

PLR Tactics for Creating Your Own 100% Unique Product in Minutes!

By Jason Fladlien

Intro

Private label rights (PLR) is both good and bad.

It's good in the fact that you can buy the rights to an already existing product... and often the sales letter to accompany it... then turn around and sell it as is and keep 100% of the profits.

It's bad because everyone else has the same opportunity. The competition is heavy. The product you offer reeks of private label rights.

And most private label rights products aren't the highest quality either. So it's not the magic bullet to sell it "as is".

No.

You need a better strategy. A strategy that requires only an additional bit of effort, but one that produces much better results. We will share several such strategies with you in this report.

Strategy 1 - Change the Delivery

Most PLR products are standalone reports, or videos. With a little effort, you can change the way you deliver that information to get more sales.

For example, let's say you buy 4-5 PLR products that are along the same topic.

Then you can "chop" up each of these PLR products and re-organize them in a fashion so that you have a larger, more complete course where the information is delivered in a "lesson" based day by day format.

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Like in a membership site.

You don't even have to charge a "monthly fee" to gain access to this membership site. It can be just a one time membership fee... The idea is to stack the deck in your favor.

Everyone else is selling one off, one product PLR.

You're selling more PLR than them, and delivering it in a membership site. You have a better offer... it also appears to be more unique... therefore you will get more sales.

That's one method.

A second method could be to produce a four week training series on a specific topic. Let's say you have PLR rights to 3 or 4 courses that are built around search engine optimization.

The content is already there... what you want to do is take the 4 big lessons you can find in total from all of these PLR products.

What you're going to do is create a class around each of these topics... so when you're done you have a 4 week "live" webinar training course on search engine optimization.

One powerful topic a week. You can charge a lot more for this.

Again, you didn't have to create any new content.

You just picked the best content, and changed how that content was delivered. In this case a live 4 week class instead of a stand alone product.

You win.

Strategy 2 - PLR is a Start, Not an End

One of the most valuable things about a PLR product is the Table of Contents. It's like a shortcut for research.

Often times you can take the table of content by itself and use it as an outline, and throw away the rest of the content.

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You now have each chapter topic, and maybe even three or 4 main points for each chapter. Now you go out and do your own research, and then create 100% unique content. Really, all the PLR just served as a starting point to help you better organize the ideas.

But it's your content. And if you already have something to compare it to, you can easily make a better product than the PLR you gained access to.

PLR products also can make great bonuses, as long as it's related to the core product.

Let's say you created a product on how to write sales letters. Well, as a bonus you can offer three private label products to enhance your offer.

The first could be a PLR product with 50 mini-site templates. They can use those to put their sales letters in.

The second PLR might be about traffic. This makes sense because people would need traffic to get people to read the sales letters they write.

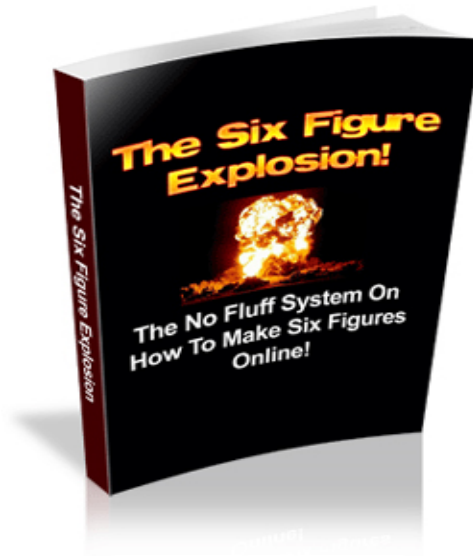
The third product might be pop-up software, which can help increase the conversion on the sales letter that you are showing people how to write.

So you can use PLR to enhance your core offer by finding relevant and logical bonuses... and if you enhance your core offer, you will make more sales. And this is one of the easiest ways to enhance your offer.

