



Ryan Walker  
[PLRContentWealth.com](http://PLRContentWealth.com)

# **NOTICE: You DO Have the Right To Reprint or Resell this Report!**

You Also MAY Give Away,  
Sell or Share the Content Herein

© 2009 Copyright www.PLRContentWealth.com

## **All rights reserved**

You may sell or give away this report as long as it is not altered in any way, falsely misrepresented or distributed in any illegal or immoral manner.

## **No Liability**

In no event will the author of this product, or any distributors, be liable to any party for any direct, indirect, punitive, special, incidental, or other consequential damages arising directly or indirectly from the use of this product. This product is provided "as is" and without warranties. Use of this product constitutes acceptance of the "No Liability" policy.

## **Warranties**

There are NO WARRANTIES express or implied and specifically no warranties regarding FITNESS FOR SPECIFIC PURPOSE or WARRANTY OF MERCHANT ABILITY of this product.

# Table of Contents

The basic model of success .....	5
Building your online business to last LONG TERM .....	5
The real way to make money through affiliate marketing .....	5
Developing products that people want .....	7
PLR content – the easy solution.....	9
The pros and cons of PLR content.....	9
How to correctly use PLR content.....	10
PLR articles .....	10
How to build unlimited online wealth with PLR content.....	11
Creating your own brand.....	11
Finding PLR articles .....	12
A simple solution .....	13
Your source for PLR articles <i>with a twist</i> .....	15
Two major money-spinning strategies with PLR articles.....	17
Free eBook template.....	19
Free sample eBook .....	20
The membership site model.....	24
A wealth building strategy .....	25
Other money-spinning strategies.....	26
The PLR Content Wealth System .....	27
Your Marketing Plan .....	29
Your Wealth Building Business Plan .....	32

**Conclusion** ..... 37

**Resources**..... 39

**ATTENTION:** If you are tired of working hard to make someone else rich, then this book is for you. Read on to find out how you can build a wealth generating online business **by creating and selling your 100% own products**...

## “How to Create Unlimited Wealth Online with Private Label Rights Content”

Dear colleague,

If you are ready to **make as much money as you want** online without blowing your budget, I'll give you a simple blueprint you can begin following today.

What you need to succeed online is very basic. As a matter of fact, the same age old principles of selling products apply whether you run an online or an offline business.

All you need to be successful online (and offline) is a *simple PLAN* – a *proven SYSTEM*...

### The basic model of success

The concept of building a successful Internet business can be broken down into three basic steps:

1. Find out what people want
2. Create a product that satisfies that want
3. Deliver the product

It's no more complicated than that.

If you can come up with a satisfactory solution to those three steps on an ongoing basis you've laid the foundation for a successful business.

### Building your online business to last **LONG TERM**

#### Creating your own products

The most effective way to accomplish long term online success is to create **your own** 100% unique products and build your business based on the 3 basic principles above.

## Affiliate marketing (an alternative)

An alternative to creating and selling your own products is to sell other people’s products as an affiliate. Without any doubt you can build a very lucrative online business through affiliate marketing, presently one of the most exposed and advertised Internet business models.

I encourage you to use affiliate marketing as an important part of your online business building strategy.

I am here talking about selling **other people’s** products as an affiliate on a commission basis.

However, we have just arrived at an important point I want to make: In the example above you are selling other people’s products – **not your own**.

As an affiliate you are promoting somebody else’s products and his business, pointing new customers in the direction of this person’s web site, helping **him** to build **his** business!

## **The real way to make money through affiliate marketing is to be the person who develops the products**

I have already established that a part of your online business building strategy should be working as an affiliate – naturally if you promote the kind of products and programs where you can make good commissions. People are making excellent incomes online as affiliate marketers.

However, your **main long term strategy** should be to develop your own products.

Why?

**For several reasons:**

As you develop your own products...

1. **You** are in complete control as **you** own the products outright.
2. **You** can be the one to recruit affiliates to promote **your products** sending people to **your web sites**.
3. The list of buying customers you build is **your list**. You don’t share the list with anybody.
4. All your efforts are geared towards building **your business** – not somebody else’s.

Don’t underestimate the power of owning the outright property rights to a product. It is the only way you can be 100% in charge of your own online business!

## Developing products that people want

How do you find out what kind of products people want and how do you go about developing them?

This is the topic we are going to discuss in most of the remainder of this book, before we finish off discussing various strategies to successfully find an endless stream of eager-to-buy customers to deliver the products to.

### Market research

To find what kind of products people want, you have to do market research to find sought after niche markets with preferably little competition to optimize your chances of success.

Firstly you can get a good indication of which topics that interest people by going to your local newsstand and research which magazine topics are most sought after. This is a great method to discover niche markets you otherwise would never have thought of.

One other method to find what people are searching for is to go to [eBay Pulse](#) to find hot trends on eBay.

**[Sidebar:** For your convenience I have made a summary of all the reference links throughout the book with the full url at page 39.]

Another method is to go to [Google Trends](#) to find a regularly updated list of the 100 most popular searches on Google.

You can also get a good indication of what books/topics people are searching for at the [Amazon Movers and Shakers](#) book list.

These are some of the methods you can apply to find hot and small niche markets with in many cases little competition.

