeremy, that not having an upsell or not having a second product in place you're just losing money.

Jeremy Gislason: Yeah, you're leaving money on the table, and it's something that we don't see a lot of people doing that they should do. So, when you're selling your products definitely put cross sells and upsells on your thank you pages and in your member areas, in your thank you emails.

And like Simon said, when somebody's interested in a topic they might want to buy everything there is on that topic this week, or today.

For example, let's say somebody just had a baby; well they don't have anything that they need to take care of the baby. They need clothes, they need a crib, they need a stroller, they need baby food, they need it all. So, what's the easiest thing to do? Buy it all in at one place. Saves them time, right?

So, if they have the option to buy it all at one place they probably will. So, if you can be that person offering them everything at one place they'll probably buy it all from you.

So, when they buy your first product they say, "Oh, you have this and this and this, yeah I want these too." So, it's definitely a good option to follow through with.

Simon Hodgkinson: And it's the reason why. If people go into a store or a supermarket why do they have sweets near the counter? Why don't they have actual products that you can buy near the counter? It's because people think, "Oh, while I'm here I'll get this." If you've nothing there to offer them people aren't going to buy anything.

 I speak to some of my subscribers about things like this and they always feel embarrassed almost to sell somebody something. Now, you should only ever feel embarrassed to sell somebody something if the product isn't good. That's the key point to all this. Everything that you put out there with your name on, your business name on you need to make it a quality product, because if it's not people are not going to buy from you again. Again, ask any successful business owner where the majority of their income comes from and it's from repeat orders, from repeat customers, from the same people buying more products buying products from them.

What we do, we move onto the next one of our B's, which is list building. Now, secondary to creating the brand or part of creating that brand what people need to do is to start building the list. Marketing to a list whether it be a list of subscribers or a list of members again makes your business far easier. It's very difficult if you don't have a list to take new opportunities when they come along, to market new products, to get people asking you to do joint ventures, to become a successful affiliate.

If you don't have a list then you really need to start building that list.

Again, with private label rights, like we mentioned a little bit earlier, one of the things that you can do is create an incentive type product to give away to build that list. Which in return then promotes the main product.

There are different things you can do to build a list and really we don't want to go too far into list building, because this call is about private label rights and what you can do with those.

One of the strategies in it, if people listen to this go to www.listgrenade.com , what they'll find there basically, is a bullet proof strategy for building a list using free bonuses. And when we're talking about bonuses and building lists both of those, private label rights makes it so easy, but let's just talk about the bonus side of things. What you should do, what a lot of people do out there, is they put maybe like a PDF together, we've both seen this on these.

It's a list building PDF, the content is thin, doesn't really help anybody and it's nothing more than an add for another product. And people, really get turned off by things like that.

If I'm giving away my name and my email address, which are important things to me as they are to your customers. I don't want to do that so I can read your ad. I can go to your sales letter if I want to do that.

Your free content, we did this with the pre-launch on Marketing Main Event III. We gave away really valuable content that really helped people. And whether they actually bought the main product or not our focus there was to impress people with the content. **And that resulted in, was it $1.7 million in sales.**

Now, the product itself was a great product and would have driven lots of sales, but I'm sure a lot of people that downloaded that content, that free content, that promotional content got an awful lot from that. We sort of gave a way in excess of an hours worth of audio that other people would have sold. **And we do this all the time because it works.**

Both Jeremy and I understand this, to be successful yourself you have to want to help other people be successful. Really if you're just in it for a quick buck you might get it, but you'll not get

that on a repeat long term basis. You will not build a long term, stable business just trying to scam a few quick bucks out of people. It doesn't work like that.

So, if you're giving away a bonus, make it the very best content that you have.

People seem to be scared about giving away good information, and we both found out with it the better your bonuses are the better the content is, then the more product that you'll sell further down the road. I think one of the things that people try to focus on too much is instant gratification.

And you'll find if you concentrate more on building a relationship, and building the list, and giving good bonuses, giving good freebies then in return for that you'll sell more products overall. Your brand will become better known, people will respect you in your market, and more people will see you as an authority figure in your market, because more people get to read. Not necessarily someone that's ready to buy something from you now, maybe it's somebody that buys something from you in six months time or twelve months time.

So, if you plan on being around for a long period of time and you want people to think, "Hey, I remember reading this guy had a free report twelve months ago that I read, and it was great I made a few dollars from it." They're much more likely to buy something new from you when they see that in the market place again.

