

# **The ONE Big PLR Secret**

**Discover what it is and start to profit!**



# The ONE Big PLR Secret

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## Disclaimer

This report has been written to provide information to help you use PLR. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on using PLR only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of using PLR information.

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# Introduction

Hi and thank you for picking up this short report.

It will *actually* be rather short as it is very difficult to pad out a title proclaiming to reveal “one” secret without resorting to meaningless fluff. And I am not about to do that.... so let's get on with it...

## **Firstly, what do we mean by PLR?**

It actually stands for Private Label Rights. It generally allows the buyer to claim authorship of the product and edit it in any way they see fit. It is a way to short circuit the product creation process. You get a ready-to-go product (providing it is of sufficient quality – more on that later) without all of the product creation headaches. They often also come complete with graphics and sales copy, saving even more time & effort.

Why do people offer such licenses on their products?

Err... Money.

A product creator may decide to offer these rights for a premium upsell on one of their products adding to the product take.

Other people develop a name for themselves as PLR producers. They are not interested in selling the products themselves (although many do) but making products for others to sell. That is their market. They are like product manufacturers who only sell wholesale rather than retail.

So, lets investigate PLR in more detail & find out the BIG secret...

# The First Chapter

PLR. It's an odd fish. It is a bit like politics or religion...everyone has their opinion on it and are reluctant to change.

Approximately 75% of online marketers think that PLR is "mostly rubbish"

Now, given that this is a report about using PLR, I may shock you by saying that they are absolutely right.

But if you think that is a negative you are focussing on the wrong word.

Rather than thinking that PLR products are mostly RUBBISH, begin to understand right at the start that PLR products are MOSTLY rubbish.

Given that there are shedloads of new PLR material appearing every single day, that means there is a good deal of PLR products that are of saleable quality and, many of those, really very good products indeed. I know, I have made some myself. Heck, I am writing one right now!

So, the first thing to realize is that you can find good quality products with PLR. Now you just need to know what to do with it.

# The Last Chapter

## What not to do with PLR products

Here are some amusing statistics for you...

Around 80% of people who buy any PLR product do absolutely nothing with it at all. Ever.

For almost half of that 80% I really mean "do nothing"...

***I mean... They don't even download it.***

I am serious here. They get to the thanks page and bookmark it & plan to come back & download the product at some point in the future & never do. Incredible, really.

The others of that 80% who manage to "right click, save as" just download it into a big folder called "PLR Products" and plan to unzip it and never, ever do.

So, if you see a PLR product that has sold 500 copies and you think that everyone & his dog will be out there selling it, think again. 400 of those buyers will do nothing with it.

Now, let's have a look at those 20% who do open it up....the Go-Getters!

Well, around 17% will upload the sales page "as is" (I mean putting their buy button on it but still having YOUR\_NAME\_HERE at the bottom, lol).

They will list it on JVZoo or Clickbank or Zaxaa and pray to whatever deity they have faith in that it will be picked up by a whole tribe of

super-affiliates who will fall over themselves to mail to their 200,000 strong responsive lists of eager buyers.

It's no wonder mainstream religions are losing their flocks.

No, these folks do not understand. They do not know **The Secret**.

*Mwahahaha...*

## **The Secret**

Well its not that simple. I know, you feel mis-led and want to put a bat up my nightshirt and post dog poo through my mailbox..

I promised one **BIG** secret.

And I *will* reveal that but first I want to just put some bullet points here showing **what the 3% of people making extraordinary money with PLR product are actually doing.**

They are:

- Re-purposing into different formats
- Editing and re-titling products
- Combining products
- Bundling products
- Re-writing sales copy
- Making different/better graphics
- Using to separate buyers from freebie seekers in funnels
- Using for research for their own products
- Using as bonuses for their products
- Using as bonuses for affiliate offers
- Using as membership site content
- Remembering to edit YOUR\_NAME\_HERE with their name

# The Secret (at last)

So, here we are..right near the end of this very, very short (but free) report.

And I am going to reveal the secret of making big money from PLR products [Drum Roll Please...]

The Secret is....

Wait for it....

**Do what the 3% of successful people do with it to make shitloads of money and don't do what the 97% of people do with it to make f\*\*\* all money.**

**More on next page.....**

# Resources

## Want to know how to do that?

### **Quick & Easy Video Training (For Way Too Small a Price)**

[Complete PLR Mastery Video Training](#)

### **Fantastic Place to Find Quality PLR**

[Kevin Fahey's PLR Membership Club](#) - That is vastly underpriced (don't tell Kevin that)