

MAKING **MONEY** WITH PLR

(Private Label Rights)



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Making **Money** with Private Label Rights

Introduction

This guide is not intended to be a full resource on the subject of PLR, but serves as a useful tool, an Overview on how you can profit in PLR material.

We recommend you purchase the Video Guide that works hand in hand with this guide at: <http://www.makemoneywithplr.com>

Making money on the Internet is not as hard as it may first seem. And with the development of the Private Label craze, it has become even easier for an entrepreneur such as yourself to grab the market by the horns and make some capital gains.

The approach to selling PLR material is not too dissimilar to creating your own product. And you have a massive head start with a solid base to work from, but only if you get the right products, in the right niches.

So how do you know that you are in the right niche?

In this introductory guide, we will explore researching a niche market and qualifying its profit potential, well before we even begin setting up our own product to sell.

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Getting Started – Qualify your Niche

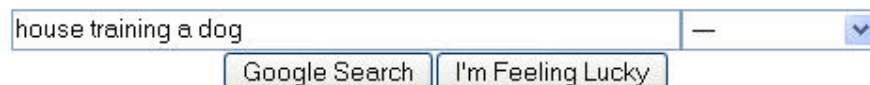
How do you know if a market will make you any money?

Where to carry out your own research, and how to virtually steal business from your competition will all be revealed in the pages below, so get reading 😊

Let us pretend for our example that we would like to get into the Pet Niche. We know that many people have pets, and love to spend time and MONEY on them. So we already know that our market qualifies as one with expendable income.

But let's do some basic research to get a feel for our marketplace.

We are going to be specific on our search, as we recently purchased a puppy and went through the hell of house training him.. After talking to other dog lovers online in forums, we realize that this has potential in its own market.



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<p style="text-align: center;">Sponsored Links</p> <p>Home Dog Training Service Kind Methods Fast Results Any Breed Age or Problem Guaranteed www.barkbusters.co.uk</p> <p>Dog training problems The Professional Solution Remote Collars & Electronic Fences www.paccollars.co.uk</p> <p>Dog Training Problems Dog Train, Puppy Train, Problem Dog In the comfort of your own home www.dogguruonline.com England</p> <p>Training a Dog Naturally Training a Dog, Kind and Gentle FREE Top Tips from UK Expert www.good-dogs.co.uk</p> <p>Housebreak Your Dog Housebreaking For All Age Dogs Proven Method For Housebreaking www.SimpleDogObedience.com</p> <p>House Training A Dog No More Gross Smells On Your Carpet House Training Your Puppy In 7 Days HowToTrainMyPuppy.com</p> <p>Canine Behaviourist Dawn Smedley, working in Sussex. Most problems solved in one session www.dawnsmedley.co.uk</p>	<p>Here are some of the Paid for results that came up in Google.</p> <p>What I would do now is to track these ads over a period of 10-14 days.</p> <p>This will show us who is paying for ads consistently, to what site they are directing (affiliate or own site) and will allow us to gather good market data.</p> <p>A quick look at Google data will then tell us what we could expect to pay for this keyword and the amount of daily clicks we could receive.</p> <p>This will allow us to test out our market, BEFORE we even set up a PLR Product site 😊</p>
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So How do you do the Acid Test? BEFORE you invest too much into your new PLR Product site?

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The ACID Test

Google now provides us with KEY DATA, right on its search box 😊



By clicking the Traffic Estimator link, it gives us a great idea of cost per click (CPC) and Traffic estimation, and total spend per day.

Average CPC: **\$1.02** (at a maximum CPC of \$2.46)
Estimated clicks per day: **8 - 9** (at a daily budget of \$10.00)

Estimates are based on your bid amount and geographical targeting selections. Because the Traffic Estimator does not consider your daily budget, your ad may receive fewer clicks than estimated.