So, with the PLR content don't just make it an ad for the main product. Give away some of your best information and then people will be much more inclined to buy from you.

One of the things that I talk about in List Grenade is creating a product. Now, generic sort of resale rights and master resale rights don't work well for this particular formula, because other people have it. **And the key to this strategy is to have something that nobody else can get.** They can only get it from you.

What you need to do then is take the PLR rights and you need to customize it. And you need to edit the content quite extensively. But think of the private label rights as a skeleton to the product, it's the research done for you, it's the back bone of your report already done for you, and use something like that.

And what you do is you allow your affiliates to give away your bonus when somebody buys a product that they're promoting, doesn't have to be your product. And what this can do is, what you do is you ensure that whenever they give it away they can give a link so we can download it from you. So, you set up an auto responder, you put a little squeeze page together, "Thank you for buying x", or just a generic one, " Thank you for buying from such and such an affiliate or JV partner, here is your bonus from me."

Make sure they know it's coming from you and don't just have the products just instantly downloadable, but have it so it's delivered once they've confirmed and once they've double opted in.

The first message they get is your bonus, the download link to your bonus. And then create a mini sales page, a graphic for the product and then say to your affiliates of your JV partners, "I know you're not necessarily selling my product, you might be promoting one of my competitors products, but somebody buys it from you and you get credit for that and you make a sale". Then feel free to give them this bonus and give them something they can use to sell it with, with a little bit of sales copy or some email copy.

What that will do is put your competitor's customers onto your list. That's incredibly powerful and you can probably set something up like that within a couple of days. And not only is it a subscriber **it's somebody that you already know has bought something in the market that you sell a product into**.

We don't want to get into all of this in this particular call, but if you go to www.listgrenade.com you can find out more about using that strategy and some others as well.

And I think we do it on a lot of our sites. I mean we've created content ourselves and we've used ghost written content, we've used private label content, and built membership sites with those things.

Do you want to talk about some of the membership sites that you've got out there, Jeremy, that have been incredibly successful using that type of content?

Jeremy Gislason: Yeah, sure. We've got a lot of membership sites now out there. Over time we've just kept adding them on and all of those membership sites out there are all streams of income. Right now we have over a dozen sites out there that just keep getting new members everyday and new sales everyday. And has evolved feeding the big system and it all comes back into the company.

We've set up a lot of different sites and what we wanted to do was have kind of a theme for each site and the goal of the site in the end has to help somebody do something. **Has to provide a service, has to provide information.** It has to do something so that it helps somebody out with whatever field it's in, right?

So, that's how we've start building these sites, we had to think, "Well, let's see, how can we build this site around this niche topic or this content, or how can we deliver the best possible information to people using the best automated system?"

So, I'll go over a couple sites here, but one site that I think not a lot of people know about it, I basically use it as a bonus site. I mean I built the entire membership site just for a bonus, basically.

And what that has done over time has really increased the value of other sites and products that I've sold. And what it does it basically gets everybody into that site is a customer at some point, they either bought one of my other membership sites, or one of our joint sites that Simon and I did together, or maybe somebody else's product.

All I did was I bought master resale rights to a series of audio interviews, a lot of content, a lot of mega bytes of stuff that I had to

upload, but the terms and conditions of it were that you could put the content into a membership site, and you could deliver the content through a paid membership area, it was in the terms.

And while I was buying this, I'm trying to think of the exit strategy that the business profiting plan here, right away it clicked off in my head, "Okay, this is what I'm going to do with that." So, that's what I did.

It took some time, it took some money, some effort to build the site and it didn't make any money for about a month or two while it was being built. But it's added to our bottom line over the last couple years. And the site I'm talking about, I'll give you the name here, it's called www.bigseminarsaudio.com and if you go to that site you'll notice that it cost $197 to sign up. And we've had people come to that site and pay $197 and sign up.

But I don't heavily market this site, it's just there. And even just from being there it has a page rank three, just sitting there. I suppose if I actually marketed it, it would probably do a little better. But, basically as I said, I like to use it as kind of a bonus. **It's a valuable bonus**, and what it is its 150 hours of seminar interviews from all of Armand Morin's Big Seminars. And I bought the rights from them to use these products and there's no free member area or anything like that, and the conditions are you have to sell it, so I do.

I deliver it through a paid membership area and the only people who can get it as a bonus they had to have paid down the road a substantial amount of money somewhere.

