

Ed Chaser's

4

**Surefire Plans
To Unleash
The Real Potential**



**Of
Private
Label
Rights**

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**4 Surefire Plans To Unleash The Real
Potential Of Private Label Rights**

Learn The Exact Plans Used By The Top Marketers To
Build Their Online Wealth Using Private Label Rights!

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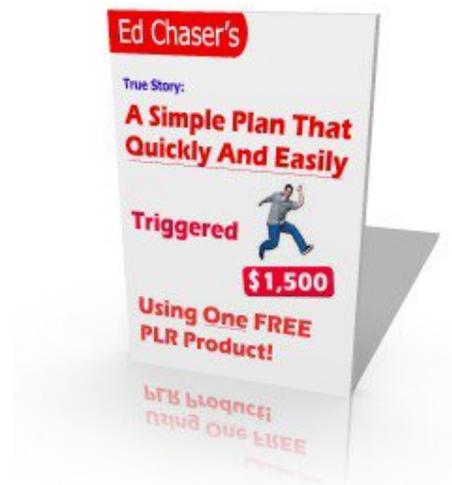
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A Simple Plan That Quickly And
Easily Triggered \$1,500 Using One
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Read This First

If you've been around in Internet Marketing for sometime, I assume the phrase "Private Label Rights" or "PLR" is very familiar to you. BUT astonishingly, I notice that only a few marketers really understand the **true power** of PLR products.

These smart marketers have been -and still are- quickly and easily raking in huge amount of money with PLR products and at the same time they are building credibility as experts in their targeted niche!

Read this mind-blowing report and YOU TOO will discover the proven strategies to generate an ongoing stream of income with PLR products.

OK, I won't waste more of your time now, so let's start with some basic knowledge on Private Label Rights that you should know before we go deeper...

Private Label Rights – A Quick Glance

Basically, you can do so many things with Private Label Rights (PLR) content and products.

- You can claim them as your own.
- You can put your name as the author or creator.
- You can modify them as you like.
- You can sell them as your own products.
- You can insert your own affiliate links.
- You can change the e-covers.
- You can make them as Free Giveaways.
- You can fill your site content with them.
- For no-restrictions PLR products, there is actually NO limit what you can do with them. Just let your ideas flow!

NOTE: Please read carefully the terms and conditions of every PLR products you receive, because some products have restrictions like... *not for auction sites, not as free giveaway, not to be sold as PLR, etc.*

Plan No. 1

Build Newsletter Content

The Idea

They always say, “The money is in the list” and I agree. If you want to become a successful internet marketer, then you **HAVE TO** have a list! **PLR content and products can make it faster and easier for you to build your list.**

Build a newsletter site and rework your PLR products for the content. If you have enough PLR content, then you can break it up into several pieces of information. This way, you can set up the content of your newsletter up to 1 year or so! ☺

The Plus & Minus

1. You can earn money through **collecting advertising fees**. But, this is only possible **AFTER** you have a big number of subscribers - and it does take time... But, once your subscribers grow, this method can be your money machine!
2. You also can earn money by **recommending** good quality products to your subscribers, **using your affiliate link**.

But, make sure you lead them to products that **REALLY** can help them improve and please remember to always recommend products **RELATED** to your niche!

3. You can **build several newsletters** for several niche.
4. This plan is **promising for long term** and thanks to PLR products, you don't have to worry about the content of your newsletter.

Let's say you have enough content for 1 year, then during that time you can concentrate more on promoting your newsletter and applying killer strategies to build your list. Then you can create the rest of the content yourself afterwards (or pay someone to do it), to deliver valuable info to your subscribers continuously.

The Steps

1. **Do some studies on niche markets.** This includes things like: checking out your competitors, finding out what the market needs, searching for credible affiliate merchants available, etc.

If you really do your homework, you will be able to decide whether it's profitable or not to jump into a certain niche. But this report is not about niche study, so I'm not going to go over this matter -at least not now.

2. **Choose a niche**, related to the PLR content. Try to be specific, but do not choose a too-narrowed niche that attracts too little subscribers to your newsletter site.
3. **Choose a domain name** that describes your niche. I prefer to not use hyphens within my domain name and I suggest you too. Instead of choosing www.raise-your-baby-example.com as your domain name, I suggest you choose www.RaiseYourBabyExample.com
4. Choose an **affordable reliable hosting**.

Sidenote: I have put up a special page containing all the services and resources you'll need to execute the 4 Surefire Plans immediately. You can also [visit the page](#) to find a very affordable reliable service where you can register your domain and host your site.

5. Choose a **reliable Autoresponder** service with unlimited follow up and broadcast system. This is your **main weapon**, because you'll be depending on the service to manage your newsletter distribution and your list of subscribers. So you must be very careful in choosing one.

Many top marketers (including myself) rely on <http://listbuilder.aweber.com> autoresponder service to build and manage our lists. It's the pioneer (providing service since 1998), has a wonderful technical and strategic support including live support, live webinars and a rich content blog. Also, you only need to open one account for unlimited websites. I highly recommend this service.

6. **Rework your PLR content.** Add your personality to it and divide it into several contents. Let's say you want your newsletter to be bi-weekly, so you'll need 24 outstanding contents for 1 year.
7. Build a **simple website**. You have to make your homepage as simple - yet as professional- as you can. Make sure any new visitor that come to your homepage instantly recognize your site as a Newsletter Site for a niche that you choose.

8. Put an **opt-in web form** on your homepage where visitors can enter their name and email address. Place this web form where visitors can see it the first time they come to your homepage (don't make them scroll down first to find the web form).