Keywords	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks/Day	Estimated Cost/Day
house training a dog	<input type="text"/>	\$0.77 - \$1.04	1 - 3	3 - 4	\$3 - \$5
"house training a dog"	<input type="text"/>	\$0.83 - \$1.10	1 - 3	3	\$3 - \$4
[house training a dog]	<input type="text"/>	\$0.88 - \$1.18	1 - 3	2	\$2 - \$3
house training a dogs	<input type="text"/>		Not enough data to give estimates. ?		
"house training a dogs"	<input type="text"/>		Not enough data to give estimates. ?		
[house training a dogs]	<input type="text"/>		Not enough data to give estimates. ?		
Search Network Total		\$0.82 - \$1.10	1 - 3	8 - 9	\$7 - \$10

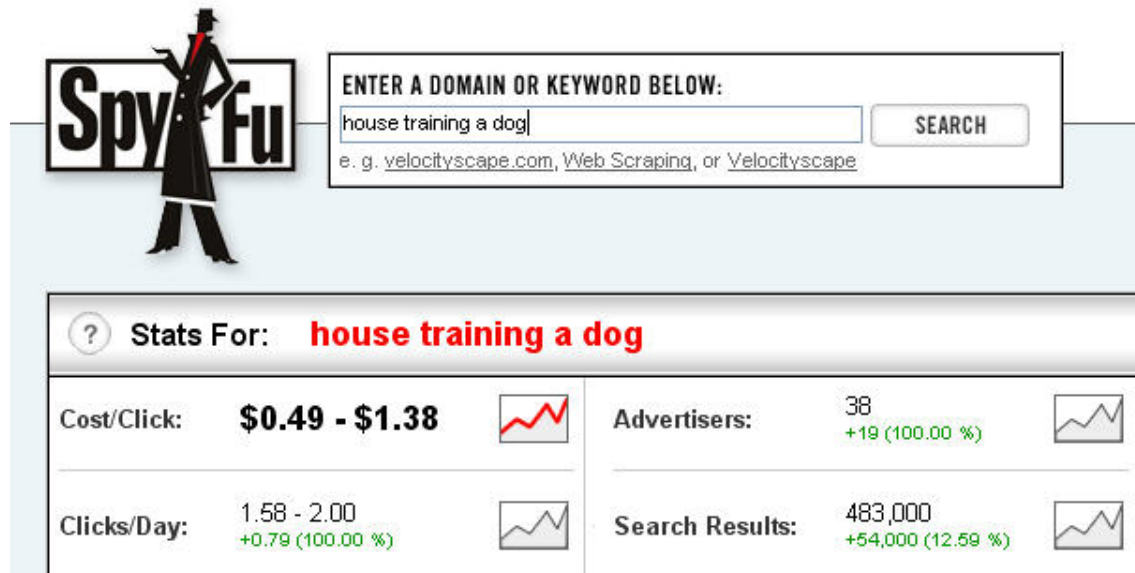
[← Revise settings](#)

The writing above is a little small, but if you look closely, you can see that Google estimates that with this keyword phrase, we would potentially see 8-9 clicks per day at around a \$1.02 cost per click.

I would investigate this further, and also look for suggested search terms that would be cheaper and more productive, but even on a CPC this high we can still test our market.

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A quick zip over to www.SpyFu.com reveals a similar story on our Niche Market.



They do not estimate as many clicks per day as Google, but they also have a very wide range in CPC from \$0.49 to \$1.38.

Remember, that our market is not like searching on a very broad term. We are closing our market clicks down to those that will only want specific information.

If we run an adwords campaign to test our market and ensure that our advert attracts potential buyers only, then we can have a good acid test of our marketplace.

NOTE: In our test phase, we are only looking to qualify our market, not to actually drive heavy traffic at this point.

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In our video series, we cover more about ways in which you can do this.

By clicking on advertisers in SpyFu, we can see what they are estimated to be spending, how many clicks they are getting and use this research to set up our own campaign.



If you were to visit this site above, you would see that they have a product they are selling for \$39.95. A DIRECT sales page from a Google Adwords spend.

So you can see by the time that have been online, and by doing our 10-14 day analysis that these guys have been around for a while.

This tells me that there is a market to be played in here 😊

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But before you go diving into your Private Label Rights product, you can do some more tests to see how effective your potential product could be.. AND MORE IMPORTANTLY, how you could IMPROVE upon what is already in the marketplace.