So, right now this site has about 1,000 members and they're all paid members of something. And now I have a targeted list of people who are 1. Paying customers, 2. They're probably interested in this kind of content if they chose to sign up for it as a bonus. Just because it's a bonus doesn't mean you have to go sign up for it. I've gotten tons of bonuses before, I'm sure you have, Simon, and other people too where even though you get it you don't use it because you're just not interested in it.

So, I'm guessing the people who have actually signed up and downloaded the calls and things are actually interested in these.

So, what I did on the next step was upsell them things such as Armand Morin's seminars or Armand Morin's products. I have links on the site to my other membership sites. I have Google adsense on there, other banners and things that I stick in there from time to time, recommended resources.

So, these are all things that you can plug into a membership style site if you go that route. Now, again this was not private label, it was master resale rights, but another site that I've done very similar along the lines of this I bought the private label rights to a lot of training videos over the past several years. I've just been adding, and adding, and adding to this site.

And basically we buy the private label rights, they clearly state we can deliver it through a membership site and then we can basically do whatever we want with the content. We re-brand it, we put up the content, re-label it, new graphics, we put out the content on the site, get it all set up, give different membership levels.

If the site does very well use it as a bonus sometimes, sell it straight out. And I also did a special deal where only certain people can have a **reseller license, so instead of having an affiliate program I set up basically kind of a master reseller type of area where the people can basically stick in their PayPal email address and they get a link, they promote it, and they get 100 percent of the sale.**

What I'm doing is I'm giving up all the front end sales on that site and basically building a list of paid customers and again, sometimes I'll recommend something to them, or we have other links on the sites to our other membership sites. So I figure, "Hey, if they like this site maybe they're going to join my other sites.", which a lot of them do. It's kind of a big cross sell funnel system.

So, basically I don't market that site at all either. It's just there. And the site I'm talking about is www.savingyourtime.com . And if you go to that site, again, I don't actively market this site. I use it as a bonus sometimes for other paid products and memberships. We add new videos, new audios from time to time, articles things like that It's got a page rank three, it's got a little work to do. I've got some things planned for it, but it does okay.

And the site has 5,000 or 6,000 members in there. And it's basically just another additional stream of income for us. And a lot of this was private label rights. We have audios, videos from various different sources that we bought the private label rights to. Now, these were not cheap private label rights. We have spent, I'm guessing, over $5,000 on the private label right content itself over the last couple years for this site.

In return this site has probably added tens of thousands onto the bottom line due to the fact that somebody bought a product, because this is an additional bonus or no front end sales, back end sales, upsells, recommending them to the list, things like that. So, that's just one example anybody can do. If you buy private label rights to videos, and I'm starting to see a little more of this, didn't see so much of it a few years ago when I started, but now I'm starting to see a little bit more where they're actually companies out there, people out there making video content and then selling their content as a private label version.

And basically, what you can do now days with broadband getting really spread out there and a lot of countries have it now. It's a lot easier to watch videos now at high speed internet connection and by having a private label right video on your site, depending on the terms, but some ideas for you to do would be just put it on your blog or put it on your site and give it away for free.

Let people come watch it. Let people put a tell a friend on there. If somebody likes the video they'll tell their friends or have an affiliate program where people can give video away for free and then if they

sign up for your site and buy the upsell or the paid membership that person makes a commission.

Let's say you buy 100 videos and the terms allow you to give some of them away or some have to be sold. You put a couple for free on there or you have a free member area and then you have another area that's a paid membership area.

And as long as you abide by the terms you set it all up. And it's a great way to build a good list and also get repeat traffic to your site if you keep adding more videos, and people keep coming to your site to watch those videos. I do the same thing to audios. If you buy the private label rights to maybe interviews or just audio content, or you take private label right d-books and you have them recorded. You could hire a voice recorder, we've done that a lot, or you could record it yourself, if you're short on money and have more time. If you're short on time hire somebody to do it.

And then they basically have the audio version, you could be streaming, people go to your site and they have to be on your site to listen to it or you could have a download option where they can go download it and listen to it in their portable MP3 player or something. You could also have the transcript written up; you could have the private label content there. That's just something you can do for videos and audios and those are two sites that we did using that kind of content.

The reason I like to use membership sites is it's always there and people have a reason to go there if you keep adding more products and they're on your list as a member, so you can send them member updates, member recommendations. Maybe they come back to your site because of something there. Every week there's something new so they want to see what's new. They want to read new content or watch a new video, or listen to new audio, download new product, do something.

