



Presented By Dickie Lim

Table of Contents

Cash on Command	4
The Real Value of PLR	5
How To Monetize PLR – Today!	7
Quick Start “Prep”	8
Instant Monetization Strategies	10
Build An Automatic Sales Machine	13
Build A PLR Powered Membership Site	14
Selling PLR – No Cost Set Up	16
Essential Tools	17
Quick Start Checklist	18
Tools & Resources	19

©2012 All Rights Reserved.

No part of this publication may be, including but not limited to, reproduced, in any form or medium, stored in a data retrieval system or transmitted by or through any means, without prior written permission from the publisher.

The information contained herein has been obtained from sources believed to be reliable at the time of publication. The opinions expressed herein are subject to change without notice.

The publisher disclaims all warranties as to the accuracy, completeness, or adequacy of such information.

The publisher assumes no liability for errors, omissions, or inadequacies in the information contained herein or from the interpretations thereof. The publisher specifically disclaims any liability from the use or application of the information contained herein or from the interpretations thereof.

Does this sound anything like you?

You are surprised to discover that you have a massive collection of un-used private label content stored haphazardly throughout your computer's hard drive.

When you purchased it you were sure you'd earn your investment back quickly, because the PLR was advertised in such a way that it seemed like a great idea to use on your websites, in products and for creating content for your online marketing campaigns.

After all, private label content not only saves time, but because you don't need to hire-out someone to create custom content, you get to save a lot of money!

Then somewhere along the way, you simply forgot all about it, or you just haven't managed to monetize all of that private label content that you purchased.

Maybe you don't have a large collection of private label content now, but you've been seriously considering purchasing some of the newer releases available online.

Regardless if you're are new to private label buying or if you've already got more private label content than you know what to do with, this special report, "Cash on Command" will show you how to monetize private label content instantly, so that you're able to make more money from every PLR package you own or buy!

So without further delay, let me show you exactly how to get started!

The Real Value of PLR

I'm sure that I don't have to tell you that private label content is only as valuable as its quality. There are hundreds of PLR distributors online, some of which write their own content while others outsource cheap article content and package it up together in order to sell it with PLR rights.

When it comes to buying PLR, you truly get what you pay for. If you find yourself being attracted to the advertisements offering "thousand of PLR articles with unrestricted rights for \$5.00", you'll want to reconsider your purchase.

Private label content should be written as if it were not intended to be PLR at all. In other words, if YOU wouldn't want to read it, and if you don't find the information valuable, helpful or comprehensive, your customers won't either.

Apart from the quality of the content and material itself, you also want to consider the different licenses that are attached to PLR releases.

For the most part, you will want to avoid "unrestricted rights" because it entitles all buyers to distribute the content in virtually any way they wish, including re-selling the content cheaper, or giving it away. This kind of license may provide extended freedom, but it will also be saturated throughout your niche. This sort of content will be de-valued in a matter of days, due to its saturation throughout your niche.

To protect your investment, consider purchasing PLR that comes with either limited options and licenses (sold to fewer people with clear restrictions in place) or extended PLR, where PLR rights are given only to the buyers (not passed onto their customers and so on).

That way, you can avoid buying PLR that will be passed on to thousands of people, making it easier to sell to your customers with personal, non-transferable rights - just like any other high quality product you release.

Many different private label developers online offer high quality content with limited rights.

You can explore one of the leading PLR communities at <http://www.SurefireWealth.com> where you can create a free account and gain access to brand new, all-inclusive private label packages. You can also explore premium PLR releases at <http://www.ExclusiveLicensingRights.com>

How To Monetize PLR – Today!

When it comes to making money with private label rights, there are many different options available to you.

You could:

- Rebrand the content as your own and sell with personal rights.
- Use the content to build quality authority-type websites and blogs.
- Power up auto responder systems or create a newsletter for your niche.
- Offer smaller segments of content as free downloadable reports.
- Create incentive offers for squeeze and landing pages.

