



# **The Ultimate Guide** **TO MAKING MONEY** **With PLR**

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## Welcome!

Hi there and welcome to the wonderful world of making money with private label rights (PLR) content. In this guide I have compiled some of the best tips and strategies for making money with PLR content. I encourage you to print this guide out, sit down with a notebook, and take notes on anything that sticks out to you. Then take your notes and decide what you want to implement with PLR you have or any PLR you ever buy.

PLR content can truly change your business and life. It's a powerful tool that if used correctly can make you a lot of money in many ways, so take your time with what I'm about to share with you and go use it!

*Let's get started...*

**Note:** If you would like to learn hands on how to use PLR in multiple ways to profit with your business and market it online, I highly recommend that you get all the workshops from the PLR Profits Coach at [PLRProfitsCoach.com](https://PLRProfitsCoach.com) **All Access Pass**

## Private Label Rights (PLR) Content Fully Explained

One of the hottest topics for online marketers is private label rights content (PLR). People "*in the know*" within the industry refer to it a lot as it's shortened name... PLR!

But for those of you who are new to PLR you might be wondering exactly what it is, so I've decided to dive into this topic in great detail. First, we will start with a short and sweet explanation.

In just a few sentences PLR is content and/or products that you can get a license for to use in your own business. You can take the content/products that you buy licensing to and use them in a multitude of ways within your business. All the way from using them in your marketing to taking them and creating your own products to make money.

To dive a little deeper let me give you a few examples...

**Example 1:** You buy a private label rights license to a package of articles on vegetarian lifestyles. If you are in this niche, you could take these articles and post them to your blog as content.

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**Example 2:** You buy a private label rights license to an ebook on how to build your own solar panels. You can take that ebook, edit to as much as you want, add your name to it and sell it as your own product.

**Example 3:** You buy a private label rights license to a package of social media graphics, and you take them add your branding and schedule them to post to your social media channels to promote your business, gain new followers, etc.

Now that's just three examples, and I could give you hundreds more, but this should give you an idea of exactly what private label rights means and that you can get private label rights to a ton of different types of content and products.

Now let's take a look at some of the types of content and products you can get the private label rights to.

**Articles/Blog Posts** - This is the most often found and used type of PLR content but can be used in many ways. As content on your website or other places you can post content on the Internet, used in created products, used to create videos, and the list goes on and on.

**Ebooks** - One of my favorite types of PLR to buy are ebooks because I can quickly and easily have something I can put very little work into and be able to sell as my own product. Of course, you can also break them up and use them for website content, bonuses, lead generators, etc.

**Videos** - Generally with videos you'll get them as a course, but with more content creators coming on to the scene, you can also get promotional videos, videos for social media, and several other different types to be used in a ton of different ways.

Here are a few other types of content/products you can find private label rights to but are harder to find and for a very limited number of niches.

**Emails** - Generally emails are sold in a "*package*", and they are written for a certain niche or email marketing tactic. For example, I just bought a package of emails with PLR that is an onboarding sequence. In the past I have bought packages of emails for promotional use for different products.

**Graphics** - There are so many options for graphics. You can get PLR to social media graphics, graphics for sales pages, graphics for printables, and the list goes on and on.

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**Software** - Yes! There are software developers out there that will sell you private label rights to their software so that you can take it and create your own software products. Either you can rebrand it a little and sell it or you can add functions to it (*or hire someone who is a coder*) and sell it, or any other promotional thing you want to do with it.

**Websites** - These are great when you find them! There are several people out there that create entire content filled websites, membership sites, etc. and offer the private label rights to them. These are absolute gold if/when you can find them!

**Tip:** Head over to Google and do a search for the word PLR + each individual content/product type I've mentioned here to see more examples of each type.

I'm sure I'm leaving a few types of content/products out, but this list should really open your eyes to several things you can get the private label rights to and use in your business. This is going to save you a ton of time, and also money!

Now with all of this being said before you do anything with anything that you buy the private label rights to make sure you read the license file. Everyone has different terms in their licenses. There is no one universal license, so make sure you know what is and isn't allowed before you dive in and start using something you bought the private label rights for.

Even checking the license before you buy is always an option. Generally the rights you get or the full license will be posted on the website where you are buying, but if not you can always contact the owner and ask. Just make sure you know before you get started to avoid issues and even legal action in the future.

I've given you the long and short of private label rights (*PLR*) here, and I hope this helps you understand what they are, but more importantly I hope it opens your eyes to how valuable content/products with PLR can be to your business. You could literally build and market an entire online business using nothing but PLR content. Most people aren't going to go that far but imagine the time and money you could be saving if you just found 2-3 uses for them in your business.

Take what you've learned here, go do some research on the search engines, find some PLR content/products to buy, and start making a plan for what ways that you can start using them in the marketing of your business or to directly make money with them in your business.

## How To Make Money With Every PLR Package You Buy!

Today I want to show you how to make money with every private label rights (*PLR*) package purchase you ever make. That's a big promise, right? Well, if you follow what I'm about to share with you, then you truly can make money with every PLR purchase you ever make!

Let's start at the very beginning. We're going to talk about what PLR is, what profitable options you have when using it, and where to get the best PLR available. Let's get started with...

### What Is PLR Content?

PLR stands for private label rights, and when you buy PLR to content you can then use that content however you want as long as it follows what the license for that product states. Everything that you get PLR to will come with a license. If it does not, then you need to contact the creator and ask what rights you have to the content. Some people are very liberal with their content and some people are NOT. For the most part when you get PLR to content you can generally take that content and use it for just about any purpose you want.

- \* Creating your own products
- \* Creating content for your websites
- \* Creating emails for your subscribers
- \* Creating graphics
- \* Creating social media content
- \* And sometimes you can even resell the PLR content as your own PLR content!

And on and on and on...