So, you're getting a lot of repeat traffic and of course, you can easily plug in other options like links, Google adsense, Yahoo publishing,

whatever banners, ads, recommended pages. All of that is passive income, and the more repeat traffic you get to your site the more comfortable they're going to be with you, and the more willing they're going to be to click on recommended links on your site, because they trust you.

And say, "Okay, this guy has good content. I know this guy, I've been a member of this site for a year now and hey, he's got a link here that says recommended sites. Oh, okay, well I really trust this guy if he's recommending this to me I'm going to check it out." And they'll go check it out and maybe they'll buy it. Maybe they won't buy it today; maybe they'll buy it next week.

 But the thing is by having a membership site as you're making people comfortable to buy from you again you're branding yourself, Simon talked a lot about that.

About you need to brand yourself, and so setting up a membership style business is a great way to **brand yourself, get repeat traffic, build a list, and just deliver great content. And we've got killer software out there that helps people build membership sites**. And we'll give you that link at the end of the call, but it's the same software I've used to build a lot of our own sites and it's just a great way to do it.

Simon does a lot of thank you page style, a lot of e-books, and software packages. And it works very well for him because as he mentioned he's building his list. He's making people opt in to get those products, get those free reports. When they buy a product they're on his paying customer list, and so he's also building his list at the same time and it's a big key to business. Whatever you're doing does need to be building your list.

Another site that we put together where we didn't buy the private label rights, I hired writers to right the content. So, in effect it is private label right content, but our company hired a lot of good content to be written up. The goal of the content was to help somebody who'd say is a beginner, really learn the basics of a lot of

different things such as affiliate marketing, getting traffic, building a business, using a computer, I mean just your basics.

And we put them all together as e-courses and the goal was to help somebody learn about all of these different topics, deliver the content through e-course style so the person would get it in their mailbox or they can log in to their secure member area and read it online. And if they're happy with those courses there is an upgrade option where they can become a reseller and basically resell memberships and keep 100 percent of the money.

We figure, hey, if they like the courses themselves maybe they can help market to the site and help other people as well. And, again that site is basically building a list, it's helping people out by providing good content, but all the content that's delivered in the style of e-course training system. And that site has been up now for a couple years now, and it does very well. It's got 6,000 or 7,000 members and just keeps going.

People tell me it's really great content and we keep the prices low we don't inflate the prices like a lot of other places do. And we keep adding more content. And that site is www.learningtoearnonline.com . If you go there you can easily see all the training courses that are set up. Again, all of these sites we're very proud to put our name on these sites and deliver this content even though I didn't personally didn't sit down a write 18 e-courses, or film 300 hours of videos myself.

Simon Hodgkinson: I was just going to say can you imagine that? You'd still be doing it now until probably 2010.

Jeremy Gislason: It's physically impossible. So, it's your time leverage again, it's impossible to create that much content yourself. So, why not hire other people to do it for you who can write better content or do it better than you for your company. You put your own touch on it, put your own methods on it, put your company name on it, and you're the publishing company basically. So, that's what we try to do is set up membership style sites delivering different forms of

content to people. Whether it's an e-course that they read, it's a video that they watch, it's an audio that they listen to, or all of the three.

We deliver content different ways.

Simon Hodgkinson: And I was going to say I think again, the subject that we're talking about here is using the delivery system. **The thing that we mentioned right at the top of the call is don't focus on one particular product, focus on the delivery system.** Now, both Jeremy and I believe that one of the best ways to deliver products, even if it's just a single book, is by a membership style interface.
There are so many different ways that you can create membership sites. You can use PLR content, you can use master resale rights, you can create unique products, you can have ghost writers create products, audios and videos like we've discussed.

One of the things that you should do is make a note of this URL now and if you go to this site you can actually sign up and get a free membership.

We've worked together over the last two, three years, Jeremy and I have generated in excess of $3 million with the membership model system. And obviously, we're keen evangelist for the membership model system and you should be too.

Setting up a membership site can be very, very easy if you have the right tools.

Like Jeremy said one of the products that we have is a software program that allows you to integrate all those things into your site.

The audio, the video, article content, digital products, even physical products with the shopping chart module that's available for that.

The site name is www.memberspeed.com .

If you go to that site you can read more about that software.