You can also resell PLR content 'as is', or you could:

- Hire an affordable freelancer to "tweak" the content and make it your own.
- Compile multiple PLR products into one longer, full featured package.
- Create training packages - "how to" guides and courses that include a variety of training material derived from various PLR content sources (reports, worksheets, ebooks, etc)

How you monetize PLR will depend on your target audience, your niche, and your overall goals but one thing remains the same - you can start making money from PLR TODAY even if you've never done it before!

Quick Start “Prep”

Before you can monetize PLR, you need to complete a few simple steps that will not only help you make more money, but will drastically improve the quality of the PLR that you distribute under your brand.

Edit Content

Even if the content is professional and well written, you will want to touch up the content in a few different ways including:

Inject Your Personal Message

You want your customers to feel as though the content was written for them, so it's important that the information contained within the PLR release represents your personal message and voice. Touch up the content by adding in your own introduction, or add a "Note From: Your Name" at the beginning of each guide.

Inject Your Brand

If you are planning to use PLR to create information-style products for your business, it's important that each release carries a strong brand message. It's important to remain consistent with every product you release under your company and this may include font styling's, color schemes, layouts, templates and even chapter titles or headlines. Run through each PLR product quickly and make sure that it reflects your company and the impression you wish to make.

Inject Your Links

Regardless if you plan to monetize PLR content or use it in giveaways, incentive offers or lead-in free products that capture attention and push your marketing message out to your audience, it's important that you include direct links to your websites and blogs.

Every PLR product could be used as a lead generation tool or a traffic magnet, so take the time to add in relevant links that direct readers to other useful resources.

Inject Your Sign Off

Consider creating your own 'sign off signature' and add it to all of the PLR products you intend to use, in both your product line and marketing campaigns. This may be as simple as your full name, a slogan, message of encouragement or a logo.

When editing content, you will also want to consider restructuring chapters and re-titling Table of Contents to make it your own. Since PLR is sold to multiple buyers, changing things up just a bit will help prevent refund requests from customer's identifying the material as PLR (or as being sold by other people).

Sometimes spending just a few minutes editing, tweaking, and improving the content and layout, can do wonders at adding incredible value to the PLR products you purchase, and in transforming each one into a product that you can call your own!

Instant Monetization Strategies

Once you have edited the content so that it better reflects your message and brand, the next step is to determine how you plan to use the content.

- Do you want to create your own PLR store?
- Do you want to upload PLR based products and sell them directly from your website?
- Do you want to use PLR products as incentive offers on lead capture pages?

Depending on how you plan to use or monetize PLR content – we will outline the next steps you need to take. To help you get started, here are a few ways that I instantly monetize every private label package I purchase:

Setting Up A Store

Creating a digital store that offers PLR content is exceptionally easy, especially with the power of Wordpress.

There are many different templates to choose from that will help you create a full featured storefront in a matter of a few minutes. You can use a series of powerful plugins to handle the delivery and order processing.

One of the easiest plugins that comes bundled with everything you need to set up a fully loaded e-commerce shop is found at <http://getshopped.org/>



Get Shopped offers a full payment gateway while providing instant protection for all digital products, making it easy to set up a digital storefront in minutes.

If you already use a payment processor or product protection service such as e-junkie.com or DLGuard.com, you can easily integrate payment links into a blog-based eCommerce shop and let your preferred processor handle payments and delivery. If you aren't currently using a digital delivery system, you may want to take a look into <http://www.digitaldeliveryapp.com/>, a fully loaded payment processing and delivery system that will automatically process orders, deliver digital files and even subscription based offers.

When looking for a commerce friendly template for your Wordpress storefront, I recommend choosing a 2-column theme that is clean and simple. You want potential customers to find the kind of products they are looking for quickly and easily, without having to fumble through a complicated navigation system, so keep your blog free of clutter, and limit ads to just 2 or 3.