PLR Secret #3 - It's In the Packaging

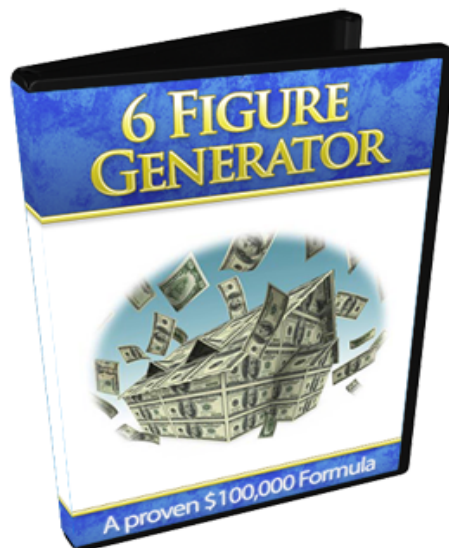
At the very least, you should create graphics, change the product title and rewrite the sales letter for the private label rights product you purchase.

For example, let's say you bought a PLR product called "The Six Figure Explosion". This is the graphic that came with it...



The first thing you should do is change the name. So instead of calling it the Six Figure Explosion, you might call it "6 Figure Generator". And the tagline you might change from "the no fluff system on how to make six figures online" to "a proven \$100,000 formula".

And the second thing you might do is pay someone to create a new ecover for you. Here's something we whipped up in a flash...



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Nothing fancy, but it does make it look unique. Then there is the sales copy that comes with it. At the very least, change the headline, and first page or so.

Here's the original Copy...

***How I Discovered A SECRET FORMULA To Online Money-Making
That Let Me Quit My Job FAST ...***

***... And How YOU Can Use This Proven Formula To Make Boat Loads Of Your
OWN Cash So That You Can Fire Your Boss, Achieve Financial Freedom, And
Live Life On Your OWN Terms... Once And For All!***

***WARNING! Much Of This Information Is Hard-Hitting And Only For Serious
Marketers Looking To Powerfully Generate Six Figures Online!***

Dear Money Maker,

*Do you get angry with all the empty promises online that seemingly always
under-deliver?*

*Do you get that festering feeling of disgust every time you go buy some product or
take some advice... just to find out the person has no idea what he's talking
about?*

*I admit it. I had experienced all of the same frustrations trying to make money
online that literally had me pulling out my hair... wondering if success online was
ever really possible.*

*I eventually cracked the code to online success. In just a minute, I'll share with
you some of what I did to make a multiple six-figure income in almost no time.*

-----end of copy-----

Here's our rework...

Secret Six Figure Formula Makes Your Day Job Obsolete...

*... And How You Can Tap Into This Proven 6 Figure Formula Over & Over
Again To Generate Tons of Profits, Fire Your Boss and Achieve Your God Given
Destiny*

Dear Marketer,

*What you're about to discover is the god honest truth. It comes straight from
someone who does this over and over again... it's unique and it's not like anything
you've seen before.*

*It's about someone who cracked the code... using a certain type of "one
marketing" scheme... that brought in multiple six figure incomes at break neck
speed.*

Here's what it's all about....

-----End of rewrite-----

See what we did? We just cleaned up the copy. And that's super easy because you already have a model to go off of.

So if you use all three tips... rework the product content, change the delivery method and make the opening copy, graphics and title of the product UNIQUE, you can get very quick results with private label products.

Using this method is one of the quickest and easiest ways to success online. So do it now!

Resources

How To Write Near World Class Sales Letters In Less Than 3 Hours!

<http://3hourad.com>

Instant PLR Products

How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less

[Click Here...](#)

Internet Marketing Profit Equation - Traffic & Conversion Training

[Click Here...](#)

How To Create An Info Product In Under 48 Hours

<http://48hourreport.com/48hour>

How To Write A 400 Word Article In 7 Minutes Or Less

[Click Here...](#)

Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU

<http://48hourreport.com/nichecopywriter/>

How to Invade ANY Niche In One Day

<http://goldmembercoaching.com/5minuteniche/>

Why the 80/20 Rule Sucks - & How To Triple Your Productivity!

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

Instant PLR Products

**How I Put Together A Product Launch in 90 Minutes
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing “PLR Repurposing” Secret Creates
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

Personal Development for People Who Hate Wishy Washy Self Help Gurus

<http://goldmembercoaching.com/wishywashy/>

How to Become An Expert At Almost Any Skill in 27 Days or Less...

[Click Here](#)

How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days

<http://goldmembercoaching.com/ghostwritingsystem/>

The Gary Halbert SWIPE FILE

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”

<http://goldmembercoaching.com/mindstatechange/>