Basically, what happened was over the years we've looked around all the different sort of membership style systems out there in the market place. And while some of them are incredibly good, some of them do certain things very, very well. **None of them were really suitable for the way we wanted to create sites.** Directly related to various marketing functions, so we took the system that Jeremy was already using on www.SureFireWealth.com and had our programmers enhance that and redevelop it.

We sat down together and we brain stormed everything that we would, if we had a wish list to send to Santa to say, "Look can we have this, this, this, and this?" And we just piled on our programmers and said we want this software to be able to do this.

We want people to own this software to be able to create interactive features where members can communicate with members.

Where members can add content to the sites, so it's very web 2.0.

People can add videos to your site or audio to your site.

The URL there is www.memberspeed.com Go take a look at that. Another one while we're talking about membership sites, if you want to learn how to create very, very profitable membership sites, and as I've said this is free.

Go to www.membershipmillionaire.com.

You can sign up there for free; you can get onto the training course that covers membership building in depth.

I mean, just to add on to what Jeremy was saying, if you bought my course *Reseller Brainstorm*, (www.resellprofits.com) you and I talked about the different ways to generate income with resale rights and private label rights.

On one of the sites that I created was called www.affiliateenhancer.com , and if you go to affiliateenhancer.com you can actually see this process and how it works.

You need to register on the site to become a member and it's free to become a member, but you do need a special pass code, and basically that pass code, this is all upper case, is: AFFILIATEPASS.

All together, all one work, AFFILIATEPASS, all in upper case.

And that's at www.affiliateenhancer.com and you can see the structure of that site.

Basically, what happens is that site allows you to give away free memberships if you become a partner member.

So, the upsell is there are additional products if you pay and you'll see the offer when you register on the site. You don't need to jump on that, just go in and look at the way the structure works and you can see that once you become a partner member of that site you also get a URL and a pass code to give to your people. So, you can give that as a bonus to people. **You can use it to build a list, all different things like that you can use that.**

The content primarily for that site was a $27 e-book from Edmond Loh.

And it was part of one of Edmond's PLR Gold Packages. Now, over the years I've done very well as an affiliate marketer, so I took the basic structure of this private label rights report, it was around a 50 to 60 page report, and edited the parts, re-put new content in there, and then what I did is I added some video from various sources on the site, added some of my own content to that book.

The basic structure was a private label rights book that cost $27. That site today has generated an excess of $28,000 with probably zero promotion on my part.

What happens is the partner members become sort of the promoters of that site for me. All I do occasionally is add new content, like Jeremy was saying, just put new content into that site, put different bonuses onto the upsell page, that's all I do. It maybe an hour or two hours work every month and that site from a $27 private label rights book has generated, probably now closer to $30,000.

And if you go to www.affiliateenhancer.com use the special pass code, **AFFILIATEPASS**, (all upper case), you can see how that works.

And that business model is very, very easy to replicate.

So, you could use that with, you know, pick a good PLR report, edit the content, you can look inside the site and see how I set the structure up of how that works. It becomes a training course rather than an e-book and its people can see the course when they login to the member area.

There are all different sections, it's all been broken up into sections, but that was basically one PLR e-book with additional items added to it.

Now, it's grown a little bit over the years, but its hands free, practically hands free. Now, that particular site, Jeremy I think you probably took a couple of weeks to set up?

Let's say the people listening to this call now have just bought one of Edmund's or one of somebody else's package of PLR products.

Maybe there are two or three products in there that they're thinking, "I'm going to sell these as books." I'd strongly recommend going to www.MembershipMillionaire.com and going through that course and learning how to create a membership site from the content in the book that you have and to set up a system that allows you to let other people to promote the site for you. The members become active promoters of that site.

Instead of maybe selling a couple of hundred books at $27 a piece, or something on that sort of line, and making $2000 to $3000, you could multiply that by a factor of 10 and also at the same time, what I've not included in that amount, is the additional sales generated from those people that are members.

Obviously, inside that site there are links to different products, to similar related products that I sell, that I promote an affiliate that I earn commissions on. Not even counting that the site has made $28,000 - $30,000. And that's just from one PLR book.

So, membership sites are very, very important in that model. I mean, while we're talking about sort of making PLR content work, there are certain things that people listening really should pay attention to, because it can harm your business as much as it can benefit your business if you get things wrong here. **There are some things that you really need to focus on.**

First of all, we've covered it earlier, is good content. It has to be either written in the first place or rewritten so it's engaging in it, engages the reader. It's not cold. You know what I mean, you've read books in the past and it's like do A then go to B, do C then go to D. Boring! People won't read those types of books.