You can browse through 20 of the best Wordpress eCommerce themes from <http://webdesignledger.com/resources/20-best-wordpress-ecommerce-themes> or run a quick search through Google for "WP eCommerce Themes". While you can pay for a premium theme, there really isn't a need to as there are hundreds of free templates and themes that will work just fine!

You will also want to give customers the option to search through your inventory for specific product types or by category. You can download free plugins that will enable on-site search from <http://wordpress.org/extend/plugins/wp-e-commerce/> where you will also find hundreds of other free eCommerce plugins that will further enhance your storefront options and capabilities.

Just remember that every time you enable a plugin, you run the risk of slowing down page loads, so start with only the essential plugins needed to provide your customers with a positive shopping experience.

When creating a digital storefront based around PLR products, you will want to create categories for all of the different product types and formats that you are offering.

For example, if you have PLR reports, you would create a category called "PLR Report", or you could break it down even further and create categories and sub-categories around specific topics, markets, or niches. Just do all that you can to make it easy for customers to find exactly what they are looking for.

Keep in mind that the keywords you use within your category titles will also help your website rank within the major search engines!

Build An Automatic Sales Machine

If you are interested in making fast cash with a "done for you" website, you will want to look into Automated Sales Websites that will do everything for you, including:

- Upload fresh content every month.
- Handle all orders and delivery.
- Generate professional sales pages instantly.

These are fully automated stores that not only create the sales system for you, but they will deliver the products to your customers every single month, leaving you free to focus on other aspects of your business!

One of the easiest, most powerful solutions available to you is found at <http://www.MarketingEbooksClub.com> where you'll be able to gain instant access to your very own sales site that includes:

- Customized website and sales page
- Instant products! (You will have your very own special reports to sell instantly!)
- Monthly updates - all set up on autopilot, leaving you nothing to do!

Plus, all of the products come automatically branded with your links, encouraging customers to return to the site time and time again!

Check it out at <http://www.MarketingEbooksClub.com> and set up your own PLR based store right now, without ever having to lift a finger. This is true automation!

Build A PLR Powered Membership Site

You can monetize PLR very easily with a membership-site model. Here's how it works:

You build a simple subscription based website that offers customers access to content on a weekly or monthly basis (I always stick with monthly because from my experience they are easier to sell)

You repackage PLR content either into "personal use products" or if you are planning on reselling the PLR rights, you will want to decide on one type of package and stick to it.

Example: You could build a membership site that offers PLR to reports that come with squeeze pages, or to a business in a box package that includes everything from a sales page to an ebook. Just the same, you could start a PLR article website that offers direct access to 50 articles a month, with PLR rights.

Whatever you decide to offer is what you will need to stick with, as members will expect the same content type (and amount) every month.

Membership PLR sites usually go above and beyond by offering bonuses, extra content, freebies and incentives that keep members subscribed to the site. Since there are so many different avenues in which a customer can purchase PLR content, you want to give subscribers a clear reason as to why they should stick with you.

You can create strong benefits easily just by offering more - for less, or by hiring a freelance writer to create small packages of custom content that are only available to your members!

Your membership site may need a specific focus, depending on what you plan to offer. If you are offering PLR rights to content, you should decide whether you are covering a wide market (such as marketing or design), or a more specific niche market (weight loss, PLR, etc).

One of the easiest ways to set up a powerful membership website is with <http://www.MemberSpeed.com>

I've been using MemberSpeed for years and have been absolutely satisfied with it, not to mention how happy my members are simply because it's not only easy to use but you can really customize your website around what is most important to your customers.

In addition, MemberSpeed can be easily enhanced with plugins giving you the opportunity to expand your membership offer, build up a strong back-end, monetize through many different channels and much, much more. It truly is one of the most powerful, feature-rich and SIMPLE membership systems online.

Selling PLR – No Cost Set Up

If you can't afford to purchase membership scripts, download delivery clients or you just want to start off at the lowest cost possible, there are a few different ways to build a bare-bones website that sells PLR or PLR based products.