As soon as you have discovered and chosen a promising – hot - market through one of the above methods, you want to start developing a product that matches the needs of this market and then finally find a way to reach the market with a sales approach.

### Keywords

How do people go about finding what they want on the Internet? They typically do a search on one of the search engines by typing in phrases related to the topic they are interested in.

These phrases are commonly referred to as “keywords” or “keyword phrases”.

To enable you to reach your target market, your job is therefore to research and find what keywords people in this market are using and then apply those search terms and phrases in your sales approach.

Good keywords are like gold nuggets. You want to include them in your AdWords ads and other ads, in your sales letters, in your articles and in your eBooks so that the search engines find your ads and your products when people do their online search.

Optimizing your marketing with the use of the right **keywords** and **keyword phrases** is one of the most effective methods you can apply to enable people to find your web site and your products to ultimately enable you to sell your products and services to create online wealth.

Keywords research is a science on its own and there are numerous books written on the topic. A number of tools have also been developed to assist you with your keywords research. One of the most popular ones is [Wordtracker](#) which is one of the highest regarded keywords research tools online.

## Products

So you’ve found your niche market through your **market research** and you’ve found an effective method to promote your product with the right **keywords**.

[**Sidebar:** We’ll look at a number of other marketing methods later on.]

When you have arrived at this stage you will be perfectly positioned to develop profitable products. Why? Simply because you can tailor make the products exactly to what you know your chosen market is searching for and **what they want**.

Now, what remains to do is to **develop a product** or preferably **a line of products** for your chosen audience.

Here is a list of the kind of “products” you may want to develop:

1. Build a **web site** related to the topic which you can monetize with pay-per-click ads and affiliate programs
2. Write **articles** related to the topic which you submit to article directories to drive traffic back to your site
3. Publish a **newsletter** to build your opt-in list
4. Write **short reports** in PDF format which you can sell individually or in bundles
5. Write **eBooks** related to the topic
6. Create **DVDs** on the topic
7. Create **print books**
8. Create **audio books**
9. Bundle any of these types of products together to create **high-ticket products**
10. Develop a **line of related products such as mentioned above** to offer your customers on a continued basis
11. Build a **web site where you wholesale** the products I just mentioned above and allow people to sell any of those products for a profit



12. You may consider building a niche **membership site** – one of my favorite business models – where people pay a monthly fee to access the content they are seeking, which may involve any of the products above
13. Many, many other possible ideas for products...

However, you still have got a fair bit of work remaining. To develop one or all of the above products can take a lot of time, unless you outsource the various tasks which you may not initially be able to afford.

**[Sidebar:** Outsourcing various tasks of your Internet business will definitely be one of your long-term strategies as you will want to free up time to do the things you love to do in life instead of being a slave to your business.]

The good news is that there is an easier and cheaper way to go about creating these kinds of products...

## **PLR content - the easy solution!**

### **What is PLR content?**

If you are totally new to the concept of PLR content, let me first briefly explain what PLR content is. I’ll then show you how you can strategically build a solid, long term online business by developing your own products with the use of PLR content.

PLR is short for “Private Label Rights”. When you are granted Private Label Rights, you are allowed to use content created by somebody else as if it were your own.

This usually gives you the rights to modify the content in any way you like for use in your own projects. Often you are also granted the right to insert your own name as the author. Normally you won’t be allowed to sell or give the product in its original state to others.

(I highly recommend that you make sure exactly what rights you are given with any PLR product you purchase as they can vary a lot.)

## **The pros and cons of PLR content**

### **The mistake most people make with PLR content**

A lot has been said about PLR content, and some people shrug their shoulders at the concept.

Their main argument against PLR content is the lack of exclusivity of the material and the tendency of some webmasters to re-use the content uncritically without making any changes to it at all.

This leads to the same products and the same articles appearing all over the place - which of course completely devaluates the content and ultimately web sites are closed down due to duplicate content.

**Please don’t write off PLR content quite yet...**

### **How to correctly use PLR content**

To get the best value out of PLR content you have to go the extra mile to make it completely unique.

Yes, you read right: **You have to put in a bit of effort!**

Listen, if you are a serious business person who genuinely wants to build a solid, long term business which you can make a comfortable living from for many years to come, you have to be prepared to roll up your sleeves and put a bit of work in.

Too many people are looking for easy solutions. They like the idea of working from home in their pajamas, or better still, making money without working at all.

Doing business on the Internet is no different to doing business offline. At some stage you have to put in a bit of effort if you want to build a long term successful business.

Having said that, there is nothing wrong in making easy solutions and that is what this book is all about.

I am going to show you how you can build a long term, very profitable business with PLR content and I am going to give you a blueprint to a very simple way to go about it.

It doesn’t matter whether you are or if you are not already using PLR content.

Either way I am going to give you a solution which will position you head and shoulders above the rest of your competition.

If you want a **massive advantage** over everybody else using PLR content, read on...

### **PLR articles**

When I work with PLR content I put most of my effort into working with PLR **articles**, more so than with PLR eBooks and other PLR content.

Why?

As an example, if you want to modify an eBook to make it *unique*, you are dealing with a product that to a large degree already has been molded and turned into a *specific* product:

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