Have some humor in the books or write, or rewrite them with a passion. Make them authoritative so people will be interested, you'll spark people's imagination, you'll give people actionable content.

Now, another thing, and so many people overlook this and this is one of my real bugbears is **the title of the book**. It's very, very easy, a lot of people what they do is they'll get a PLR book, might change the title, and then try to sell that book.

But, the title of the book you should spend, in my opinion, nearly as much time thinking of the title and the way you're going to market the product as you do in the research of it. **It's that important.**

I've sold books online in the past and with hindsight they've had dreary, pretty boring titles. Changing nothing else but the title of the book so the sales copy effectively stays the same, the graphics effectively stay the same, and the books definitely the same, but by changing the title of the book has sold **three or four times more copies of the same book with a better title.** So, spend some time thinking about the title, it's very important.

The presentation of your product is also important. How many sites have you seen that you won't even want to stop on them and read them for two minutes because they look so awful? Never mind buying anything off somebody, it's like the graphics are truly appalling. The covers are boring, they're old fashioned or they're in horrible browns, just horrid. That doesn't inspire any confidence in somebody looking at your website to buy that product.

I've found in the past that a lot of label rights products, especially if they're made by people in the business of creating private label rights products, have pretty uninspiring covers, pretty uninspiring titles. You can jazz that up, you know, a little bit of creating thinking, go sit down have a cup of coffee and a biscuit, and think what could I rename this book that's going to make people have to buy it?

If you aren't good at graphics, I mean, we're going to put some information on the resources page for you to have a look at. Where you can some software tools, or you can actually design great covers yourself, but even if you're not comfortable doing that to create covers even with an automatic process go and hire a graphics guy, and get a descent cover, a page header, a nice web template done for a few hundred dollars. Because that will all come back to you ten fold in the number of sales that you're going to generate.

So, presentation is really important, and to add to that if you're going to take the PLR content and create the basic sale and a resale rights sale, and a master resale rights sale the better yours sales copy, the better your graphics, the better the title, and the better the overall presentation of the product will sell more resale and master resale rights.

Because the people buying coming to your site thinking, "Wow, I am going to buy this." And then they're going to look and think, "I bought this immediately because it looked fantastic."

So, in their minds, those people are going to think, and if I thought that my list is going to think that too, my subscribers are going to think that too. So, you're much more likely to get a sale of master resale and resale rights if the presentation is better as well, so all those things.

Now, we touched on it briefly, sales copy. Again, with a lot of resale, and master resale, and private label rights sale copy is average.

You need to spend some time learning to write good sales copy. As far as I'm concerned, sales copy has paid for my house, my cars, it's going to look after me well into my retirement. So, **it's a skill that you need as a marketer.**

Even if you don't' intend to write your own sales letters for every product you still need to be able to recognize good sales copy from the products that you buy.

If it comes with a sales letter or if you ever have a copy writer work for you, you need to know whether that copy's good. So, that's very, very important, isn't it? Sales copy is vital.

Jeremy Gislason: Yeah, and not to interrupt, but just a helpful hint for people who are probably saying to themselves right now, "God, my copy sucks or I can't write sales copy, what's Simon talking about?"

Here's something you can do if you're not a good copy writer or you don't have the confidence yet. Go, well one, go to all of Simon's sites and read his sales copy. 2. Just go search around and find sites that have good sales copy and read it. Read the copy from top to bottom. Read it.

And then after you've read a lot of copy, maybe take some of it and just pull some of it off and kind of rewrite it or just write it exactly the same. Pull up a notepad or a Word doc and just start typing as you're reading the sales copy type it out and rewrite it.

And once you have started reading a lot of sales copy and writing a lot of sales copy even if you're just copying what's being written down, it will start to become more natural to you and words just kind of pop into your head as you're thinking of writing copy for your own site. That's just something you can do, it's kind of practice so to say.

Simon Hodgkinson: That's true and a lot of the top copywriters that I have spoken to and that I know all agree one of the best ways to become a better copywriter yourself is to do that. What you need to do is create a folder on your desktop and create a swipe file.

And that would be, you would go into your Internet Explorer or Firefox browser, save a copy of that page into a folder. You know something that really sort of catches your attention and made you want to buy that product, even if it's something that you didn't buy.