The first step though is to make sure that you...

### Buy High Quality PLR Content

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You need to make sure that you are buying quality content. Buy from people who you know and trust or from the people they recommend. Most people fail with PLR because they buy the cheapest PLR content they can, open it up, and find that they basically have to recreate all the content because it's so bad. Why buy PLR content if you have to change almost all of it?

So, start off on the right foot and make sure you're buying the highest quality PLR content even if you have to pay more for it. It's worth the investment because of the amount of time you will save, and you have a better chance at making money with better content. The next thing you need to do is...

### Plan Your Money Strategy

When you purchase a PLR package you should have some kind of idea what you want to do with it to make money. You don't have to have anything *"in stone"*, but you need to at least have a general idea. If not, then why are you buying it?

When it comes to things you can do with PLR content, you have a lot of options. I talked about a few above, but...

You can...

- \* Create a product to sell either as your front-end product or a product for a funnel you're creating.
- \* Create bonus products for your own products or products you're an affiliate for.
- \* Use the content for content marketing and get traffic from your efforts.
- \* Use the content to create an email series and promote your own products in the content or products you're an affiliate for.
- \* Use the content to fill your blog with content.
- \* Use the content for social media marketing.

And the list goes on and on and on...

But you need to have some kind of idea of what you want to do with the PLR you buy before you even buy it. Once you've bought it, then I recommend you download all of it into a folder of its own on your computer. Go through

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every single bit of it, and as you're going through it take notes of ideas you get, changes you want to make, ways to use it, etc. Basically, do a brain dump of everything that comes to your mind. You can then revisit your notes and make a complete plan for actually using it.

If you have no idea what you want to do with PLR content and you know you want to use it because it's a great content shortcut here's what you can do... Ask yourself what's the first thing you need for your business?

Do you need a product you can use as a *“lead magnet”* to get people to join your list? Then find something that you think your target prospect would be excited to get and turn that product into your own lead magnet.

Do you need a couple of products that you can take and use to create a digital product funnel, so you can have something to start making money with? Then go find 3 or so products that are related. Take each of them, turn them into your own products, and create your money getting funnel.

Do you need content for your blog? Search for content related to your niche. You can of course use articles, but you can also pull content from ebooks, reports, etc. and use that as content for your blog.

Do you want to sell PLR content, but don't want to create the content? Then go find PLR with reseller rights, and setup your own PLR business.

I'll stop there, and that's just 4 examples of the hundreds of uses of PLR in your business, but you get the point.

**Note:** Just make sure that you check the license for the PLR so you know that you can do what you intend to do with it or not.

The important thing is to have a strategy for your use of all PLR content that you buy!

Now once you have a strategy, it's time to...

### Put The Work In

Look, PLR content is a great shortcut! When you buy high quality PLR content there's usually not a lot of editing you have to do. Depending on the kind of content and your strategy will depend on what you edit and how much you edit, but it still takes work! You have to be willing to put the work in. You have to be willing to learn how to implement what you want to do with the content.

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For example, if you want to take the content and turn it into your own product. If you don't know how to do this, you need to go learn. Don't let not knowing how to do something stop you. With the amount of educational courses you can buy and free YouTube videos that are on the Internet there is literally no reason why you can't learn to do what you want to do to profit with a PLR package.

If you don't know how to do something, start by researching it. As you research it list all the steps it will take to accomplish what you want to do. Then go through step-by-step and do what it takes. When you get stuck on a step go find the resource that will teach you to do it.

Whatever it takes to implement your strategy do it because if you don't you'll never make any money with the PLR content that you buy.

With all of this being said...

### What Are You Going To Do Now?

What I've just told you is a lot of common-sense stuff, right?

Buy high quality PLR content, have a plan to use it, actually use it. I've also given you some ideas on how you can use PLR content, but now it's up to you.

What are you going to do now?

Here's my advice...

Start digging through your hard drive and see what PLR content you have, go through it, and scrap any that you find to be low quality. I know throwing stuff away is hard, but this exercise will allow you to declutter your computer and your mind. It's therapeutic, it will get your juices flowing, and it gives you a chance to use PLR content you might have bought and forgotten about. This will allow you to practice everything I've just taught you. Going through the content and making a plan for it

If you don't have any PLR content, then decide what you need in your business and go search out that content. But, if you do nothing, then nothing is exactly what you'll get.

This simple advice I've given you here is truly how you make money with every PLR package that you buy. All that's left is for you to go get started!



## The Step By Step System To Making Money With Reseller PLR

When it comes to buying products with rights, it can be pretty confusing for a lot of people. One of the biggest questions I get asked are what are the differences in the types of rights that are offered.

Now, that's not an easy to answer question because while there are "*standard rules*" every single product you buy with rights comes with its own license. That license is created by the individual creator of the product, and just because you buy (*for example*) a product with private label rights from one product creator doesn't mean that their license is going to be the same as a product with private label rights that you buy from a different creator.

However, let me quickly talk about the "*standard rules*" for the "*standard*" type of products with rights you'll come across:

**Resale rights (RR)**- These products cannot be edited in any way unless noted in the license file for the product. You basically get to sell them as is with your own order buttons. Your customer gets personal use rights to the product and cannot pass on any rights.

**Master resale rights (MRR)** - These products cannot be edited in any way unless noted in the license file for the product. You basically get to sell them as is with your own order buttons. However, your customer gets resale rights to the product so they can resell it to their customers also.

**White label rights** - These products cannot be edited, by you can put your name and branding on them. Your customer gets personal use rights to the product and cannot pass on any rights.

**Private label rights (PLR)** - These products CAN be edited and turned into just about anything you want (*within the terms of the license that comes with it*). Your customer gets personal use rights to whatever you create and cannot pass on any rights.

