

# What Will You Do With These PLR Products?

## A Strategy To Turn All Your PLR-Products Into Long Term Profit Centers

Thank you for your interest for my series of PLR products. I try to deliver a sequence which is specially beneficial for beginning marketers and I encourage every experienced marketer reading this to share additional knowledge, suggestions and resources by email to [admin@infobiz.info](mailto:admin@infobiz.info)

In the coming weeks as I supply you with appr. 30 PLR products I'll also try to give you some useful advice on how to use them to grow your business.

Whether you are a seasoned marketer or a newbie just trying to set up your own cash generating digital business, I hope it will be useful for you.

Only a few years back we didn't have such things as PLR content or indeed tools such as prepared sales pages & graphics templates to help us create our own branded products with relative ease and in good time.

When the first PLR products entered the market, it was quite a revolution – everyone wanted them and every marketer could easily make cash by reselling them. Then they produced more and more of them, and today you may say they flood the market.

I bring this up now, because today I want to go deeper into one of the key strategies you need to employ in order to succeed with private label rights today. Once learned, it's a highly simple yet powerful technique that you can use to boost the potential returns on just about every PLR product/source code on your hard drive.

I'm talking about **\*being different\***.

Too many people when presented with PLR products (particularly eBooks & software) make the mistake of just sticking in their own affiliate or product links and sending them right back out the door. The exact same content. The same stale old sales page. And the same dull graphics & visuals as hundreds if not thousands of other sellers.

Yes, it's quick. And yes, you might well make some initial gains but as the weeks and months pass your product becomes very ordinary, very quickly. That exact same product, sales page & graphics will be swirling around the net, master rights no doubt slapped on it, plastered all over eBay for ninety nine cents & given away as freebies until finally it's value collapses and people refuse to download it even as a comp let alone fork out any cash for it.

Believe me, I've seen this happen to more PLR/Rights products than you can

shake a stick at. Now every product dies, but those with rights typically get beaten to a gooey pulp well before their time. Even the great ones. So what can you do to seriously increase the longevity of your PLR products? It's actually quite simple and it doesn't take all that long to do:

## **MAKE THEM DIFFERENT!**

Make the following simple changes to your PLR packages and you'll almost certainly notice more sales (because you've made it unique) and a far longer product life-span:

- **Change the base PLR content.** Yes, this means actually reading the content and making changes to it. Add content to it and make it bigger and better. You can also merge PLR content on a broad niche into one huge resource - for example combine a PLR resource on mailing lists with a source code on email/autoresponder software and combine them into a bigger, better package.
- **Change the graphics** that come with the PLR product. Whether you like it or not, visuals have a big impact on the perceived value of any product. When I see an old product with the same old box/cover/banner I immediately gag and click off. When I see any new product with unseen graphics my interest immediately perks up (and usually I want it). This is a HUGE factor, and most people just don't get it.
- **Alter the sales page.** Re-write it, change the design, go through the PLR content and jot down the real user benefits that your clients will enjoy once they own the product...and convey them in your re-write of the sales letter. Listen, I'm not being fussy here but a lot of PLR products come with terrible sales pages and you can use this to your advantage by giving them a make-over.

These are just some basic guidelines, but in my eyes most important when using PLR today to make a profit or even to get visitors to subscribe to your list or newsletter.

I'll try to go deeper into the details in the coming weeks and wish you great success with your business.

If you have any questions or suggestions, please email me at [admin@infobiz.info](mailto:admin@infobiz.info) with PLR-Series in the subject.

Now enjoy and use your new PLR products to the best!

Til next week...

Juergen Kosel

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