Create a swipe file of products and not necessarily from your particular market. Go out and look at different advertising agency copy, different ways of promoting, maybe on television or in newspapers. Look at all those things and put together a swipe file and as big as it can possibly be.

And one of the things that I found that helps, and again a lot of copywriters do this, is get a notepad look at the writing on the screen that you've got and you've saved in your swipe file, or from the newspaper cuttings and write it out long hand. And rewrite and then pick another letter and rewrite, and eventually, like Jeremy says, those words will become part of your vocabulary.

 You'll see how people structure sales letters, how people get across the benefits in sales letters, how good headlines are created. But there are lots of different things, if you go to

www.simonhodgkisnon.com you'll find links on various copywriting courses that I've done and I recommend.

But, even if you're not planning on being the person that writes the copy for your products and for your sites it's still a skill you need to learn, and I've said it copywriting is put food on my table for the last two or three years and if you can master that skill you will always, always, be able to generate income.

Jeremy Gislason: A lot of is also formatting and bullet pointing the right words, using the right words to start a sentence. Using different size fonts where it makes impact, and using impact words where they need it. Think like that, a lot of that has to do with copying. Like Simon said, even if you can't write good sales copy even after practicing you have to be able to at least recognize good sales copy, so if you do hire somebody to write copy for you, you can read it and basically know if it sucks or not.

You basically have to be able to recognize good copy. In order to sell private label right content the best thing you can do is, like Simon said, is to repackage it, new copy, new graphics, new titles, edit the content. Just use it as the skeleton, so to say.

Simon Hodgkinson: And I was going to say, and that takes us onto our last B in our list, **brokering**.

I think when you get to a position where and it's in the market place if you build a business where you have, you know, you've covered all the bases, you're building the list, you've got the brand recognition, you've set up these bonuses that are bringing you traffic to your sites.

At some point if you might want to take the lazy route you can become a broker of PLR, and resale, and master resale rights.

So, basically you have a list and you can go and buy the private label rights to a particular product, or the master resale, or the resale rights to that product and maybe if it's a good product with a minimal

of work involved you can send an email out to your list and say, "I just acquired the rights to this product, it's private label rights, I can pass on the master resale rights. It's a great product, it covers this, this, this, and this." **And you can probably generate a good steady income by brokering those rights.**

Again, another way to do it would be to approach publishing companies or offers of products that aren't offering rights into the market and ask them for the rights. Tell them that you want to sell those products and if you have a list in place and you have high volumes of traffic, or you have a membership site it will be far easier to do. So, I think you need to get the other B's in place before you can get to the brokering stage. Don't expect just to buy PLR rights and if you have a list of 50 people and a website that gets 100 visitors a month coming to it. You're never going to sell an awful lot of those things, so you've got to focus on the branding and the building first, that's very important. But, at that point **then** you can become a broker.

Let's say for example, you buy two or three products. Two of them you're going to use yourself, you're going to go to town on these, you're going to build a membership site, you're going to reedit and rework the content. And the third one you haven't got time to do, well at that point then, and once you the list or you have enough members in your site you could sell that to them.

I mean, I have done that a number of times where I've bought the rights to something that I know is potentially a good selling book, we just haven't got enough hours in the day. So, I'll send an email to my list and say, "Look, I've got the rights to this product, I'm not going to get the chance to promote it, but I know some of you guys are definitely going to make some money with this if you promote it. It's a great product."

And you can make a lot of money doing that if you have a big enough list.

You can send one email and easily generate $5000, $10,000, $15,000, even $20,000 off just one email by sending that out.

At that point it becomes another stream of income for your business, but you have to get the other things in place first. If anyone tells you, you can do it the other way around, it's not possible to do it the other way around.

You need to get that authority status, the expert status, you need to brand yourself, and you need to have a list in place to do that. It's very hard to do it otherwise.

The only other way to do it otherwise is to advertise and if you're on a low limited budget, to do that is risky and you have to spend money up front to do that. So, it's a lot easier if you have the other things in place.

And we've talked a lot about, one of the things we've talked about, creating membership sites. It's what I prefer to do given the chance on all the products that I sell is put them into membership style sites. I do that a lot, but obviously, I want to sell books as well. Because not everybody wants to join a membership site and you can reach different people with different kinds of products.