**Reseller private label rights (Reseller PLR)**- These products CAN be edited and turned into just about anything you want (*within the terms of the license that comes with it*). Your customer can get any rights you determine for them, and generally you can also resell the private label rights to the content too.

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Now, there's probably more types of rights, but I'm not trying to confuse you here. I'm giving you the basics here, but what I want to specifically talk about today is reseller private label rights.

These are super duper hard to find, but they are also super duper profitable because this gives you the ability to buy PLR and sell the PLR to others. No content creation required! Just buy what's already available and start selling it to PLR buyers.

Can you say CHA-CHING?!

Of course, you can also take them and create your own things you need in your business, but just taking reseller PLR content and turning it around and selling it to others who buy PLR is a whole business model in itself!

So, you could buy content with reseller private label rights, take the content and use it how you want (*website content, create a product, use it for social media content, and about 1,000 other ways*), but you can also take it and resell the private label rights to it.

For example, let's say you're in the survival niche. You find reseller private label rights content for your niche, and you take that content and do whatever you want to do for that niche. Create products, use the content for your blog, use it for your content marketing, etc. Then you could also take that content and sell the PLR to people who buy PLR content.

What will happen is that you will use that content in so many ways with the additional benefit of being able to resell the PLR to other PLR buyers. This is the biggest reason that I buy any and all PLR content that I can get the reseller PLR license for. It's just profitable in so many ways!

Now, if you want to be able to sell PLR content to other PLR buyers and you're not currently in the PLR niche, then my suggestion would be to setup a freebie to attract PLR buyers and get them on your list. This could be a freebie for some free PLR content and/or a freebie that shows how to use PLR content. Then anytime you come across PLR content that you can get reseller private label rights to, hit that list with an offer to buy it.

Stop right now and think about what I just told you because it literally could be an entire business!

Here are the steps:

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**Step 1:** Create a freebie (*ideally using PLR content*) that PLR buyers would want.

**Step 2:** Setup a squeeze page that gives your freebie away to build a list of people who are interested in PLR.

**Step 3:** Start searching for reseller PLR content and buy as much of it as you possibly can.

**Step 4:** Setup any content that you can resell the PLR to with your own order buttons.

**Step 5:** Email your list each and every time you have PLR that they can buy, so you can make money.

That's it! Your time would then be spent finding reseller private label rights content, setting it up for sale with your own order buttons, emailing your list about them, and profiting from sales you make!

Using these steps with reseller PLR content is a great way to never have to create content, but still be able to be a PLR seller and make money within the PLR niche.

I hope this article has cleared up two things for you:

1. You now understand that there are several different types of content that you can get the rights to and the differences between them.
2. You see just how profitable and how easy it is to get started in the PLR niche simply by selling PLR that you get a reseller license to.

Now all that's left for you to do is to get started. Follow the steps I've given you here and the sky is the limit for you!

**Note:** *The PLR Reseller Profits Blueprint Workshop* will show you step-by-step how to take what you've just learned here and implement it for yourself. Everything is covered in the workshop, and by the time you get done with it, you'll have your own high profit PLR business without creating any PLR content yourself. You can enroll in this workshop at [The PLR Reseller Profits Blueprint Workshop](#)

## 7 Tactics Affiliate Marketers Can Use To Make Money With PLR Content

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If you're an affiliate marketer, did you know there are several ways you can save time, save money, and even make more money by using private label rights (PLR) content? Well, in this article I'm going to give you 7 tactics that you can start using PLR content in your affiliate marketing! Pay attention because I'm about to open your mind to a whole host of ways to start using PLR content and cashing in with it in your affiliate marketing business!

### Tactic #1: Using PLR To Create Lead Magnets

Lead magnets are the "*freebies*" you create to entice people to join your list. Things like reports, cheatsheets, checklists, printables, etc. Once people are on your list then you can market all kinds of products to them as an affiliate. However, creating these "*freebies*" can be very time consuming. When you use PLR though you can save a ton of time and use ready to go content to create amazing "*freebies*" that people in your niche really want and will hop on your list to be able to get access to.

To get started using this tactic comb through any PLR content you already have and see what you can use to create a lead magnet. The more of these you have the more opportunities you have to get people interested and on to your list.

### Tactic #2: Using PLR To Create Blog Content

Many of us affiliate marketers have blogs where we promote things that we're an affiliate for, share content to educate and attract new followers, and the list goes on and on. PLR content is a perfect time saver to take and use as content for your blog. You can use PLR content as educational content, or weave in promotions for things you're an affiliate for and make sales straight from your content.

### Tactic #3: Using PLR To Create Social Media Content

Social media is a great way to build a following and drive traffic as an affiliate marketer. Now you can take PLR content and work it into things you can share on social media, but you can also find graphics and other content that is specifically designed for you to use on your social media channels.

Do a Google search and see what you can find for your niche. If you find PLR to social media content, buy it, and see how you can work it into your own social media marketing plan. Of course, there are all types of content that you can take and turn into social media content. It doesn't have to specifically be for social media.

### **Tactic #4: Using PLR To Create Bonus Products**

A great tactic to get people to buy through your affiliate links is to offer bonus products. When you use PLR content you can create several different bonuses on an array of topics very quickly. You can create your own ebooks, video tutorials, cheatsheets, checklists, and the list goes on and on.

I recommend you take a look at the products you're currently promoting as an affiliate, take note of related topics, and then search out PLR content on those topics. You can then take the PLR content you find and create bonuses that are directly related to what your customers are purchasing from you. To go even a step further you can create 2-3 bonus products, and setup a bonus page showing your customer the extra products they get when purchasing from you, and then direct them to purchase through your affiliate link. You'll be amazed at how great this strategy works and how easy it is to create bonus products when using PLR content.

### **Tactic #5: Using PLR To Create Videos**

Video is a great addition to your affiliate marketing arsenal. You can use videos to educate your audience and/or create promotional videos to directly promote the products that you're an affiliate for.