For a Membership PLR site, if you can't afford DLG, then here's how you do it:

1. Log into PayPal and click Merchant Services at the top.
2. Click the Buy Now Button.
3. Choose *Subscriptions* from the drop down menu.
4. Give it an item name and customize your button - however, you want it to look.
5. Enter the billing amount for each cycle, and choose what a "cycle" is
6. Skip the Track Inventory Feature and enter any checkout page specifics you want for your subscribers and then create your button!

PayPal will handle your subscriptions, but you'll be responsible for manually delivering via email the monthly deliverables to each PLR buyer – and make sure you do it with a BCC (Blind Carbon Copy) so that you're not showing every buyer's email address to the group.

If you don't have a website, consider using a Squidoo lens (<http://www.Squidoo.com>) or some other web 2.0 portal such as <http://www.Blogger.com> – although I caution you that with free sites, you don't own the page – and it can get deleted in the blink of an eye without warning, so only use it as long as you absolutely HAVE to.

You can set up your Squidoo lens with the introduction as your short sales copy, and then use Link Lists or whatever type of module (text, etc) that you want to showcase the different product categories that you offer.

Essential Tools

Regardless how you plan to monetize PLR content, whether you choose to create a PLR based store or you are planning to simply create information products from existing PLR content, you will want to create a web presence all your own. To do this, you need a professional hosting account.

One of the most affordable options (and the easiest to use) is available at <http://www.HostGator.com>

I choose HostGator for a few reasons including the fact that they're affordable (one of the lower-cost hosting options online), reliable; have 24/7 customer support and they're VERY easy to use!

You can start out with a Hatchling Plan, but it only allows one site. It's \$8.95/month. I like to use the Baby Plan for \$9.95/month because it allows unlimited sites.

You will also need a domain name. One of the easiest ways to uncover great keyword-based domains is by using the free domain search tool available at <http://www.InstantDomain.com>

When you log into your Host Gator account, scroll to the domains area and click Add-On Domains. You will enter the domain name without the http://www part – just yourdomain.com and then hit your Tab button – it will automatically fill in the rest before you choose a password and click Add Domain.

Quick Start Checklist

Step 1: Register a domain name that represents your offer, the type of website you are creating and the kind of products available to customers (example: highqualityplr.com, weightlossplr.com etc)

Step 2: Secure a hosting account with <http://www.HostGator.com> (or another provider). Link your domains to your hosting account via name servers.

Step 3: Use "Fantastico" to automatically install Wordpress if you plan to use it as the foundation for your website or eCommerce store. Fantastico comes bundled with all HostGator hosting accounts and is a simple script that allows the instant installation of many different scripts including Wordpress.

Step 4: Set up your FTP Client to connect to your hosting account so that you can upload files, products and customize your website with templates, themes, or plugins.

Step 5: Integrate your product delivery and download system. You can use a service like <http://www.E-junkie.com> , DL Guard, or Paypal directly. If you plan to create a membership-based website, purchase a copy of <http://www.MemberSpeed.com>

Step 6: Upload your products into categories (if building a PLR based store) and use keyword-based titles to attract traffic from the major search engines.

If you are planning to monetize PLR by reselling the product only, now is the time to touch up sales copy, integrate payment links and test out your sales system. Keep in mind that you can purchase PLR packages that come with pre-written sales pages and simply tighten them up! This will save you a ton of time and money.

Step 7: Make Money!

Tools & Resources

Rebranding Tools:

<http://www.ViralPDF.com>

Membership Software:

<http://www.MemberSpeed.com>

Automated Sales System:

<http://www.MarketingEbooksClub.com>

High Quality PLR Packages:

<http://www.SurefireWealth.com>

Exclusive Licensing Rights:

<http://www.ExclusiveLicensingRights.com>



Dickie Lim

<http://imcashinbox.com>