Now, one of the things that I don't see an awful lot of people doing with PLR rights is to **target specific markets with those books.** You can actually create 50 different books from one book, but you just reposition the content.

Let's say, for example, you buy a book and its general health market, health and fitness, or nutrition, something about diet and things like that. Instead of just changing the name to sort of Be Fit and Healthy in Five Days, or whatever, think about creating just modifying slightly the content.

And maybe all you need to do is change the introduction and the end of the book, or maybe edit it a little bit more specifically. But you could create from that one book, Healthy Eating for the over 55's,

Healthy Eating for Your Teenager, or Simple Healthy Food for Fast Paced Business Professionals. Etc. etc.

 You can target specific markets, and what that does in affect is it will increase the sales, because if you get that product to the right people and it's addressing them specifically, your conversion rate will be higher. Because you're selling the product that's really targeted to somebody, but you can do that, you can take the same content and "nicheify" it shall we say, so it will appeal to certain individuals and then take the contents and make it appeal to somebody else. If you really sit down and think about it, with some types of products there's no limit to how many different products you can create using that system. Again, creating multiple products like we talked about, free reports, bonus reports, bonuses that go with paid products, the main product, an upsell, blog content, article content there's so many different things that you can do with private label rights. It's just incredible.

And the biggest thing that we said right at the very beginning is the time factor.

A couple of things that we've touched on we've used the word "course" a lot.

Jeremy's used the word "course"; I've used the word "course".

Sell a 'course' not a book or sell a 'training manual', a 'bible for everyday living' if you want. Whatever you want to call it, calling it a book isn't always in your best interest. (Many people associate the word 'book' with low value or hard work!)

Turn products into a membership site, turn them into audio content, turn them into a video presentation. You can even take this sort of stuff, and I've seen people do this incredibly well, and present it as a seminar.

You don't have to limit yourself to e-books.

You can use it for all different things and you think about it, if you've got a private label rights books on your desk now learn the material yourself, go and present a seminar, have somebody record you going through that seminar, and then sell the DVD's. I've seen people do that before and make an awful lot of money using that exact strategy, and the content has been originally from private label rights.

It does just require a little bit of thinking out of the box and people can make an awful lot of money with private label rights. I mean, I've generated hundreds of thousands of dollars with private label rights products, Jeremy has too.

And it's not difficult to do, but what **you shouldn't be is a "me too" marketer.**

People complain, "Well, ten other people have got the rights to this product and they're going to sell it cheaper than me." Let them. Don't worry about that, because all they're going to do is change the name. If they really think about it. They'll basically use the same graphics, they're going to use the same sales copy, they're going to pitch it to the same people. **That's not the market place that you should be looking for with your private label rights content and you will dominate the market place.** You'll grow profits exponentially and you will build a long term stable business if you follow some of the things that we've talked about today.

Jeremy Gislason: Exactly. You have to think to yourself are you building a business, or are you just selling little products off for $5?

So, build a business, make your content unique, make it original, make it yours, don't just slap up the prewritten sales page and put your name on it, and don't change a thing, and sell the book for $7. I mean that's so unoriginal, **be original.**

Edit the content, edit the graphics, make new sales pages, make new product, because there's so many forms of deliverability you really need to think how to deliver the product. And everybody just thinks

sell the book and put a page up, well there's so many options like courses, like we mentioned.

Have the audio version, have the video version, have the offline version, ship to their house, have the download version, have the free content online, have it delivered to their inbox there's so many ways to deliver private label rights content.

As long as you stay within the terms, because a lot of private label rights content has different terms, and make sure you always stay within the terms, and if you're in doubt contact the creator of that product yourself and ask them specific questions about what you can and cannot do.

But, there are so many things you can do with private label rights content and not only books, but software and other things, so a lot of licensing opportunities out there.

Simon Hodgkinson: If you go to www.plrrightsdomination.com/resources, you'll find a list of things that are going to help you. And remember you can sell this course; you can get all the reseller materials from www.plrrightsdomination.com\reseller

You've got to put your name and your email address in the form to register as a reseller. You'll get your license; you'll get the mini sign and the graphics that you can sell this package.

We really hope you got some benefit from this, I think we covered a lot of the things that we do. We both are very successful using PLR products and you can be too.

And it just takes that maybe a little bit more time, a little bit more thinking, and it's very, very easy to do because the vas majority of people aren't prepared to do it. If you're prepared to do it we guarantee that you'll make a lot of money in this particular type of market.