Creating educational videos is pretty easy because you'll simply take the text parts of the PLR content you want to use and put them together in a presentation. You can use PowerPoint, Canva presentations, or any of the other several presentation creator software out there. When creating promotional videos you'll have to get a little creative, but my advice would be to use pieces of PLR content to create short promotional videos and have your link at the end of them.

### **Tactic #6: Using PLR To Create Product Reviews**

There are so many different types of PLR content out there and you might be surprised, but you can also buy PLR to reviews that other people have written that you can use as your own.

What I suggest that you do is do some research and look for reviews that are related to your niche. Buy them, get your affiliate links for the products they promote, and then simply publish them to your blog. This is probably the quickest and easiest PLR content type to profit with!

### **Tactic #7: Using PLR To Create Emails**

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Yes! You can even find PLR to emails that you can use in your affiliate marketing. Email marketing is a huge part of most affiliate marketing businesses, and you can find PLR to welcome sequences, content sequences, promotional sequences, and more. Edit these with your own information and any tweaks you want to make, load them into your autoresponder, and you can put your email marketing on autopilot in your affiliate marketing business.

Hopefully these 7 tactics that I've given you here have you excited about incorporating PLR content into your affiliate marketing business. I encourage you to head over to Google and start doing some research on what PLR is available in your niche. As you find PLR content that your audience would be interested in then purchase it. Come back to these 7 tactics and pick one to use with some of the PLR content you have purchased. Once you implement one tactic come back and pick another one until you've used all the tactics you possibly can in your business. The more tactics you use the more money you'll make and with PLR content it's just too easy to not implement these tactics.

### Create And Profit From Your Own YouTube Channel Using PLR Content

Starting your own YouTube channel can be a very profitable venture. Every day normal people are making nice incomes from their own YouTube channels, and it's not just people doing crazy things for views. Regular people across tons of different niches and topics are creating easy to create videos, uploading them, and getting a ton of views. And now with private label rights (*PLR*) content it's easier than ever to create a ton of videos for your own channel that gets tons of views.

**Side Note:** For those of you who don't know what PLR content is, it's simply content and/or products that you can get a license for to use that content in your own business. You can take the content/products that you buy licensing to and use them in a multitude of ways within your business. All the way from using them in your marketing to taking them and creating your own products to make money. And even taking the content and turning them into videos!

If you decide that you want to start your own YouTube channel and make money from it, there are some key things you need to know before getting started. Let's go over those things now...

### Understand How You Can Make Money With A YouTube Channel

There are several ways you can make money with your own YouTube channel. You can make money promoting your own products, products you're an affiliate for, sponsorships, and of course the YouTube partner program which is a great way to monetize your channel if you just want to create content without having to sell anything. YouTube handles everything and just puts ads in your videos, and you get paid part of their ad revenue.

Specifically, the YouTube partner program works by paying you for ads they put in your videos from people who advertise on YouTube. There's a lot more that goes into than that, but simply you get a portion of the advertising dollars YouTube gets from their advertisers. In order to apply for this though you need at least 1000 subscribers and at least 4,000 hours of watch time on your videos in the past 12 months.

Even though it takes time to get in this program if you're going to be using PLR content to create informational videos this is a great option. Simply focus on creating good content until you qualify for the YouTube partner program.

Make sure you research your options for making money with your channel before you even get started, pick one, and focus on that one.

### Pick A Profitable Niche/Topic For Your YouTube Channel

Depending on how you plan to monetize your channel will depend on the most profitable niche for you. For example, there are certain niches that do well for monetizing with the YouTube Partner program and sometimes they are different than monetizing with sponsorships or affiliate marketing. If you're monetizing with the YouTube partner program, it's easy to pick your niche. A simple Google search will tell you the best niches for the YouTube Partner Program.

So, your job at this point is to take your monetization method and decide on the most profitable niche for you to go into. At this point you will know your niche and know how you're going to monetize your YouTube channel. Now it's time to put the real work in create your YouTube channel and start creating your videos.

There is plenty of free information online that will tell you exactly how to create your YouTube channel. It's very easy and straight forward, but you need to optimize it for YouTube search. A few things you need to pay attention to are:

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**1. The name of your channel** - Make sure you pick a descriptive name that has your main niche keyword in it. Really work on this because it needs to be descriptive and catchy while including your main niche keyword.

**2. Your "About Us" page** - This is a very important section to your YouTube channel. Make sure that you state exactly what your channel will do for the viewer while putting all of your keywords (*naturally*) throughout the text you put here.

**3. Channel Keyword Tags** - Make sure that you take your most searched keywords and use them as your channel tags.

These are the most important things to optimize for, but there are a few other things. Just make sure you learn all you can about setting up and optimizing your channel properly. This will help you get that free traffic from YouTube, so it's worth the time to invest in learning all about it.

The next part of the work is creating your videos and posting them while optimizing for search. This is something you will continually do because the *"life blood"* of your channel are your videos.

Now since we are using PLR content creating our videos is going to be pretty easy. I suggest you find all the PLR content you possibly can related to your niche. Then you will need to comb through all of it and start creating video scripts for each topic you will have a video for. Then build a presentation that will allow you to visually present your script. You can do presentations with tons of different programs like PowerPoint, Canva, and one of the 1000's of other video creators out there. You have a lot of options, so it will be very easy to get creative. Start researching, seeing what your options are, and then decide what tools you will use to create your videos. You can even use multiple tools to change up your videos and keep your audience interested.

**Hint:** You can hire a voiceover artist to read your script over your presentation for a more professionally done video.

Once you have one video done, you will need to upload it to your YouTube channel and pay attention to all the optimization that you need to do for your video. All the way to creating a title that makes people want to watch while optimizing it for search to creating keyword rich descriptions and using tags. This is another area you will need to research. It's vital you know how to optimize your video to be found in search. You can get a ton of traffic right from YouTube by mastering video optimization for search!