If you use [Aweber Autoresponder Service](#), they will guide you step-by-step how to put up the opt-in web form and not only that, they will train you also with proven strategies how to set your newsletter email.

9. Explain why they should subscribe to your newsletter. What do you have for your visitors that they can't find anywhere else on the net? **Expose your credibility** and the value of your newsletter content.
10. Send your newsletter with broadcast system. Set your newsletter messages on the dates you specify for the whole year, so you can sit back and concentrate more on your newsletter marketing strategies.
11. You can send your newsletter in a form of text messages or HTML (or both), but I always prefer to use **text messages where I insert the link to the web page of the latest issue of my newsletter.**
12. Whenever you get advertisers who want to advertise in your newsletter, you can insert their ad and provide a "Sponsor" section in your email newsletter.
13. Don't forget to recommend high quality products now and then to your subscribers using your affiliate links. But remember to always recommend products that will SUPPORT your subscribers, because your credibility is on the stake.

The Resources You Need

Please visit my [Secret Arsenal](#) page. I have provided all the resources you need to start the plan as soon as possible. I always update this page and load it with better tools and resources that catch up with the rapid changing of internet. So make sure you visit it regularly.

Plan No. 2

Create Resell Rights Products

The Idea

Convert your PLR products into several information products with resell rights. You can sell these Resell Rights Products (of course with your name embedded as the author 😊) to your existing list and let them resell those products and keep 100% of the profits.

The Plus & Minus

1. You have a **horde of enthusiastic resellers**, promoting your products, which can attract more subscribers to your list. Just make sure you put some pre-selling techniques in those products so people are eager to subscribe to your list.

For example, you can provide a FREE valuable report for anyone who subscribes to your list. Put this announcement in several places (at least 2 places) within your Resell Rights Products, so they will start the viral effect.

2. Selling the Resell Rights products alone, can generate a **decent income** for you.
3. People will recognize you as an expert in your niche, because your info products will spread all over the internet. Thanks to your resellers! 😊
4. **Products with price tags are always considered to be valuable**. If you sell these products at a reasonable price, then people would think that you really have good information in there.
5. Still, compiling your PLR products into several Resell Rights products can be time consuming. Not to mention that you **MUST** put your personality in those products, so you can differentiate yourself from your competitors who also have the same PLR.
6. You also have to prepare the sales letter, e-covers, graphics and everything needed for you and for your resellers to promote your products.

The Steps

1. Start **converting your PLR products into several info products** (to make it simple, you can create them in the form of PDF ebooks).

You can do this by editing the raw PLR material, divide it into several related content and then convert them using any PDF converters available on the net.

You can turn the PLR material into 3, 5, 10 ebooks with your name on them... it depends on how much material you have. And remember, those ebooks should be related and contribute one to another.

As for PDF Converters, sure you can use several free services out there, but be careful... most of them apply these terms along with their free service:

- They embed their logo (watermark) inside your ebooks. This will make your ebooks look very unprofessional ☹
- All links inside your ebooks are not live links readers can click through. This could be a problem for you, especially if you are recommending affiliate products within the ebooks.

Sidenote: Visit my [Secret Arsenal](#) page to see free or low-cost PDF Converters that preserve hyperlinks and create password for your ebooks.

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4. Clarify also all the **terms and conditions you want for your ebooks**. The first thing is that of course they cannot give away these ebooks as freebies. Furthermore, can they add these ebooks as bonuses for their paid products? Can they sell these ebooks at auction sites? You have to make clear any do's and don'ts with your ebooks.
5. **Create e-covers for your ebooks**. It's very important that you come up with excellent covers for your ebooks. Poor quality e-covers would only make your potential buyers run away!

Please visit my [Secret Arsenal](#) page to find further information on creating professional e-covers.

6. **Make 2 profit-pulling sales letters.** One is for you to sell your Resell Rights products to resellers and the other one is for your resellers.

To reduce the cost of this plan, I suggest you learn some basics of creating a profit-pulling sales letter and always learn how big players create their sales letter. Take a peek at their sites. You can adopt (not copy) their headlines, their powerful words, their sequence, how they entice visitors to become buyers, etc.

7. **Create a Thank You Page.**

8. **Choose a merchant processor** so you can take payment on your site. Of course there are several reliable merchants with variety of cost.

Some merchants ask for bigger one-time payment at the front and only take a very small percentage afterwards from every sale you make. Some merchants choose to apply a small one-time payment and take bigger percentage from every sale you make. It's up to you to decide.

Please visit my [Arsenal Page](#) to find further information on suitable merchant processor.

9. **Put your site online.**

10. **Seek Joint Venture (JV) Partners** to help you spread the word about these products. There are a lot of JV-Manager tools out there to help you execute this strategy.

Make sure you give out generous commissions to your JV Partners. 50% is the minimum, I insist. Remember, **doing JV with big marketers with big lists is your express way to build your own list!** Imagine how many new subscribers they will send you continuously. So, giving out 50% per sale is really not a big loss... it's actually a smart investment. 😊

11. What about submitting your Resell Rights products to membership sites? If you want to give up the profits from selling the Resell Rights products and focus more on building your list, then it's fine.

If this is your goal (building your list), then you should also consider submitting your Resell Rights products to every ebook directories you know!

12. I give you an example using ebooks as your products, but of course you can apply the same steps with PLR software, scripts, etc.

Once again, please visit my [Arsenal Page](#). I have provided all the resources you need to start Plan No. 2 immediately.

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