“Speculate to accumulate”

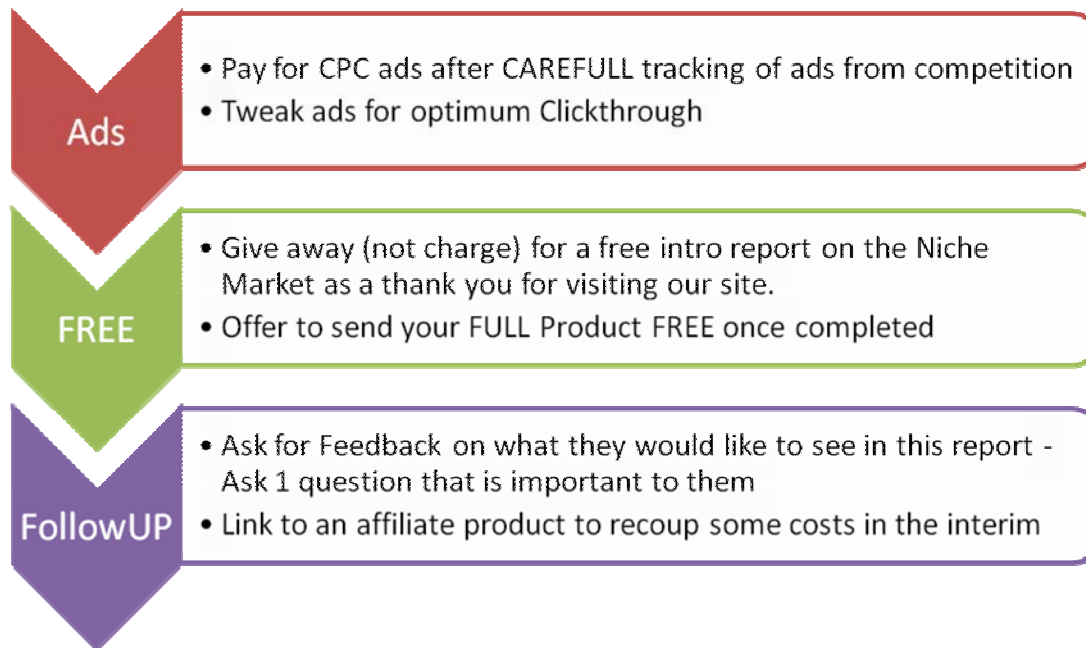
With reasonable planning, and good business sense, we can now move onto phase II of our Acid Test of qualifying our market BEFORE we create our full blown product AND furthermore we can use this money we are about to invest in advertising for a 2 pronged approach.

I would set aside at this point \$200 for an advertising campaign on Google.

Here is how I would use that money to ensure I am in a good potential marketplace, and then explode my income via my PLR product.

.... Are you ready for this?

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In step 1 above, we are setting up our ad campaign in Google to start collecting names for our list.

In Step 2, we would give them a free report on their niche. So in our example, it would be on house training your dog. This is only a short 10-18 page report to be of use to them 😊

I would then announce that if they enter their details in the box on the page, I will send them our full house training guide for free once it is completed as a thank you for their time.

(Limit this to the first 50 who give you good feedback, around half of your budgeted spend).

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Ask each person to give you one question that they would most like answered about their problem, reason for searching the site etc.

Collate this information, as it will be invaluable content for your actual PLR Product. Please remember, that while some PLR products are very professional and good, others need a lot of TLC to make a quality product.

Even those that are good in the first instance, it is better to add value and content to them to make yours stand out from your competition.

By gathering a list, you can then continue to build rapport and even suggest affiliate products at this point as a thank you.

i.e Many thanks [First_name] for filling out our brief questionnaire at our site – housetrainingmypuppy.com

I look forward to sending you a free full product copy once it is completed to our satisfaction. We are even including a video guide which I know you will love about “How to teach your Puppy to alert you”.

In the meantime, on my research, I came across this excellent book which went some way to helping me get started with Alfred, my pet Springer Spaniel. The book is informative enough to get started and was in part the inspiration for my own product I will be sending to you in due course.

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