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What I've just covered with you here is just a big overview of using PLR content to create a YouTube channel. Use this as a guide but know that each part of this you're going to have to research, learn, and implement on your own. Creating videos for your own YouTube channel is a very fun and creative venture that could lead to making a nice side income or the income of your dreams, but it's up to you to put the work in, do the work correctly, and serve your audience.

### Create Your Coloring Book Empire With PLR Content

The key to making money online is to have some kind of product or service to sell. And as you know there are millions upon millions of options when it comes to what product or service you can sell. But, finding something that is easy to produce (*or have produced*) and doesn't take a lot of your time is the hard part. We all want the quick and easy path to profits, right?

Well, 9 out of 10 times nothing is quick and easy, but there are little "*jewels*" that you'll come across every now and then that are and usually they are products and not services. Today I want to hand you one of these little "*jewels*" and explain how you can get started with it and making money with it right away.

What is this little "*jewel*"?

Coloring books!

Over the last several years coloring books have come back and turned into hot sellers. There are so many topics, niches, and themes and people are buying them like crazy.

So, how do you quickly and easily break into this market and start your own coloring book empire? It's pretty simple! You buy already created, downloadable coloring books pages with private label rights (*PLR*) and start making your own coloring books without the hard work of having to create them from scratch and/or pay expensive designers to create them for you.

Here are the steps you need to take...

#### Step 1: See What's Out There

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Do some research and see what's already out there and selling. You can search Amazon for coloring books and start getting a ton of ideas for your own coloring books.

### Step 2: Buy All The Coloring Books PLR You Can

Once you have some ideas in mind then you need to start searching for coloring book pages with PLR. Search Google for things like *"coloring books with PLR"*, *"color pages with PLR"*, etc. Buy anything that you see that you like. Even if what you find isn't the same *"theme"* grab what you like and put it all in a folder on your computer.

### Step 3: Create Your Coloring Book Pages From PLR Coloring Pages

Once you have some coloring book pages to work with, look at the ideas that you noted down in Step 1, and see if you can take one of them and use the coloring book pages with PLR to create your first coloring book. Generally, you can take images from different coloring book pages and use them to create new designs (*check your private label rights license for what you can and can't do*), so see what you have and what you can put together. There are a ton of tutorials on YouTube that will help you do this, and several coloring book creators have full courses that show you how to do this.

### Step 4: Create A Cover For Your New Coloring Book

The front cover of your coloring book is going to be one of the biggest parts of your coloring book that makes people want to buy it, so make sure that you create a cover that really gets attention and conveys the theme of your coloring book.

You can either create this yourself or hire someone to do it for you, and my advice is to hire someone to do it for you because you want a really good looking and professional design. These designers can be found on just about any freelance site out there.

### Step 5: Pick A Selling Option

At this point you'll want to start putting your coloring book together. Depending on where and how you will sell it, will depend on the format and size you will put your coloring book in.

You could create your coloring book as a downloadable (*sometimes called a printable*) product. With this you'll put everything together and create a PDF.

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You could sell your coloring book through a print on demand service like Amazon KDP (*Kindle Direct Publishing*) or any other print on demand service. The biggest benefit to using Amazon KDP is it will be sold on Amazon so if you set it up correctly, you'll be able to use the traffic that's already on Amazon or their advertising platform.

You could setup your own store and sell your coloring book via a print on demand service. You will need to drive all the traffic for this, but there are benefits to not using Amazon.

Again, do your research for options to sell your coloring book, pick one, and follow the format you need to sell on that platform to create your deliverable coloring book.

### Step 6: It's Time To Launch

Once you have your coloring book all put together and ready to sell, you're going to need to launch it to the world so people can find it. You have a lot of options here.

If you're selling on Amazon KDP and have optimize your listing you should start seeing some traffic and getting sales from the traffic already on Amazon, but you should still use other tactics to advertise your new coloring book. If you're selling off of Amazon, you will most certainly need to use other tactics to advertise your new coloring book.

Paid advertising is always the fastest option, but if you don't have the money to use paid advertising then you need to start researching your options for free advertising. Those tactics usually take a lot of time to see results, but if you're working with a super small budget that might be how you need to get started.

### Step 7: Rinse And Repeat

Once you have created and launched your first coloring book then turn around and get started on the next one! This is the start of your own coloring book empire and the more coloring books you add to it the more money you can make. With all of the coloring pages with PLR that are available on the Internet there's no end to the amount of easy to create coloring books that you could come up with.

Hopefully this little tutorial helps you understand how to make money with coloring book PLR that you buy. However, just like any business it takes

time to know exactly what kind of coloring book you want to create, get it all setup, and get traffic, but this is a great little business to start, and a lot of people are making money doing this, so why not give it a try yourself?

### Create Your Own Hot Selling Products With PLR Content

One of the most profitable things you can do with private label rights (*PLR*) content is to take it and turn it into your own digital products that you sell. Now while creating your own products sounds like a daunting task when you use PLR content it makes it so much easier!

When you have your own digital product all you need is of course the product, but a sales page that entices people into buying, and a download page where they can download their purchase. Now of course you can build multiple products and create entire funnels, but to keep things simple let me give you the steps to creating and profiting from your first digital product you create using PLR content.

#### Step 1: Do Your Research

This all starts with research! You've got to figure out what topics/problems your audience will want, so they will actually buy what you create. Once you have determined those topics/problems you need to find PLR content that will allow you to create products around those topics/problems. Buy that PLR content and then move on to the next step.

**Tip:** Many times, PLR content that are actual products will come with sales letters and download pages. Now these shouldn't be used as is, but when you get to Step 3 they sure help to create your own sales pages and download pages. When you're looking for PLR content keep an eye out for full blown products that come with sales pages. It's not a deal breaker because you can write your sales letters from scratch, but this is a big time saver when you can look at a sales letter that's already been created.

#### Step 2: Create Your Digital Product

Now it's time to put the work in. Take all of the PLR content you've bought and start combing through it. You need to look over every piece of content and read every word, so you know exactly what you have. This will be time consuming, but totally necessary so you know what you're working with. As you're going through this process take notes of what you want to do with the content and do any editing you need to do.

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Once you have a plan for what kind of product you want to create and what components it will have take your PLR content and create your digital product. Make sure that you get it into a deliverable format (*PDF documents, videos, etc.*) so that your customer can download it and view it on their computer/device. I will usually take all finished components of my digital product and zip it into one zip file that can be downloaded. That way your customer has one download with everything in it.

### Step 3: Create Your Marketing System

After your digital product is ready then you need to create your sales page and your download page along with getting your order buttons placed on your sales page so your audience can buy your digital product from you.

Now there are a lot of variables and options here...

When it comes to creating the sales copy for your sales page you can either write it from scratch yourself or hire someone to write it for you. If you have the money to invest, I highly recommend that you hire someone. If you bought a PLR content package that included the sales page, I recommend you copy and past all the sales copy out of it, put it in your word processing program and edit it.

Once you have your sales copy you will then need to build your sales page online. There are several page creator software and plugins that will allow you to do this. You will also use this to create your download page and get your product to where it can be downloaded from your download page.

After you have your sales page and download page ready to go then all that's left to do is add your order buttons so your audience can start buying. You have a lot of options here too and depending on your niche will depend on what you use, but you could simply add a PayPal button to your sales page or for more selling options you could use a marketplace like ClickBank or JVZoo to sell your product and allow you to have an affiliate program.

### Step 4: Launch Your Product

You've put a lot of work in so far, and now it's time to turn on the money. My biggest tip here is to make sure you have an affiliate program because no matter how big your audience is an affiliate program could add a lot of sales and new customers to your business.

Your job will be to research digital product launch plans and put together your own launch plan. Things like having a pre-launch and creating a buzz,

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how you will drive traffic, your marketing campaign, etc. These things and more you will need to put in your launch plan.

### Step 5: Rinse And Repeat

Once you have your first product done and launched you will have learned so much. Now take what you've learned and rinse and repeat the process. When you have multiple products you can have multiple streams of income and have more things to sell to your audience. Not only that, but then you can start taking your products and building funnels with upsells and downsells, special promotions, and so much more. Having multiple products opens up the doors to making money in several different ways, and when you use PLR content to create your products then you're giving yourself a huge shortcut. So, go get to work on that next product and then keep creating more and more!

At this point you have all the general how-to's on how to create your own digital product with PLR content. I encourage you to write down these steps, and start on them one by one. If you don't know how to do something then head over to Google and research it and/or find a mentor that can lead you through this process. There are also many courses out there that can teach you to do all of these steps. But my biggest piece of advice is don't let not knowing how to do one of these steps stop you. Keep learning until you can do each step and before you know it you'll have your first of many products up and ready to make you money!

**Note:** *The Profitable Products With PLR Blueprint Workshop* will show you how to create your own digital products using nothing but PLR content. In this workshop you'll watch as a product is created, setup, and launched from scratch using PLR content. By the end of this workshop you'll have your very own digital product that you've created from PLR content! You can enroll in this workshop at [The Profitable Products With PLR Blueprint Workshop](#)

## How To Cash In On Low Content Products Using PLR Content

For the last few years, low content product creation has been growing in popularity because of how easy and cheap it is to get started with making money with it. People are building their own brands and profiting from low content products, and some people are just using services like Kindle Direct Publishing (*KDP*) and producing their own low content products right on Amazon. You have many options here! And now with the power of PLR

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content it's never been quicker and easier to create your own low content products and start selling them. Now, before we get ahead of ourselves let's talk about what low content products are.

Low content products are books that contain very little content. They don't contain a lot of text or graphics, and some of them don't contain any content at all (*no content*). Here are a few examples of low content products.

- Journals
- Coloring books
- Puzzle books
- Activity books
- Diaries
- Trackers
- Blank notepads
- Guest books
- Log books
- Planners
- Writing prompt books
- Quote books
- Recipe books

**Note:** Spend some time on Amazon and research each of these and you will see examples of these products to help you get a better idea of low content products.

This is by no means a comprehensive list, and for each product I've listed above there's hundreds and sometimes even thousands of variations, topics, niches, etc. We could all become low content product creators and never run out of ideas for low content products. The ideas and variations are endless.

Now you could spend a ton of time coming up with your own ideas, creating the little bit of content you would need to bring your ideas to fruition, or you could take a shortcut and buy PLR content that is specifically made for low content product creators. Here are just a few things you can get the PLR to and start creating your low content products.

- Coloring pages
- Puzzle book pages
- Journal pages and complete journals
- Planner pages and complete planners
- Workbooks
- Tracker pages
- Graphics

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Product covers

I'm probably leaving a few things out, but I found all of that across all kinds of topics and niches by doing a simple Google search. You can do the same thing and it's exactly what you should do to get started with creating your own low content product with PLR content.

Warning: If you sell your low content products on KDP, you cannot use PLR content as is. You must edit it. Please make sure you understand how to use PLR to create your low content products if you are selling on KDP.

Here are the steps you need to take to get up and running with your own low content products using PLR content:

### Step 1: Research What PLR Content You Can Obtain

The first thing you'll do is head over to Google and start researching what you can obtain the PLR to when it comes to low content products. Search for "*low content PLR*" or any of the low content products + PLR that I listed above. For example... "*journal PLR*" or "*coloring book PLR*". You get the idea. Really put some time into doing your research!

### Step 2: Make A List Of Ideas From Your Research

As you're doing your research make note of any ideas you get for your own low content products. Note the URLs of where you can buy the content to create your low content products. This is another area where you will want to take your time and spend some serious time researching. Even if it takes you all day. Put the time in! Once you've got several ideas pick ONE to start with and buy the PLR content you need to create it. Remember this is PLR content so you can make any edits and add anything you want so keep your mind open to various things you see that you can get the PLR to.

### Step 3: Decide Where And How To Sell Your Low Content Product

Before you start creating your low content product it's best if you decide how you're going to sell it. The best and easiest route is to use a print on demand service like KDP, but there are others like BookBaby, Lulu xPress, etc. You can also build a brand for your low content products too. Do your research and decide on the best way and place for you to sell your low content product.

### Step 4: Implement Your First Idea



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Once you decide where you're going to be selling and getting your low content product created then it's time to get to work creating your actual low content product! Take your PLR content, spend a little time making it unique to you, add in anything else you want and then format it according to where you're selling it. For example, if you're going to be using the KDP they have rules, sizes, etc. that you'll need to follow. Different print on demand (*POD*) sites all have different rules so make sure you're creating it the correct way for where you're selling it.

### Step 5: Start Selling Your Low Content Product

At this point you will be ready to start selling your new low content product. Depending on where you're selling it will depend on how you start getting traffic to it to start making sales. The advantage to using KDP is Amazon already has a ton of traffic you can tap into that traffic by optimizing your listing and/or by using their paid advertising platform. If you're going to be driving all the traffic yourself, you will need to sit down and create a marketing plan for yourself.

### Step 6: Rinse And Repeat

The first time you create a low content product, you might not hit a homerun. Don't let that stop you though! Maybe that first product only makes a couple of sales a week. What if you had 5, 10, 50 or more of these low content products out there making a couple of sales a week? Each time you add a new low content product to your empire, you're adding an income stream so take what you've learned here and keep rinsing and repeating. You may even find that you create a couple of "*homeruns*" that make the big bucks!

As you can see creating and selling your own low content products can be a very profitable and fun business. Use the steps and tips I've given you above and go start making your own plan to profit with your first low content product and then move on to create your own high profit low content product empire.

## How To Make Money Creating And Selling PLR Content

If you're looking for a great way to make money online then let me open up your eyes to the high profit world of creating and selling private label rights (*PLR*) content. The PLR industry is forever in need of more content creators because of the demand for PLR content from online business owners. You

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can jump in, start making content, and start selling it to these online business owners for big profits!

**Note:** For those of you who don't know what PLR content is, it's content that you create and sell the rights to other people so that they can use it in their own business without having to pay you anything other than what they pay you for the rights. You can set your terms for the content, but for the most part the people you sell your content to can take it and use it to make money and/or market their online business.

First let's talk about the different types of content that these online business owners are looking for:

**Articles** - Writing articles on different topics in different niches is a quick and easy way to provide your own PLR content to others. Generally, your articles will be on topics that you research and find to be popular and will be at least 1000 words. Most PLR content creators will create a package of 10 (or more articles) and sell them as a package.

**Membership Site Content** - There are 1000's of membership site owners out there in an array of niches that desperately need content they can give to their members each month. This could be video tutorials, checklists, cheatsheets, short reports, challenges, etc.

**Complete Products** - One type of PLR content that people absolutely love is complete and ready to go products. This could be a video based product, an ebook, or any other format that covers and in demand topic in detail. Usually, these products will also have other components such as sales pages and download pages, so that the buyer can take everything, edit it a little bit, and have it up and ready to start selling.

**Graphics** - Now I could never cover all the types of graphics you could create and sell the PLR to, but some things would be social media graphics, digital product ecovers, sales page graphics, presentations, etc.

**Emails** - Email marketing is a huge part of most online businesses and over the last few years there has been a great demand for email sequences with PLR. If you can write emails this might be a great type of PLR content for you to create. You could create welcome email sequences, on-boarding email sequences, promotional email sequences, and the list goes on and on.

**Low Content Products** - These kinds of products are things like journals, workbooks, planners, coloring books, guest books, log books, and about 1000 other types. These have become very popular lately because of the

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ease of publishing. Online business owners buy these so they can create, publish, and sell their own low content products usually via print on demand services.

**Printables** - Printables are things that people can print and use in various ways. Examples of printables are stickers, artwork, calendars, checklists, etc. Many people buy the PLR to these type of things so that they can take them and resell them as their own products.

Now I'm sure I have not covered all the types of content that you could create here, but you get the idea. Any type of content a business owner would need, you can create and sell them the rights to use it. I recommend that you take some time and start by researching to see what others are selling as PLR content for each of these content types. Take notes on what you find and write down any ideas that come to your mind. You can use these ideas anytime you want to create new PLR content.

So, here is the best way to get started. Simply start small! I would pick something easy to create, create it (*or have it created*), and put it up for sale. When you start seeing profits from it, then go bigger by creating more of that content and/or adding content to it. Typically, PLR content is sold in packages and these packages can be multiples of the same kind of content or several different types of content.

For example, you could create and sell a package of 10 articles. Or you could create a package of 5 articles, 5 graphics, and 5 emails. Your options are endless.

However, the most important things to remember when you're a new PLR creator is to pay attention to the quality of everything you create. If your content is low quality you'll end up with angry customers and if you have affiliates who promote your products for you, they'll never promote you again or they'll never promote for you in the first place. Make sure you're creating in demand content too. While you may think underwater basket weaving is a great topic, if you haven't done your research to ensure it is then you won't be able to sell your content because no one will want it.

To get started, go back to your research. Pick one of your ideas. Ensure it's a profitable topic/idea. Create your content (*or find a highly qualified person to create it for you*) and get it into a downloadable format. Once your content is created then you can move on to creating a sales page where you sell your PLR content from along with a download page so that your customer can download after purchase. Add your order buttons and create a launch plan to start making sales of your PLR content.

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Of course, there are a lot more steps to this whole process, but I've just given you a general overview of what you can do to make money creating and selling your own PLR content. This is a very fun and profitable business that you can run from anywhere in the world as long as you have an Internet connection. Go make a plan to start profiting with your own PLR content business!

**Note:** *The PLR Content Profits Blueprint Workshop* shows you how the PLR content creator business model works, what your options for content are, and how to create and launch a PLR package from scratch. This is the most comprehensive workshop on making money with PLR content that you create! You can enroll in this workshop at [The PLR Content Profits Blueprint Workshop](#)

### How To Make Money With PLR As A Blogger

If you love private label rights (PLR) content, then one of the best ways to use it to make money is to setup a blog and start using that content in all of the profitable ways it can be used as a blogger. In this article I'm going to give you 5 options to profitably use PLR content as a blogger. You can use as many of these options as you would like, and even mix some of them together.

Let's get started...

#### Option 1: Blog Content

PLR is the ultimate shortcut for creating content for your blog. With just a little editing you can take the content, put it on your blog, and in no time, you will see your blog fill with a ton of content you didn't even have to create.

You can use articles or even take ebooks and reports and chop them up into multiple blog posts. I do recommend that you do at least a little editing. For example, if you use articles at least change the title and the start of the article to make it unique to you.

Having a blog full of content is key to getting and keeping readers on your blog, so make sure out of all the options I'm giving you here that you at least use this one. It's just too easy not to use!

#### Option 2: Lead Magnets

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If you're not building a list with your blogging efforts, you're missing out on a very profitable income stream because having a list allows you to email your readers anytime you want with anything you want like content updates, promotions for your own products, or even promotions for things you're an affiliate for.

The best way to build your list with your blog is to create lead magnets. Lead magnets are free offers that are related to things your audience is interested in. They should be things that make your audience really want them and be willing to join your email list to get them. Things like reports, ebooks, checklists, cheatsheets, videos tutorials, etc are all great options for lead magnets. You can easily create these using PLR content.

Once you have your lead magnet created you can give them away via opt-in forms on your blog. Have one in your sidebar on your blog, as a pop-up, and/or within your content. Having multiple lead magnets on different topics related to your niche can also help you get even more people on your list.

Comb through your PLR that you have and see what you can create to start building your list right now.

### **Option 3: Your Own Products**

A high profit way to monetize your blog is by using it to sell your own products. When you use PLR content you can quickly and easily create products that you can sell to your audience.

Once you get one product up and ready for sale then immediately start on your next one and keep rinsing and repeating for a different stream of income per product you create. Before you know it you'll have your own product empire selling and being promoted straight from you blog!

### **Option 4: Bonus Products**

Just like the option above you can use PLR content to create bonus products too. You can give these away to your blog readers to build your relationship with them and/or give them to people who buy through your affiliate links.

Bonus products can be used in many ways and by using PLR content you're using a big shortcut to using a powerful strategy!

### **Option 5: Promotional Content**

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As a blogger you're going to have to promote different things from your blog. Of course, your blog posts, but also everything else like your lead magnets, products, bonuses, etc. You can use PLR content to creation these promotions too.

Many times, you'll find PLR to social media graphics that you can use to promote things from your blog. But you can also use videos you get the PLR to as promotional tools, and even snippets of text from things that you have the PLR to. And let's not forget you can also get PLR to all kinds of types of emails like welcome sequences, promotional sequences, relationship building sequences, etc.

I encourage you to look through the PLR you have and see how you can use it for promotions of the things on your blog. Also, do a Google search and see what social media graphics, videos, and emails that you can get the PLR to that you can use as promotional content. Don't be scared to get creative when it comes to promotions!

**Note:** *The Blog Profits With PLR Blueprint Workshop* is your key to learning how to become a blogger and fuel your blog with nothing but easy to find PLR content. In this workshop you'll watch as a blog is created completely from scratch and monetized, so you can do the same thing for yourself! You can enroll in this workshop at [The Blog Profits With PLR Blueprint Workshop](#)

### Now, Go Get Started!

With the options that I've given you here this should keep you busy for a long time. As a blogger there are always things you need to be doing. From creating content to promoting things and everything in between.

My advice to you if you don't already have a blog is to get one setup and first focus on filling it with good content. Comb through your PLR content and/or buy PLR content, go through it all, do your editing and get it posted to your blog. There is no such thing as too much content but having a goal of 20 posts is a good place to start. Once you have some good content on your blog then make sure you add your lead magnets so as soon as traffic starts hitting your blog you can start building your list. Lastly start in on promoting your content. You can use paid advertising, social media marketing, or anything else you want to use. As time goes on you can come back and use some of the other options I've given you here, but this is a great way to get started.

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For those of you who already have blogs take a look at your blog, take a look at the PLR content you have or that you can buy, and see what you need to implement from the options I've given you. Do you have lead magnets that are building your list? If not, then I suggest that you get those created right away. Do you need more content? Then comb through that PLR and start adding a ton of fresh content to your blog. Do you have products that are making you money? If not then use PLR content and create you first product to sell from your blog. You can use all the options I've given you here, but start with the one you need the most, and then move on to the rest.

There are many other options when it comes to making money from PLR content as a blogger, but these are the most important ones. Pick an option today and go get started!

### Now It's Your Turn!

I've given you a lot of information and tactics here. Hopefully you took notes, and you're thinking about how you can use PLR content in all the various ways. My advice to you is to take one thing you've learned and implement it. Once you've got it working for you, then come back and add another tactic. Keep doing this over and over and soon you'll see that you've used PLR quickly and easily in various ways to make money and market your online business!

I wish you much success on your PLR journey!